A door slamming noisily as Pegeen Fitzgerald’s maid patters in, smoke from husband Ed’s pipe blue and fragrant in the air, a toaster clicking happily on the sun-splattered table... That’s the unstudiolike setting from which WOR’s “Breakfast With the Fitzgeralds” originates every weekday at 8:30 A.M.; i.e., their own apartment.

What kind of a program is it? Probably one of the most unique and informally simple shows in the United States. For it’s just the Fitzgees, Pegeen and Ed, having breakfast. But this simplicity of pattern is suffused with a degree of intimacy, warmth and naturalness that keeps about 450,000 WOR listeners happily glued to the Fitzgees’ program every day.

“Breakfast With the Fitzgeralds” is another sample of WOR’s carefully clocked programming. WOR deliberately plans to create moods that, in turn, send listeners trotting off merrily to pay cash for things on dealers’ shelves.

If you would like to take advantage of the advice of skilled showmen, who are also skilled salesmen, it would not be a bad idea to lift your phone and dial PE 6-8600; or write...

—that powerfull station WOR

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
EARLY in the Sixth War Loan, WLS Program Director Harold Safford, counted up. "We have booked SEVENTY-SIX special war bond shows for WLS talent," he said. "One, two, up to ten acts. Seventy-six performances and the drive has just begun!"

That's what we mean by "The Spirit of '76". These seventy-six WLS war bond shows exemplify the "Spirit of '76" in the Radio Industry of 1944. We're glad to serve this way. And besides, we're proud that WLS is so much "One of the family in Midwest America" that, whenever our people want help, they call on us. In war bond or salvage drives, in community efforts of every kind IN CHICAGO and all our four-state area, WLS is the first thought of millions of Americans who, in 1944, are working and fighting with "The Spirit of '76".

If you want help in selling a product or service in Midwest America, call WLS or see a John Blair man. Our million letters a year are proof of what we can and will do.

890 Kilocycles 50,000 Watts Blue Network

The pictures above are two of the many favorite WLS acts.
Upper, Sally Holmes and the Prairie Ramblers; lower, Tom and Otto
A Typical American City... but its horizon makes it different.
KOIN is a Typical American Radio Station... whose new horizons in Public Service make it different.

KOIN RADIO TEACHERS INSTITUTE
Three weeks course in real, roll-up-the-sleeves radio utilization for 300 teachers. Said one: "you've jarred me out of the old classroom rut!"

SONG OF THE COLUMBIA. Stories of Oregon history dramatized in words and inspiring music... in biggest single station production on Pacific Coast. Over 50 in the cast.

UNITED WAR CHEST. Opening chest campaign with "Portland, Oregon to Portland, Maine" phone challenge plus "Fifth Freedom" drama, KOIN helps in attaining largest Portland quota in history.

WARTIME WOMEN. Daily program conducted by Clare Hall, named by Variety as most outstanding in women's war activities in the nation. Now in its fourth year, and for the duration.

GARDENING WITH BOUQUET. KOIN dialers heard the Northwest's leading crops expert twice a week, then grabbed their hoses for bigger 'n' better Victory Gardens.

PARK CONCERTS. Outdoor concerts provided by City of Portland and KOIN are enjoyed by weekly crowds of 3,000 in summer series.

SAFETY. Two separate weekly series of safety programs help to shine the stop light on mounting problem of wartime accidents.

MILLION DOLLAR CLUB. Called by Ted Gamble, National Director, War Finance Division of U.S. Treasury "one of the finest War Bond shows on the air in this country".

KID CRITICS. Award-winning weekly discussion by four "primer professors" of books they read... presented in cooperation with Portland Public Schools and Library.

RED'S GANG. KOIN's popular "western" group entertains war workers on the job... with war bond personal appearances... plus five "topnotch" radio shows a week.

CALLING PISTOL BUTTE. Our own network origination of tribute to U.S. Forest Service and "the men who serve their country in forest green". An KOIN fire prevention program.

SPELL'N TELL. This weekly spelling-bee and current events quiz is the vehicle used to air the story of Portland Public Schools in wartime.

PROBLEM CLINIC. This weekly series helps to solve the problems peculiar to a war-swollen area.

KOIN PORTLAND OREGON
FREE & PETERS, Inc.
National Representatives

Published every Monday, 81st issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, Inc., 879 National Press Building, Washington 4, D. C.
Elections come and go, but the broadcasters’ favorite is always...RCA Turntable Equipment. Here is sturdy, dependable construction; equipment particularly designed for broadcast station needs.

In the RCA 70-C1 Turntable with its combination head, the broadcaster will find equipment of great flexibility. These turntables will be available for delivery on rated orders early in 1945. Inquire now!

For broadcasters interested in postwar reservations of turntables, new AM, FM or Television equipment, speech input equipment, etc.—write the Broadcast Equipment Section for information on the RCA Broadcast Equipment Priority Plan.

FEATURES OF THE
RCA 70-C1 TRANSCRIPTION TURNTABLE

- Combination pickup for vertical and lateral transcriptions.
- Counter balanced tone arm, free of noise and vibration. Six-position switch for control of compensation.
- Excellent speed regulation. High torque for quick starting.
- Turntable operation within proximity of microphone possible. (Silent type power switch; low motor noise.)
- Isolation of motor noise from cabinet. Filters securely mounted and arranged for minimum hum pickup.
- Modern cabinet design, attractive trim. Umber gray cabinet finish.
Choice

The RCA 70-C1 (combination head) Turntable

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal
STABILITY
in Omaha

KOIL Covers Special Events FIRST

“MAIL CALL”
A program very close to the
Hearts of Nebraskans and
Iowans
IT GOES LIKE THIS:

KOIL Continuously Produces
Best Climber Interest
Programs — ask us

“VICTORY MARCH”

14 years a favorite!
“KRMN KLAN” proves
KOIL STABILITY in
the Omaha area

KOIL, the radio station that
makes Omaha interesting!
KOIL, the station that
keeps Omaha informed!
KOIL, the station that
keeps Omaha entertained!

KOIL’s STABILITY
in Omaha

In Prove
by the Continuous
Appearance on the Air of
Belle West as “Polly the Shaper”

for 7 YEARS!

KOIL in Omaha

STAFF:

KOIL’s Stability
in Omaha

BROADCASTING
The Weekly Newspaper of Radio
Broadcast Advertising

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IN THIS ISSUE...

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Now! At All Times*

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

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

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

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

“DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY”
Can you eat the Sizzle?

Advertising psychologist Elmer Wheeler had a neat way of summing up the strategy of sales appeal. Said he: "Sell the sizzle, not the steak."

BUT...don't buy that way, brother. The sizzle adds atmosphere, but it's the steak that has to fill you up.

A sprinkling of big names in a transcribed library may look very impressive, but it's as clear as a 50,000 watt signal that a few "peaks" in a library can't make up for a bulk of run-of-the-mill material.

Compare! Break down the number of playing hours into paying hours—hours of the kind of big-time showmanship that's known to get listeners and clients—and you'll find Associated your best bet.

For the word is getting around: Associated offers most hours of the best radio music!

That's why, in the past few months, Associated has gained more new subscribers than in any comparable period in its history. It will pay you to find out what the rush is all about.

Associated Program Service
25 West 45th Street, New York 19, N. Y.

Most hours of the best radio music...represented by Loren Watson of Spot Sales, Inc.
Winners—Ready for the Picking. Famous Washington State Apples ready for world markets; and these are just one of the many choice crops that keep the Buying Income of the Inland Empire second highest in the nation—$2,252 per capita.

Picking the Winner among Media, too, is easy here in the Inland Empire. One rich market completely covered at the cost of just one medium...no other single medium in this area except KHQ can make this claim. It's a Winner every time.

The Only Single Medium Completely Covering The Inland Empire

Owned and Operated by

LOUIS WASMER, Incorporated
Radio Central Building, Spokane, Wash.

National Representatives: EDWARD PETRY & CO., INC.
At Deadline . . .

PROCTER & GAMBLE Co., Cincinnati, Jan. 1 starts Bob Sweeney and Hal March, comedians, on 13 CBS West Coast and midwest stations for Oxydol and Ivory Soap Monday through Friday, 7-7:15 p.m., replacing I Love a Mystery. Jack Kirkwood's program replaces the mystery series on the remaining P & G network of 60 CBS stations at 7 p.m., moving from 8-8:15 p.m. (PWT) on 13 stations. Compton Adv., New York, handles advertising for both products, but the Sweeney-March show will be handled by Dancer-Fitzgerald-Sample, New York.

ACME White Lead & Color Works, Detroit (Lin-X Wax and Polish), effective Jan. 1 renews sponsorship of two Sunday mystery shows, The Shadow on 33 Mutual stations and Nick Carter on 14. Contracts for 13 weeks were placed by Henri, Hurst and McDonald Inc., Chicago.

COWLES newspaper and radio interests have leased substantial space at 711 Fifth Ave., New York City, former NBC headquarters, for occupancy about April 1. Probably to be known as Look Bldg. Quarters also will house New York studios of WHOM Jersey City-New York. World Broadcasting System will continue to occupy substantial space in the building.

ARTHUR GODFREY, early-morning programmer of WABC New York and WTOP Washington, returned last Friday from a tour of the Pacific with a series of recordings on the use of blood plasma in the fighting areas. G. Richard Swift, WABC program director, accompanied Mr. Godfrey.

At Deadline . . .

Meet Alice Lane, the Washington Good Neighbor, "10-35 to 11:30 A.M.

Meet Alice Lane, the Washington Good Neighbor, "10-35 to 11:30 A.M.

Mike Honnicutt . . . he's the fellow who wakes Washington up with a laugh . . . 7 to 10 A.M.

Sports the way sports fans like them by Tony Wakenen, 1 to 5 P.M., and all-sports review at 6:45 P.M.

The "1430 Club" . . . as run by that popular music picker Jackson Lowe . . . 8:30 to 10:30 P.M.

WWDC

the big sales result station in Washington, D.C.

Represented nationally by WEED & COMPANY

Page 10 - December 11, 1944
LISTENERS in thirty-five thousand homes reached in their mail boxes last month and drew out a colorful folder listing all WLAC programs... complete with pictures of network personalities.

Not only home owners in Nashville but those in Clarksville, Goodlettsville, Murfreesboro, McMinnville, Cookeville, Tullahoma, Lawrenceburg, Lewisburg, Gallatin, Lebanon, Shelbyville, Franklin and Springfield received this mailing piece. The Nashville listening area was saturated with the story of WLAC program offerings.

And that's not all. Every morning, for one week, Nashville business executives were mailed a bulletin inviting listening to that night's top programs. Over 600 grocers and over 300 druggists in the Nashville area received regular mailings from this station.

Is it any wonder that WLAC has made a reputation as a "promotion-minded" station? Let WLAC, with its 50,000 watts, beam your sales story to an audience that is loyal and receptive.

50,000 Watts

WLAC

Nashville, Tenn.

Represented by Paul H. Raymer Company
"We wanted results, Thistlewaite, you chump, and you ask for only one F&P station!"

- Stand up, Thistlewaite, and defend yourself! You can easily cite cases in which one F&P station has proved the equivalent of an entire list of stations... others in which such satisfactory results have been obtained from just a few F&P stations that whole campaigns have been switched over to spot broadcasting.

Whether it's one station or twenty - let's start. Soon?

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

_Since May, 1932_
Blue-NBC Face Double Strike Threat

Petrillo May Pull AFM If Nets Sign NABET

By JACK LEVY

A DOUBLE strike by musicians and technicians faced the NBC and Blue networks last week as James C. Petrillo reportedly threatened to defy the National Labor Relations Board decision of Nov. 24 awarding jurisdiction over platter-turning at all but the Chicago stations of the networks to the National Assn. of Broadcast Engineers and Technicians.

Broadcasting learned from reliable sources that Mr. Petrillo met with network officials last Tuesday, they talked on the contracts and meetings started between NABET and the nets for renewal of contracts, and served notice in unmistakable terms that if contracts are signed covering platter-turner jurisdiction he would call out his musicians. Several days earlier his union had threatened, obviously as a show of strength, to pull musicians from the NBC Jack Benny Show if "non-union engineers" were employed. The program, however, went on as usual.

Petrillo Letter

Following the Benny incident and the commencement of negotiations with the networks, Allen T. Powley, NABET president, issued a formal statement calling upon Mr. Petrillo to prove a charge that NABET is a "company dominated union" or subject himself to a libel suit by the officers and members of the technicians' union (see text of statement on page 66). Mr. Powley said the networks advised him they received a letter from Mr. Petrillo containing this charge.

Mr. Powley also accused the networks of attempting to coerce NABET into joining the AFL in order to satisfy Mr. Petrillo. "This tribute collecting gentleman," he declared, "seems to have thoroughly scared the large networks to the point where they are willing to do anything he asks, even to the point of asking us to relinquish our rights under the NLRB ruling and join Mr. Petrillo's gang, in order that Petrillo's unjust wrath is not brought down on their heads.

Charging "behind the scenes" action between Mr. Petrillo and the NBC networks, he called it apparent that the "company dominated union" in the broadcasting picture is Mr. Petrillo's organization, Mr. Powley asserted that NABET was at a loss to determine whether an agreement with Mr. Petrillo's union in the broadcasting jurisdiction will be obtained in order to make an agreement with the companies. "In fact," he asserted, "we are becoming so confused that we hardly know who is president of NBC, Mr. James Trammell or Mr. Niles Petrillo."

NAB May Act

Apprised of Mr. Powley's statement, an NBC salesman admitted that a letter to the nets from Mr. Petrillo had been read during negotiations with NABET but denied that the networks on their own had made any request that NABET join the International Brotherhood of Electrical Workers (AFL). Mr. Petrillo has an agreement with the IBEW which gives him jurisdiction in the jurisdiction at CBS owned stations.

A spokesman for the Blue stated Friday: "The Blue network is involved in a jurisdictional dispute between two unions. We are hopeful that this dispute will be satisfactorily solved."

A possibility that the NABET would urge the networks to resist pressure from Mr. Petrillo was seen late Friday in an announcement by President J. Harold Ryan that telegrams were being sent to members of the Labor Executives Committee for an expression of their views. Responses from the members will determine whether a meeting of the Committee will be called to take action.

Members of the Committee are Harry LePoidievic, WRJN Racine, Wis., chairman; W. E. Hutchinson, WAPA Chicago; John H. MacDonald, NBC New York; Stephen R. Rintoul, WSSR Stamford, Conn.; Calvin J. Smith, KFAC Los Angeles; and Frank K. Smith, CBS New York.

Nets Given Two Weeks

Negotiations between NABET and the NBC and Blue networks were recessed Thursday because of a prior commitment of John H. MacDonald, NBC vice-president in charge of labor relations, to make a short inspection tour. They are to be resumed Tuesday morning.

In the meantime, it was reported, Mr. Petrillo would make no move against the networks for two weeks, although he had stood to have warned them that signing with NABET would "result in musicians' strikes. Mr. Petrillo suggested that the two weeks respite might be Mr. Petrillo's strategy to lay low until Congress is out of the way. Congress is expected to adjourn nine days next week. A new Congress takes office Jan. 3.

NABET is now weighing its next move, foregoing any immediate action until the resumption of negotiations Tuesday when the readiness of the networks to renew contracts can be better determined. Should the networks refuse to renew, NABET may employ one of the NLRB certification of NABET's file with NLRB an unfair labor practice charge against the networks for refusing to bargain in accordance with its jurisdictional rights as defined in the recent NLRB ruling. In that event, the Board would go to the Circuit Court of Appeals which would in all likelihood action on the court order requiring the networks to enter into contracts with NABET. Refusal to comply with such an order is punishable by fine or imprisonment.

NABET might (2) go before the War Labor Board, which took jurisdiction in the case last May [Broadcasting, June 5] to prevent a strike at 12 NBC, Blue and Mutual stations when Mr. Petrillo attempted to take over turntable operations, serving notice that unless the WLB took action it would strike a call of its technicians at NBC and Blue. Such a notice probably would result in the WLB suddenly changing the status quo and subsequently directing the networks to renew their contracts within a specified time. Failure on the part of the companies to comply could result in the Government seizing the networks.

NABET also may take both actions simultaneously.

NABET has no disposition to strike, a spokesman declared, but if the companies bargain with Mr. Petrillo in complete disregard of the NLRB certification of NABET's jurisdiction over turntables it is entirely probable that the technicians will call a strike at all network owned and independent stations—an aggregate of approximately 40 stations as well as the Hollywood studios of Blue and NBC. It would take this action without that...
Enrollment in Excess Of 750 at N. Y. Convention

By BRUCE ROBERTSON

ANTICIPATING a new allocation plan which will authorize television operation in both the lower portion of the spectrum and "upstate," the TBA, under the leadership of its President, Allen B. DuMont, at its annual conference in New York this past December, was faced with the necessity of making a final decision on where it wishes to place its facilities.

Earlier in the fall, the FCC had announced plans to allocate 360 channels and 400 mc. for the telio

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Enrollment in another 6 c

ratio

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Television

"Establishing a compromise of A.M. and F.M. was the result of a lengthy dialogue between the broadcasters and the Federal Communications Commission. The FCC, however, was losing no time in seeking to perfect the spectrum-wide allocations, and the Monday afternoon meeting of the Televisi System, vice president of General Electric, was an example of the kind of discussion that has been going on for some time.

Dr. P. J. K. Wilson, the executive vice-president of the RCA Broadcasting Corporation, opened the session by noting that the FCC had announced plans to allocate 360 channels and 400 mc. for television. He said that the FCC had indicated that it would consider a number of possibilities, including the allocation of 800 channels and 400 mc.

He added that the FCC had also indicated that it would consider the allocation of 800 channels and 400 mc.

Dr. Wilson then turned to the question of television station assignments. He said that the FCC had indicated that it would consider the allocation of 800 channels and 400 mc.

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Let's Get Together, Pleads Video Pioneer

Wrangling Detrimental to Public; Veteran Urges Compromise

By Lt. Noren E. Kersta, USMCR
Manager, NBC Television Dept., on Leave

There is a place for analysis of the motives of the various interests in the problems which confront them. However, further comment along this line would only be an amplification of the accusation of intrigue and the suspicions which already make up most of the history of television. The issue can be better served by discussion and planning tending toward dissection. It is under unfortunate background and healing some of the industry's festering.

As we know, the aspect of the television situation which poses the possibility of disaster is: if broadcasters invest large sums of money in the business, they know they will only begin to get meager return some four or five years from the starting date. At just about this time present engineering thinking indicates the higher frequencies will be required for television broadcasting. This reflects the possibilities of a superior service perhaps as a satisfactory compromise.

Unity of Action Needed

Further it means that the receivers in the hands of the public would have to be either converted, or most likely completely replaced. The case of the public at this time becomes more difficult to face even on paper. The broadcaster's circulation will become split and it will be facing the job of conducting twenty-six costly sales campaigns if the one might be beginning to show some reasonable progress.

There never has been an embryonic art or pursuit in which unity of action is more essential. The only hesitancy which the industry—broadcasters and manufacturers alike—can afford to tolerate must have its roots in technical limitations and prejudice. It is under other conditions, which will frustrate the movement forward as a phalanx, that the former might be bolstered and public and industry suffer.

The engineering approach on a new product or a new service can only be so strong as the businessman who is faced with the task of making the venture commercially successful. Such a major responsibility in the scheme of things deserves a major voice in the establishment of the final specifications under which this business is going to go. In the case at hand, before you can pass judgment on whether or not to invest a greater portion of the company's resources in television you are obliged to have definite specifications in which the engineers are under which you are willing to go ahead. It is not difficult to surmise what these specifications have to be. They have to include:

1. As a broad overall industry policy, it is important to every phase of the industry and the public to have television go ahead soon as possible from a technical point of view. It is perfectly possible and as good a color representation as possible with color commercially.

2. The service should have the strongest possible promise of never rendering the receivers in the broadcast service functionless during a contemplated future technical transition in the industry.

3. The service must have indications of offering flexibility so that steady improvement can be made from year to year as the science develops.

4. The service should be conducted in regions of the radio spectrum where there is a possibility of obtaining enough bandwidth to encompass color television as it becomes commercially practicable.

5. The receivers sold during the early stages of television service should be capable of receiving a black and white version of the color transmissions to show some semblance of the future date, and when color receivers are made available regular black and white transmissions as well.

It would be difficult for anyone to be hesitant about going into television if the five broad specifications laid down above are met. The facts of the situation, as they are presented to the industry, are such that these broad specifications cannot be met. On the other hand, there seems to be no technical, political pressure, claims and counter-claims, and considerable hesitancy on the part of businessmen to go fully out for the industry. The main issues that offer awkward realization of the five specifications listed above are:

1. It is generally agreed that going ahead with the technical standards on the frequencies recommended by the industry's technical committee will provide a commercially successful television service at the earliest possible moment in reference to the present wave.

2. There is also general recognition of the fact that, in terms of approximately five years, the higher frequencies will be found to provide means of conducting a satisfactory television service, thus opening the way for a practical color television system.

3. The higher frequencies will make it possible to conduct a higher definition black and white service in the order of over 700 lines, instead of 425.

4. The period of approximately four or five years seems to be the time recognized before a black figure can be realized in the operation of a television-broadcasting business without consideration of return on the initial investment.

Offers Solution

This analysis has now arrived at the point of suggesting the way to ... the four awkward issues above in such a way that they may be reconciled with the five necessary specifications and a successful industry, as laid down heretofore. The following moves, if taken by the industry, would reconcile the facts as they stand and the requirements as laid down in the specifications:

1. Establish the definition for black and white television as 425 lines, both on the color frequencies and on the higher frequencies. This is the first compromise.

2. Provide channels broad enough in the higher frequencies to accommodate 525-line color television. Establish the policy among receiver manufacturers the black and white receivers be capable of receiving a black and white version of a television-broadcasting business without consideration of return on the initial investment.

3. Manufacture receivers for the broadcast of signals of black and white transmissions in a way that the tuning sections can be replaced with tuning sections capable of eventually receiving transmissions in the higher frequencies (or be adaptable for use with converters).

4. As an improvement, it should be realized throughout the industry that the higher frequencies "situation" will break down into two major categories: that pertaining to getting a broadcasting service functioning on these frequencies (color or not), and that of developing a satisfactory color system. The first must be achieved before the latter.

5. There is probably a year's time left before much can be done toward television manufacture of equipment; so why not do as much of the necessary research in the higher frequencies?

There is equipment available to operate on high frequencies, while not necessarily immediately adaptable to television broadcasting. This equipment can be used to study the broadcasting service possibilities of the various frequencies. The industry, the military, and the FCC should offer encouragement and cooperation in such a study.

In reference to the dual black and white broadcast system design for receivers naturally some compromises in transmission may be necessary for a while. There are those who may call the necessary compromises at first binary. Yet we must acknowledge at the same time that black and white transmissions will always have a place for certain programs even after color is feasible.

Fluid Plans

Why not solve this paradox as set forth above? Then, besides clearing up engineering dilemma and cutting through some of the industry camouflage, the individual consumer could use his own judgment and be guided by his pocketbook could get the kind of television he preferred. Likewise broadcasters would be in a position to move flexibly. It is not possible for the present to determine the time. The broadcasting industry could flourish more rapidly, and the equipment manufacturers could have maximum protection against the very strong sales block which would be established by the public if it feels there is a chance of rapid obsolescence of their receivers.

With such a fluid plan, the destructive competition now existing in the industry could be eliminated constrictive competition. The result would be better and better service with less and less need for the present conflict between factors in the industry.

Cities Service Spots

CITIES SERVICE Co., New York (gas and oil). In February starts a spot radio test campaign on four eastern and four mid-west stations, using 30-second spots about ten times weekly. Firm continues Highways in Melody on 68 NBC stations Fri., 8-8:30 p.m. Agency is Foote, Cone & Belding, New York.

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Stations Urged to Build Programs Around Victory Theme

STATION MANAGERS last week were called upon by President J. Harold Ryan of the NAB to observe radio’s 25th anniversary observance on Jan. 1 “in a manner befitting the position of broadcasting in American public life.” It is a special message to all broadcasters, Mr. Ryan said, to confer with department heads in planning a year-long anniversary observance. “We are not celebrating yesterday, we are observing it in the midst of a tragic world conflict,” said the NAB head. “We are observing the 25th anniversary of broadcasting for a specific wartime purpose—to give renewed and vigorous expression to the American principles which made this miracle of communication possible in the short space of 25 years.”

Two-Fold Purpose

Mr. Ryan directed attention of broadcasters to two phases of the 1945 anniversary observance: (1) The story of a quarter century of broadcasting in America; (2) The story of your own station, how, why and when it came to the community it serves.

Networks were urged to build April 30 Radio Day programs to start immediately after the stroke of midnight Dec. 31. Independents likewise were called upon to create special local programs. “The story of radio is the chronicle of American life and times during the past quarter century,” said President Ryan. “Where radio has gone, what it has reported, the personalities and events it has brought to the people are the popular history of a great America era. The networks, of course, will also have other stories. This actreatment of those may cause the actual rebroadcast of these stirring episodes will stand without equal as an appeal to the patriotism of Americans. These anniversary broadcasts, as basis for wartime messages, Bond drives and the general plea for a revitalized war effort, offer an opportunity for public service without parallel in the 25-year history of broadcasting.”

Mr. Ryan suggested that all stations, at the stroke of midnight Dec. 31, usher in the new year with the anniversary slogan: “1945! Radio’s 25th Anniversary! Pledged to Victory!” He suggested that each show be climaxed with radio’s war theme, whether with drama, music of the times or a news parade. He urged special programs for New Year’s Day and called for a national promotion campaign tied to the 1945-25th anniversary note, always with the dedication, ‘Pledged to Victory’,” said President Ryan. Broadcasters are asked to have the anniversary symbol reproduced in advertising and promotion. Radio station managers have been asked to join broadcasting in the 25th anniversary observance.

Fair Offers Suggestions

Harold Fair, program director of WHO Des Moines and chairman of the NAB Program Managers’ Executive Committee, declared that radio’s 25th anniversary “is a challenge to every program manager in America”. He called upon program managers to “dig out” the history of their respective stations, and bring it to the fore. He suggested dramatization of radio’s public service, parade of music, sports parade, summary of radio news reporting, recreation of special events, reports on radio in emergencies, disasters, the war, etc., all on a 25-year basis.

Performers who made early-day history should be featured. Many of them still are in radio; others have gone to other fields or retired. If they can’t appear personally, President Ryan suggested they send transcribed greetings to the stations where they started.

Throughout next year NAB will maintain an exchange of ideas through special 25th anniversary bulletins. Broadcasters are urged to use the musical signature “XXV”, in the Continental code, in which X is dash dot dot dash and V is three dots and dash.

Lusk to Benton and Bowles

ROBERT E. LUSK, formerly a partner of Pedlar, Ryan & Lusk, New York, and prior to that, vice-president in charge of advertising and merchandising of Colgate-Palmolive-Peet Co., Jersey City, on Dec. 15 will join Benton & Bowles, New York, as a vice-president and account executive.

Gum Products Expands

GUM PRODUCTS Inc., Boston, expanding distribution of Cough-Lins double action chewing gum cough drops, a new product, to cover the eastern region, on Jan. 1 starts Bill Cunningham on a locally sponsored basis on six MBS stations (WGN WHK WKW CKLW WEBR WBF). Sun., 2:30-2:45 p.m. Product will be promoted on sports events, news commentaries and other programs, including three-weekly sports reviews by Stan Lonac on WOR New York, on individual stations, in key cities, and in spots on WFEI WNAC. Agency is Bennett, Walther & Menadier, Boston.

Bannister Explains WWJ Disc Policy

Chicago Club Told of Plans To Avert Censorship

NOT PURITY and altruism, but a desire for bigger, better and more business is what WWJ’s ownership in banning all transcribed spot announcements from its schedule, Harry Bannister, manager of the Detroit outlet, told members of the Radio Advertising Club in Chicago last Wednesday.

Mr. Bannister notified all advertisers using transcribed spot announcements on WWJ that effective Feb. 1, 1945, only live copy announcements would be acceptable. [BROADCASTING, Nov. 27]. Explaining this unprecedented policy to the Management Club audience, which included timebuyers from most major Chicago advertising agencies, Mr. Bannister predicted that WWJ would dominate the Detroit market. “No one will be able to overlook us,” he said.

Spot Evolution

Mr. Bannister based this prediction on audience reaction to the WWJ announcement, which he described as “overwhelmingly approving”. Tracing the development of the spot announcement, he added: “Radio was the woods in 1926. Stations found it profitable to set aside announcement periods. Then came network channelbreaks, in which networks preempted announcements made from their own stations. In about 1941, national advertising announcement business was discovered, and the national agencies undertook plans to highlight spot announcements—their own, of course. Out of this competitive situation grew transcribed spot announcements, first featuring straight copy, then sound effects and finally employing singing commercials.

"Stations couldn’t take these or leave them,” Mr. Bannister said. “Most stations chose to take them. I don’t want any basic changes in the American system of broadcasting, and nothing remotely resembling the British plan. If we don’t want outright government operation, we must ourselves impose censorship and controls sufficient to thwart those who are ever ready to pounce upon us. The history of spot announcements reflects no credit on any of us.”

In an open discussion following his address, Mr. Bannister said that WWJ expects that about 15% of its dollar-volume will be canceled at the beginning of its new policy.

Sears Roebuck Spots

SEARS ROEBUCK & Co., Chicago, Dec. 2 began special one-minute live Christmas spots to run until Dec. 25 on WMAQ WINO WLS supplementing regular reruns. In about 1941, national advertising announcement business was discovered, and the national agencies undertook plans to highlight spot announcements—their own, of course. Out of this competitive situation grew transcribed spot announcements, first featuring straight copy, then sound effects and finally employing singing commercials.

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Fire One!

Radio and torpedoes have one thing in common. If they’re aimed right . . . they hit the target.

If you’ve been firing a lot of sales talk into the Baltimore, Maryland air . . . but haven’t connected the way you think you should . . . we suggest you switch to the radio station that goes straight to the target.

The station is W-I-T-H . . . the successful independent that delivers more sales results per dollar spent, than any other station in town.

But don’t just take our word from this ad for it. There are some hard-boiled sales facts available. It will pay every advertiser, who has a stake in the country’s 6th largest market, to read those facts. A note on your letterhead is enough to bring them to your desk.

W I T H
Baltimore, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed
Schedule for NAB District Meetings

Starts Jan. 15, Concludes March 22

THE 1945 cycle of NAB district meetings will get under way Jan. 15 and continue through March 22 in two separate time and geographical segments, according to a schedule approved last week by NAB President J. Harold Ryan.

Because of the WBC War Clinics in February (Broadcasting, Dec. 4), it was necessary to revise the NAB schedule, leaving a gap between Feb. 16-March 5. It is tentatively planned to call a Board of Directors meeting and possibly a session of the Labor Executive Committee in Washington following the District 2 meeting in Pittsburgh Feb. 15-16.

Record Attendance Expected

With a wartime crop of radio management problems to be thrashed out and the newly approved Broadcast Measurement Bureau to station at large, the district meetings are expected to draw record attendance. President Ryan plans to make the tour, Washington conditions permitting. C. E. Army Jr., secretary-treasurer, also plans to be on hand for most of the swing. Lewis H. Avery, NAB Director of Broadcast Advertising, will attend all the meetings and plans are under way to have John Morgan Davis, NAB Labor Relations Counsel, appear at as many as possible. Yet to be named is an executive for BMB, whose task it will be to project the measurement bureau plan in detail to NAB members and non-members alike.

District directors, to take office at the next NAB annual meeting, tentatively scheduled for between April 15 and May 15, will be elected in eight of the nine odd-numbered districts. District directors are elected for two-year terms, with the even odd-numbered dis- trict voting in alternate years. One such election already has been held, with James D. Shouse, WLW Cincinnati, elected to succeed Nathan Lord, WAVE Louisville, for District 7 (Kentucky, Ohio).

Local Acceptance

The many renewals which WClMI receives year after year from a comprehensive list of firms in Huntington, West Virginia, Ashland, Kentucky and Ironton, Ohio, spell one word—RESULTS!

Muzak Expands Survey

On Subscriber Reaction

SURVEY to determine consumer reaction to Muzak Corp.’s proposal to establish advertising-free subscription radio, conducted for the company by Dr. Paul Lazarsfeld, Director, Bureau of Applied Social Research, Columbia U, is nearing completion and results are expected to be known in a few weeks. Survey is far more extensive than Muzak’s initial survey (Broadcasting, Oct. 15), which was limited to polling 110 families in a housing development then served by Muzak on whether they would pay five cents a day to get background music without advertising, with 57% replying affirmatively.

In the current survey, conducted in New York among a selected cross-section group of people “who would be buying FM radio,” Muzak’s three-channel program service is summarized and the question asked: “Would you be willing to pay five cents a day for such service.” Questionnaire used, also probing for reactions to present radio programs, with queries as to program likes and dislikes, with a view to using these findings in building Muzak programs.

KTUC Control to Butler

BURRELL D. BUTLER, operator of WLS Chicago and president of KTUC Tucson, Ariz., requests FCC approval of acquisition of control of the Tucson outlet through purchase of 23 shares treasury stock for $100 per share, in an application filed with the Commission last week on behalf of the Tucson Broadcasting Co., licensee of KTUC. Shares represent 7.6% of the outstanding stock. Mr. Butler now holds 138 shares representing 49.8% interest. Purpose of transaction is to reduce indebtedness of KTUC, says petition.

CBS has redesignated division operations engineers in the eastern, central and western divisions as managers of technical operations, the change in title covering Robert G. Thompson, New York; James J. Bellomy, Chicago, and Lester H. Bowman, Los Angeles. Announcement was made by Horace Grossman, newly named CBS director of technical operations.
We go back to the days when few people in radio had ever seen a stop-watch. Most of us thought it was something needed only by race horse starters.

Today, radio lives and sometimes dies, with a stop-watch in its hand.

In the early twenties and thirties, time hung heavily on the hands of the sales department, and rather violently on the wrists of the production department.

Today, radio time is separated into program categories which have been developed and proven. Out of our trial and error period, we have developed the greatest radio system in the world.

It is great because one hundred thirty million Americans want to listen. It is a system, because the orderly assignment of facilities into stations and networks, have permitted their competitive development. It is improving, because the incentive to improve has not been denied it. This is what we call the American system of broadcasting.

We've come a long way from the screech of a cat's whisker set. The idea of an insurance institution, a newspaper, or a business man risking capital and reputation in such a noisy gadget was regarded in the twenties as the least bit curious.

But this diversity of venture, of ownership and operation, like the diversity of the people it serves, has made possible American radio as we know it today, as we will know it tomorrow.

When we began operations in 1925, we weren't especially equipped to operate a radio station, more than was anyone else at the time.

In the intervening years, we, like others, have learned how.

We have learned to serve the farmer and the country dweller with a radio service which can come to him through no means, other than through the clear channel assigned us for this purpose.

We have given him the right to listen; we have given him the right to be heard. This is the essence of American radio in our time.

This is WSM.
Listeners like KXOK's Farm Editor, Charley Stookey. His broadcasting record proves that.

Stookey has a large rural following as a result of fifteen years of farm broadcasting. In "TOWN AND COUNTRY," he appeals to urban as well as rural listeners.

It's easy to understand why "TOWN AND COUNTRY," with its two and a half hour variety show, commands attention. Few programs offer such diversified entertainment and information. The program includes live and recorded music, news broadcasts, news of rural neighbors, the weather, market reports, interviews, and a period devoted to "The Trading Post."

Stookey, a nationally known agricultural specialist and a veteran of farm broadcasting, has been in practically every state, gathering farm news during the past several years. For three years he produced a coast-to-coast half-hour farm program on a major network.

Participation on "TOWN AND COUNTRY" brings results. Ask a KXOK or JOHN BLAIR Representative for complete details.
COUNTRY

KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times
AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

YORK • CHICAGO • ST. LOUIS • LOS-ANGELES • SAN FRANCISCO
Hope Again Wins Top Comedian Award; Blue-CBS Chosen for Daytime Honors

BOB HOPE has been re-elected "Champion of Champions" for the fourth consecutive year, and he has again been chosen as the best comedian and his program as the best radio comedy in the ninth annual Motion Picture Daily-Frame poll. More than 600 newspaper radio editors, critics and columnists in the United States and Canada were canvassed for this year's poll to determine journalists' favorites in radio fare.

Last year's list of 34 classifications [Broadcasting, Dec. 14, 1943] has been reduced to 25, the result of consolidation which has made competition much keener in some instances. Daytime serials dropped out of the picture completely with the merger of the serial and morning program categories into a single listing "Daytime Programs", with the Blue's two "Breakfast" programs and CBS American School of the Air emerging as the sole winners.

Results in all classifications follow:

CHAMPION OF CHAMPIONS—Bob Hope (NBC), Bing Crosby (NBC), Bob Hope Theatre (CBS), Radio Hall of Fame (Blue), Jack Benny (NBC), The Most Promising Star of Tomorrow—Alan Young (Blue), Jack Carson (CBS), Dick Powell (Blue), Henry Hall (Blue), The Best News Service to Editors in Network Publicity Department—NBC, CBS, best in publicity office, Earl Parrish, Tom Findley.

COMEDIANS—Bob Hope (NBC), Jack Benny (NBC), Fred Allen (CBS—new appearance).

CONGRESS—Joan Davis (NBC), Fanwy Brier (CBS), Grover Allen (CBS), Comedy Team—Fibber McGee and Molly (NBC), George Burns and Gracie Allen (CBS), Bob Abbott and Lou Costello (NBC).

MASTERS OF CEREMONIES—Bing Crosby (NBC), Cliff Aragon (NBC), Paul Tracy (NBC), Film Player on Air—Lolita Baranov (CBS), Owen Wells (guest appearance), Herbert Marshall (guest appearance).

MALE VOCALIST (Popular)—Bing Crosby (NBC), Frank Sinatra (CBS), Dick Haymes (CBS), Female Vocalist (Popular)—Dinah Shore (NBC), Greer Garson (NBC), Kate Smith (CBS), Male Vocalist (Classical)—John Charles Thomas (NBC), Richard Crooks (NBC), Nelson Eddy (CBS), Female Vocalist (Classical)—Gladys Swarthout (CBS—new guest appearance), Lily Pons (guest appearance), Marian Anderson (guest appearance).

ANNOUNCERS—Al Cohn (Blue), Don Wilson (NBC), Harry von Zell (NBC).

COMMENTATORS—Raymond Gram.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

CITY COMMISSIONER WILLIAM A. BOWES

SAYS... “Portland has been planning for the future, and we are confident of extending the big gains of wartime prosperity into the post-war period. Carrying the news of Portland’s business and civic enterprise to the rest of the country is a large factor in any future plan. As I see it, the attractive scrap-books that KGW is sending to New York City carry a real message—telling the East what can be done in our City of Roses.”

Virginia Cain and Lillian Markkanen of the KGW staff at work on the scrap-books that contain samples of one month’s KGW promotion, national and local. Below, tiny Beth DeLaschmitt and John Olson, the youngest performers on “Stars of Tomorrow”, the KGW program that gives talented Portland youngsters their first opportunity at the microphone, examine the scrap-book.
LIST of delegates registered for the First Annual Conference of the Television Broadcasters Assn. at the Hotel Commodore, New York, Dec. 11-12, follows:


(Continued on Page 26)

PIGS IS PIGS!

Oh yeah? Well, don’t try to tell that to Iowa farmers who raise more pigs than anyone else in the world. You might just as well tell them to dress in top-hat, cane and gloves like the farmer illustrated above!

Come to think of it, this must be what some of the self-styled “farm editors” out here really think a farmer looks like! With their nightclub gags and jive records they are about as far from the bean as it’s possible to get.

But that’s O.K. with us. It simply proves that KMA, the No. 1 Farm Station, more than ever is your logical buy to reach the farm market. KMA has always made a specialty of the farmer—doesn’t have one, but many, important farmer programs every day—has long pulled twice as much audience mail as its highest-ranking competitor!

Rural people make 80% of this No. 1 Farm Market. Ergo—reach and sell that 80% most effectively through KMA. Now don’t be too late, please. Call Free & Peters today, won’t you?

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IOWA

(Continued on Page 26)
The Brands that sell are those advertised on WBAL
Levine, Leonard, F. Benson Larsen, Paul Laney, H. Leach Labin, Knotts, Warren Raytheon Knight, Earle. Chicago CBS E. Paul Rauland Paul

(Continued From Page 24)


(Continued on Page 28)

Resources for Industry

A constant flow of spendable wealth comes from industrial activity in this tri-state area. For here are the materials and resources in sufficient quantities to support not one but many industries. Petroleum and natural gas coupled with lumber mills, iron and steel foundries, glass and chemical plants have long yielded substantial and steady incomes to thousands. Now adding to the wealth of the region are ordnance and munition plants and butadiene refineries. Plan now to include this prosperous market in your sales program. Cover it completely and effectively with 50,000-watt WKBH.
Some of the Regular
Farm Accounts on WOW

NAME       A REGULAR WOW ADVERTISER SINCE:

Omar       April, 1934
Skelly Oil  October, 1934
Paxton & Gallagher    July, 1935
People's Store       September, 1935
Standard Oil Co.     September, 1935
Studebaker          November, 1935
Kellogg Feed        October, 1936
Piney              May, 1937
Gooch Milling  January, 1938
Cook Paint & Varnish    March, 1938
Byron Reed—Farm Real Estate    January, 1939
Yager Seed & Nursery  January, 1939
Iowa Master Breeders  February, 1939
Fair Store—Work Clothes  January, 1940
Cornhusker Hybrid    July, 1940
Carey Salt         September, 1940
Robinson Seed       September, 1940
Nutrena Mills       October, 1940
Parker's Store       December, 1940
Hulman Clabber Girl  March, 1941
A. E. Staley         May, 1941
Marlin Firearms      August, 1941
Douglas County Fair  September, 1941
Nebraska State Fair  September, 1941
Mid-Continent Oil    November, 1941
Morton Smoke Salt   October, 1942
Staley Milling Co.    October, 1942
Flex-O-Glass          August, 1943
Prest-O-Lite         May, 1944
Gland-O-Lac          July, 1944
Pollock Overalls     July, 1944
Crow's Hybrid Corn  August, 1944
Chimney Sweep      October, 1944

Note: Since most farm accounts are seasonable, all of the above do not use radio continuously, but all of them have used WOW at some time during each year.
Hey, Joe-

LISTEN WHAT THE RETAILERS THINK
ABOUT KABC!

Here’s something which will interest Joe, as a time buyer. Down in San Antonio the largest drug chain advertises EXCLUSIVELY on KABC among the five radio stations. Another EXCLUSIVE KABC radio advertiser is the city’s second largest grocery chain. And that’s only the beginning!

Drug and food chains are hard-boiled advertising buyers. They put their money only where it will bring the best results. A record of producing these results is another reason for KABC’s reputation as “The Fastest Growing Radio Station in San Antonio!”

CAB TO GIVE SPOT
NATIONAL RATINGS

NATIONAL ratings on spot as well as network programs will be provided by the Cooperative Analysis of Broadcasting beginning with its November-December 51-rate season. CAB reported last week, announcing that “this will be the first time in the history of national spot radio advertising that nationwide spot program schedules will receive a regular network standard of research service.”

Coverage of 81 cities, giving a cross section of all cities of 50,000 or more population, makes this spot rating service possible, the CAB stated, adding that in addition to its twice-monthly program rating reports, Brand Identification and Composition of Audience data also will be provided to members with such rated programs.

Hey, Joe—Continued From Page 28)


Joins Research Staff

CWO JOSEPH E. MCCORMACK, USNR, who has been stationed at the radio section, Office of Public Relations, Navy Dept., as assistant engineer, has been assigned to the Naval Research Laboratory at Anacostia, D. C., in the engineering department. Mr. McCormack was formerly assistant radio material officer of Mr. McCormack the 10th Naval District at San Juan, Puerto Rico. He installed the Navy radio station at Curacao, Netherland West Indies. Before entering the Navy, Mr. McCormack was with WLAP, Lexington, Ky.; WFTL, Fort Lauderdale; WJBY, Gaden, Ala.; KMW, Wilmington, N. C., and for a year was engineer with the National Defense Operation of the FCC in Atlanta.

NABC

SAN ANTONIO'S BLUE NETWORK STATION

WEED & COMPANY, National Representatives

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BROADCASTING • Broadcast Advertising

Hey, Joe—Continued From Page 28)


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NABC

SAN ANTONIO'S BLUE NETWORK STATION

WEED & COMPANY, National Representatives

Hey, Joe—Continued From Page 28)


Joins Research Staff

CWO JOSEPH E. MCCORMACK, USNR, who has been stationed at the radio section, Office of Public Relations, Navy Dept., as assistant engineer, has been assigned to the Naval Research Laboratory at Anacostia, D. C., in the engineering department. Mr. McCormack was formerly assistant radio material officer of Mr. McCormack the 10th Naval District at San Juan, Puerto Rico. He installed the Navy radio station at Curacao, Netherland West Indies. Before entering the Navy, Mr. McCormack was with WLAP, Lexington, Ky.; WFTL, Fort Lauderdale; WJBY, Gaden, Ala.; KMW, Wilmington, N. C., and for a year was engineer with the National Defense Operation of the FCC in Atlanta.

NABC

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Today's

BEST

BUY'S

A U D I E N C E T E S T E D F O R B U S Y T I M E B U Y E R S

EAST

WHN—New York

DICK GILBERT

50,000 Watts

1:00-1:30 P.M.-5:00-6:00 P.M.

The single disc locker, versatile vocalist, master salesman. (You can say that again)!

Tunable, different, zest results. 1/4 hr. participation

3 days—$250.00. 6 days—$500.00.

WFCI—Providence-Pawtucket

1,000 Watts—Blue

BETSY GUNNING SAYS

1:15—1:30 P.M.

Mon. thru Fri.

An attractive, charming, well known personally conducts this easy-to-buy participator.

Spots—$25.00

WNBH—New Bedford, Mass.

250 Watts—Blue

LOCAL NEWS

8:00 A.M., 12:45 P.M.

8:15 P.M., 10:30 P.M.

Fifteen years telling the local folks what happens locally. Participation—$4.00 day time—$4.00 evening.

WHERE—Portsmouth, N. H.

1,000 Watts—Mutual

695 CLUB

9:30—11:00 A.M.

Mon. thru Fri.

Mrs. Spencer's charming personality has enrolled thousands of loyal members in the Club.

It's yours for $25.50 per wk.

WATR—Waterbury

1,000 Watts—Blue

SHOPPERS GUIDE

9:15—9:00 A.M.

Mon. thru Sat.

Helen Morris has been doing this one for eight years.

Participation—$27.50 per wk.

WJEJ—Hagerstown, Md.

250 Watts—Mutual

SADDLE PAL

11:15—11:35 A.M.—2:15—2:30 P.M.

Mon. thru Sat.

That old time music show that gets mail and sells merchandise.

Participation—3 per week—$15.00. 6 per week—$30.24.

WRAV—Reading, Pa.

250 Watts—NIC

IT’S IN THE BAG

(Editing the grocery bag)

10:00—11:00 A.M.

Mon. thru Fri.

Year—1. this one rings cash registers in grocery stores.

Participation—$25.00 per wk.

WJAS—Pittsburgh

5,000 Watts—CBS

RHYTHM SECTION

8:45—9:00 A.M.

Mon. thru Sat.

Some smooth listenin' for the busy housewife. It's recorded and participating.

One minute—$22.50 base rate.

WNAB—Bridgeport

250 Watts—Blue

1449 CLUB

7:00—8:00 A.M.

8:15—9:00 A.M.

9:15—10:00 P.M.

Mon. thru Sat.

A sparkling M.C. makes this one more than just another platter program.

Daily participation—$22.50 Wk.

WNBC—New Haven

250 Watts

ALARM KLOK KLUB

7:00—8:00 A.M.

Mon. thru Sat.

An hour of breakfast music on New Haven's newest station.

Daily participation—$20.00 Wk.

WOCB—Cape Cod, Mass.

250 Watts—Blue

WORLD NEWS

7:00—8:00 A.M.

7:00—8:00 P.M., 11:00 P.M.

Mon. thru Sat.

Hot from the four corners of the earth. Associated Press Wire.

Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.

250 Watts—Blue

MEMORY MATINEE

3:30—4:35 P.M.

Mon. thru Sat.

An ideal time for those old familiar melodies.

Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.

200 Watts—Blue

THE BURLINGTON BUGGY RIDE

11:00—11:30 A.M.

Mon. thru Sat.

It's homey, and the horse folks love it.

Participation—$15.00 Wk.

WCLO—Janesville, Wisc.

250 Watts—Mutual

THE HOMEMAKERS

7:05—8:00 A.M.

Mon. thru Sat.

About EM has been telling 'em how to keep house for fourteen years and they love it.

Participation—$27.00 Wk.

WGDY—Minneapolis-St. Paul

5,000 Watts

YOU ASKED FOR IT

7:00—8:00 A.M.

Mon. thru Fri.

The money give away program that keeps them tuned to WGDY. Minutes or 1/4 hours at Card Rate.

KMYR—Denver

250 Watts

UNINTERRUPTED NEWS

Ten minutes on the hour every hour everyday—on the News and Music Station of Denver.

7 days per week—$300 per month.

KBON—Omaha

250 Watts—Mutual

SUNRISE SERENADE

7:00—8:00 A.M.

Mon. thru Sat.

Don Ferraro M.C.'s this one and he's good. News, music, and free theatre tickets win a lot of listeners.

Daily participation—$27.00 Wk.

WIL—St. Louis

250 Watts

THE BREAKFAST CLUB

7:00—8:00 A.M.

Mon. thru Sat.

Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.

Minutes or 1/4 hours at Card Rate.

WDSM—Duluth-Superior

250 Watts—Blue

TWILIGHT TIME

6:15—6:30 P.M.

Mon. thru Fri.

Timely tunes for Twin Port tea time.

Spot participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.

250 Watts—Mutual

FARM & HOME PROGRAM

11:00—12:00 noon

Mon. thru Sat.

A newy farm program in the State where the tall corn grows.

Daily participation—$11.25 Wk.

KFUN—Las Vegas, N. M.

250 Watts

THE SPANISH HOUR

2:00—3:00 P.M.—7:00—8:00 P.M.

Mon. thru Sat.

Two whole hours of New Mexico's favorite music.

Daily participation—$16.20 Wk.

PACIFIC COAST

KFWB—Los Angeles

5,000 Watts

CHEF MILANI

10:00—10:30 A.M.

Mon. thru Fri.

A real Chef, a master showman with a great merchandising hook-up.

Daily participation—$30.00 Wk.

KJBS—San Francisco

500 Watts

ALARM KLOCK KLUB

6:30—7:00 A.M.

Mon. thru Sat.

Survey prove it's the best dollar buy in the Bay area.

Spot participation—$9.50 base rate.

KFMB—San Diego

250 Watts—Blue

MORNING MELODIES

8:00—8:15 A.M.

Mon. thru Fri.

A good time to catch the whole family.

Participation—Base Rate $6.00.

KTKC—Fresno-Visalia

5,000 Watts—Blue

ALL STAR DANCE PROGRAM

2:45—3:00 P.M.

Mon. thru Fri.

Everybody loves a dance tune. Here's forty-five minutes of it. Minute or 1/4 hour—Card Rate.

KEVR—Seattle

250 Watts—Blue

BREAKFAST PLATTERS

7:00—8:00 A.M.

Mon. thru Sat.

If they want music with breakfast (and they do) this is where they get it.

Participations—$3.25 each.

SOUTH

WHQB—Memphis

250 Watts—Mutual

NEWS—6 minutes on the hour

Mon. thru Sat.

Some excellent news periods on the News and Music Station of Memphis.

Base Rate—$12.50 each.

WTAW—College Station, Texas

1,000 Watts—Blue

PARK FAIR

12:30 to 12:45 P.M.

Mon. thru Sat.

The Texas Aggie Station with farm news for Texas Farmers.

Participation—Base Rate $4.40.

WTSP—St. Petersburg-Tampa

1,000 Watts—Mutual

FARM MEN IN THE NEWS

10:30 to 10:45 A.M.

Mon. thru Sat.

Mostly news about women, of special interest to women.

Daily participation—$2.00 Wk.

REPRESENTED BY RAMBEAU

C H I C A G O  •  N E W  Y O R K  •  H O L L Y W O O D
Rosenberg Letter Holds Spots More A Problem of Quantity Than Quality

EDITOR BROADCASTING: As an advertising man I have long been interested in the efficiency of radio spot announcements and as an amateur astronomer, I am happy to see that one of our leaders, Professor Shapley, has interested himself in a situation which cries for change.

It is not a question of transcription versus live announcements although in this direction, I feel that the advertising profession has acted like a flock of sheep. Following the appearance of the very clever Pepsi-Cola rhythm, everybody decided it was time to sing their commercials. The result has been that the air is full of confusing melody and out of the resulting discord the listener is supposed to pick the advertising message. In a few cases, it is easy; in most of them it is not.

Infant Industry
Radio is still young and station owners have much to learn. In the publishing world, experience has taught the art of makeup and balance. Successful publishers have found it pays to enforce restrictions of a type which tend to give us better looking magazines and newspapers by relegating the smaller advertisements to positions that do not offend the eye. The same arrangement is like the small advertisement. Unfortunately, however, in radio they can be best placed at station breaks. Tempted by much additional easy income, the stations which at one time carried only one announcement in the station break now line them up on both sides. The result is that the listening audience is protesting—protesting too frequently by dialing out the station.

Perhaps the least offensive station break has been the time signal. Nobody objects to it. Yet we find them usually incidental to a collection of odds and ends which too frequently are completely out of place as regards the program which they follow or precede. Frankly, I believe the great majority of radio listeners are not sensitive enough to feel this abuse. The rub lies in the fact that it is the small but very influential group of which Mr. Shapley is a shining example, who will make their objections heard, and then the masses will follow.

A simile I like is the trailers shown between features at the motion picture houses. Frequently they are overdone, but basically, they are interesting and essential. They are surely less disturbing than the strange interludes of jammed-together commercials with which the listener is attacked just as he has enjoyed enjoying some good and costly program, or is anticipating one which is to follow.

From the advertiser's standpoint, these crowded-in commercials are not bad. They usually command large audiences. From the standpoint of programming, however, they are atrocious and are bound to create a growing reaction to which the stations will have to respond.

I repeat, it is not a question of whether the announcements are transcribed or alive. It is more a question of quantity than of quality (although it is easier to control the quality of a transcription than it is to control the live announcement where one must deal with various personalities of announcers). Here again, it is a question of the creative ability of the advertising profession, and not only by the fact that when one advertiser took up singing, they all decided they had voices, but frequently illustrated in publication advertising where it also seems to be an easier job to follow someone else's lead than to do something new and original.

W. S. Bellows
President
Arthur Rosenberg Co.,
New York.

Florence Warner to WHOM
FLORENCE WARNER, now mid-western director of educational broadcasts for CBS at WBBM Chicago, joins WHOM in Des Moines Jan. 1 as public service director, handling educational, religious and certain types of civic broadcasts. Her appointment is part of a general expansion and reorganization of the WHOM staff and programming affected when the station was bought by Cowles Broadcasting Co. Before joining CBS she was feature writer for the Des Moines Register & Tribune, and assistant program director of KRNT Des Moines, both Cowles properties.

DAN THOMPSON, radio director for the National Health Council, Chicago, has been named assistant manager of the department of public information, replacing James W. Grayson who joined the public relations staff of Standard Oil Co., New York.

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

STORM SERVICES
WSYR Carries Headlines, Air School Messages
WHEN a 30-inch snowstorm bogged down the circulation staff of the Syracuse Post-Standard, Col. Harry C. Wilder, president of WSYR Syracuse, offered the services of his station to broadcast the highlights and headlines of that day's edition. In return for this voluntary gesture, the paper carried a two-column front page box in praise of the station which is normally its competitor.
WSYR also carried messages from more than 125 rural and central schools in the area, notifying pupils not to leave their homes and assuring parents of children who were already in school that they were housed and cared for. Congratulations have been pouring in by telephone and mail in appreciation of the station's services.

Signal and Mail Map

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

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

5000 WATTS 980 K.C.
THE NORTHWEST OHIO - SOUTHERN MICHIGAN "POT OF GOLD" is covered by WSPD. This area includes the world's greatest glass industry, ports, railroad centers, trucking, farming, factories, fruit growers—a million and a half prosperous prospects for a WSPD-advertised product.

THAT'S WHAT EVERYBODY WANTS TO KNOW

In fact, they've been looking for that fabulous pot for centuries. Radio has the answer . . . and in Northwest Ohio - Southern Michigan, WSPD points the way via NBC programming, top local shows, 5000 watts and 23 years of service.

Just Ask KATZ

WSPD
TOLEDO, OHIO
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
FM does it...

Effective signal-coverage comparison of an FM station and a 1400-ke AM station. Most AM stations could enjoy better coverage by switching to FM. Moreover, their FM signals would neither cause interference with other stations nor be affected by interference from other stations.

Plan your FM station now—50 FM broadcast stations are on the air and over 300 applications are pending. Write for the General Electric booklets covering FM station planning, equipment description, and general station operation. These publications describe G-E transmitters, antennas, associated equipment, and contain operating data from FM station records.
5 times the coverage by day
35 times the coverage by night

Regardless of your present power, if you face a coverage problem, if you share a crowded channel, consider FM. In nearly every case FM will provide better coverage of the same area at less cost, or better coverage of more area at the same cost.

Wherever station interference presents a problem, look to FM for better coverage. Consider, for example, the case of the 1400-kc channel in the broadcast band. Here, eighty-five AM stations share the same frequency. Eighty-one of them are rated at 250 watts and at night are capable of causing serious heterodyne interference up to 400 miles. This interference greatly reduces nighttime coverage. Engineering data indicate that under conditions of average ground conductivity (3 x 10^{-14} EMU) and with an antenna height of 331 feet, the effective range of these stations over flat country would be:

<table>
<thead>
<tr>
<th>AM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>13 miles</td>
<td>530 square miles</td>
</tr>
<tr>
<td>Night</td>
<td>4.8 miles</td>
<td>72 square miles</td>
</tr>
</tbody>
</table>

Compare this with the coverage of a 250-watt FM station using a single-bay antenna 331 feet high broadcasting over the same terrain:

<table>
<thead>
<tr>
<th>FM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day and Night</td>
<td>29 miles</td>
<td>2640 square miles</td>
</tr>
</tbody>
</table>

Thus, FM gives five times the coverage by day; thirty-five times the coverage by night! To your audience this means improved service. To you, this means a larger audience and better service to advertisers.

When you plan your FM station, make full use of General Electric's vast background of experience in the FM field. G.E. is the one manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. has furnished a large percentage of today's half-million FM home receivers. G.E. has supplied six complete studio-transmitter FM relay links with thousands of hours of regular operation to their record. General Electric's experience in the FM broadcasting field includes more than three years of programming through its own FM proving-ground station WGFN at Schenectady, where every transmitter development is tested before it is offered to the industry.

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

UNDER sponsorship of Missouri Brewers Asso., the St. Louis Symphony Orchestra has begun its second annual series on KXOK St. Louis and KFRA Columbia, Mo., owned by the St. Louis Star-Times (11:30 p.m. CWT Sundays). Transmitters are aired over nine other stations throughout Missouri. Commercial copy is institutional. Sponsoring brewers include Anheuser-Busch, Columbia, Flastaff, Grueneberg Bros., Hyde Park Beverages Assn., St. Louis; George Muehlbach, Kansas City; St. Joseph; C. L. Thomas, KXOK manager, and V. N. Boring, station sales manager, handled the deal with Irwin Olan of Olan Adv. Agency, representing brewers.

Johnny O'Brien

REYNOLDS, author and co-

rendant, now on special assignment with the Navy Dept. in the Pacific, will serve as "editor" and m.c. of Campbell Soup Co.'s 20th Century-Fox Radio Reader's Digest on CBS, beginning Dec. 31, replacing Conrad Nielson. William H. Holmes of CBS now serves as producer-director of the program for Ward Wheelock Co., New York.

WOW House Organ

FOR the fourth year in a row, WOW Omaha has won the major awards at the annual convention for the Southwestern Assn. of Industrial Editors, this year winning the prizes for public service, editorial content and appearance of its house organ, WOW News Tower, which has a 16,000 circulation.

NBC Aid

WHITE CARSON, cowboy singer and guitarist, was the first to get a radio assignment through NBC's "Welcome Home Auditions," a network project designed to help servicemen and discharged veterans show what they can do in radio.

Model KMOX

STORY of the KMOX St. Louis Globe Democrat "Mike O' Dime" stand is being used as a model by the National Foundation for Infantile Paralysis in a memorandum sent out to all cities of 12,000 population or over. Campaign, which raised $5,000,000 in 1944, is described by Jerry Hoekstra, KMOX War Program Manager, who has directed "Mike O' Dime" for the past four years.

KBS Xmas Features

KEYSTONE BROADCASTING System has prepared eight quarter-hour and four half-hour specials directed to men in army camps for daily presentation during Christmas and New Year's week, Keystone programs, The Merry-Go Round, Punch The Clock, and Sunday Specials, Songs of the Week, and Sunrise Salute are built around Tuxedo format.

SESAC List

SESAC has added two publishers of gospel music to its list—Quartet Publishing Co., Ft. Worth, and Revival Music Co., Dallas. The catalog of American Music Inc., and its subsidiaries; Cossa & Winge, and Westmore Music Corp., will be dropped from the SESAC list of affiliated publishers effective midnight, Dec. 31.

KHTF Fetes Buyers

NEW YORK agency timebuyers were invited to a luncheon given by KHTF Houston last Tuesday at the Park Lane Hotel by Robert Rehbein of the station, described the transmitter site and antenna construction and site, and presented the station in the market, and outlined program and sales operations.

Hope Wins Award

BOB HOPE, radio and film comedian, will receive the 1944 gold medal for achievement awarded annually by the Poor Richard Club of Philadelphia, advertising organization covering the agency, press and radio fields. Medal will be presented at the club's annual dinner to be held in January.

ASCAP Adds

WAP KOUL KFAB has signed new agreements with ASCAP and the following stations have renewed their ASCAP contracts—KXIB, WIBB, WABY, KXIS, KFION, KDTH, WRTH, WJAR, WJCAR, WJAR.

Waters Named

AMERICAN SOAP Powder Works, Brooklyn, has appointed Norman D. Waters & Associates, New York, to handle advertising for Tish...a water-softerner. Radio will be used.

KOBI New KOTA

CALL LETTERS of KOBI Rapid City, S. D., were changed to KOTA on Nov. 22.
HALF-A-MIION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

NOW 14 Overseas Reporters Broadcast Locally—for YOU!

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUKHAGE TALKING: Direct from Washington. Baughage gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Monday through Friday, 15 minutes.

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

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


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

COMING DIRECT FROM: Over the World─THE BLUE NETWORK'S CO-OPERATIVE RADIO PROGRAMS CAN SELL FOR YOU AND YOU PAY ONLY FOR YOUR OWN TERRITORY

Coming direct from all the history-making hot spots pictured above, the Blue Network's newest coast-to-coast Co-operative Radio Program, "Correspondents Around the World," can be your local radio program to sell your products or services right in your own territory.

Commercial during the programs by your own local Blue Station announcer identify the program as yours, sell your products to your own audience! By switching the program to whatever Blue correspondents are nearest the day's action, your audience gets its news right from where it happens—your selling story takes on added authority!

The cost of Blue Network Co-operative Program is low, since you pay only your share. Hundreds of prominent local advertisers (names on request) have already found how well this new kind of radio advertising pays off! Now you can make it pay with the thrilling new Network Co-operative Program, "Correspondents Around the World," available mornings, Sundays through Fridays.

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

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.
When You Fish the Same "Hole" Year After Year

the fishing must be good!
When the advertisers on WIP—100% of "em—renewed at the start of 1944, it was proof positive of their sales "fishing" being good.
Before the War . . . During the War . . . After the War the most profitable per dollar station for advertisers! Yes, there are a few availabilities!
Represented Nationally by

GEO. P. ROLLINGBERRY COMPANY
Philadelphia's MUTUAL Affiliate

Mail Plugs—Success Story—WNEW Swap
Rosemary—Sample Record

Movie-Spot Swap
A 30-SECOND movie trailer promoting Paul Stone's "Hollywood Digest" program on WNEW New York is being displayed four-times daily in 26 Century Theatres in New York, the station's musical call letters, forming the background for the film. In return WNBW New York gives Century Theatres several mentions daily, explaining how War Bonds may be purchased there. Current deal covers the Sixth War Loan Drive period only, to be followed by another promotional tie-in.

Rosemary
TWO JARS of Rosemary seasoning for holiday fowl and other dishes, plus a cellophane-wrapped spir, which is supposed to insure faithfulness or serve as an amulet against the Evil Eye according to the accompanying booklet of history and recipes, are combined in a promotion sent to radio editors by Benton & Bowles, New York, as a reminder to listen to B & B's "From Home to Home," sponsored by Procter & Gamble on NBC five mornings.

Program Bulletin
RADIO PROGRAM bulletin of educational broadcasts aired on WNTC, New York's municipal station, and WNYE, the Board of Education FM station, has been distributed to all New York City schools and Parent-Teacher Asso., as an aid in planning listening for the 3,000,000 school children in the Metropolitan area.

WGN Promotion
WGN Chicago has issued a 10"x14" promotion piece titled "WGN The Leader in Local Chicago Radio," pictorially promoting their sound effects equipment, master control board, studios, shows and commentators. Piece contains full page map illustrating WGN coverage area.

WEAF Cards
WEAF New York, Nov. 1 started a car-card campaign, estimated to reach more than 110,000,000 riders of New York's subway system. Scheduled to continue through February, campaign promotes program features of the NBC station. Approximately 5,000 car-cards are expected to be used. Current deal covers the Sixth War Loan Drive period only, to be followed by another promotional tie-in.

Sample Record
SAMPLE recording of Places in the News, a daily feature of United Press news wire, is included in a promotion brochure released by the news agency covering the various radio programs and services it has to offer to stations. Brochure is printed on glossy paper and illustrated.

Albuquerque Petition
APPLICATION for a new local in Albuquerque, to operate with 250 w fulltime on 1450 kc, was filed with the FCC last week by Rio Grande Broadcasting Co., a partnership of Albert E. Buck, owner of the Rio Grande Steel Products Co., of Albuquerque, and prominent in civic affairs, and Merle Tucker, assistant manager and commercial manager of KOB Albuquerque. Mr. Tucker simultaneously announced his resignation from KOB, NBC outlet. KGGM, only other station in Albuquerque, is on CBS, leaving both the Blue and Mutual networks available.

Westinghouse Electric Co., New York, is distributing to its 60,000 employees an oversize illustrated 40-page booklet projecting the success of modern communications equipment in war against the company's experience in the manufacture of telephone and communications equipment in peace and war. This year is the 75th anniversary of the company, in peace. peektime source of supply for the Bell System, and now manufacturing electronic and communications devices for the Armed Forces. Features of the booklet include a pictorial chart showing the primary channels of military communications linking the U.S. fighting forces throughout the world. Other illustrated features include four-color reproductions of dramatic events in telephone history.

WHN Mail Plugs
PROMOTION copy for WHN New York is now pasted on all envelopes mailed from the New York headquarters of Loews Inc., the parent company, covering Metro-Goldwyn-Mayer as well as Loews and WHN letters. Ad appears on approximately 4,000 pieces of mail daily, current copy being devoted to the Sixth War Loan. Automatic postage-meter mailing machine is used. Paragon Oil Co., Brooklyn uses its machine to stamp 2,000 pieces of mail daily with promotion copy for their WHN weather reports.

WPAT Promotion
WPAT Patterson, N. J. promotes its Luncheon with Helen program in an illustrated booklet, the cover bearing a realistic partially-attached formal "Invitation to Luncheon with Helen." Fan-listers, sponsor eulogies, newspaper and billboard ads are reproduced. Another promotion piece, an easel back desk calendar with Varga girl illustrations, is being distributed by the station as a Christmas greeting.

WBNS Brochure
"FROM Plumbing to Potato Chips" is the title of a brochure issued by WBNS Columbus, O, which serves to explain the effectiveness of Irwin Johnson's Early Worm, early morning show. Copy of the brochure, done in buff and black, explains the program's public service aids such as blood donor service, safety campaigns, etc.

WLW Trade Ads
DISTRIBUTION's part in the post-war economic era is the theme of a series of new trade paper advertisements of WLW Cincinnati. Each ad will be a reproduction of a famous advertisement of past years, with copy of the WLW series built around the idea that the next ten years will be the "Distribution Decade..

Success Story
WBT Charlotte, N. C. tells how it obtained 450 harmonicas for children stricken with infantile paralysis in a folder carrying "...that a child may speak again". The mouth organs were needed to help polio victims exercise their throat muscles.

WOWO Gives Thanks
TO GIVE thanks to its friends in the business and advertising world, WOWO Ft. Wayne last week issued a brochure titled "Thanksgiving," consisting of reproductions of various awards the station has won.
LONGEST LEAPER of the animal kingdom, the Kangaroo is EXCLUSIVE because of its pugilistic ability . . . and because of the way it transports its young. A vegetarian, inhabiting grassy plains of Australia and Tasmania, it reaches height of five feet, weight of 200 and easily clears 25 feet in one jump. The mother Kangaroo carries her brood handily in a snug abdomen pouch.

EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING is the key to K-O-Z-Y preference in the Kansas City Area, where its Pioneer Voice has been popular with particular people since prewar days. Yes, KOZY is EXCLUSIVE because it “sticks to specialized service” which can only bring extra dimensions with postwar FM expansion. You Should Have Rate Card 3!

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
KY IS MAKING BROADCASTING FOR PUBLIC SERVICE TO LISTENER DOING THE REAL JOB FOR THE ADVERTISING THE GREAT CINCINNATI MARKET—

L. E. Wilson

THOUSAND WATTS CBS
25 Years of Minutes

WHEN WORLD WAR I ended radio-broadcasting was unknown. "Wireless" had been employed in that globe-engulfing conflict, but radiotelephony, precursor of broadcasting, was only on the threshold of its development. Few had the vision to gauge the future.

On Jan. 1, 1920, broadcasting radio into its 25th year in these United States, where it was conceived, born and nurtured. In 1920 broadcast service began on regular schedule. Those hardy pioneers could not have envisioned the development that was to come. If they had, they didn't ventured their opinions. Since then, radio has become an indispensable phase of the American standard, as American as the Statue of Liberty, cowboy yodels and the hot dog.

It could only have happened that way here.

In other nations, which caught the impact of this invention years later, Governments grasped control. Private initiative and free enterprise were knocked out; radio was too potent to be left in the hands of citizens or subjects in the American way.

Even in this country radio had its lean days. It was a reckless youngster in those early 20's, when it took an adventuresome spirit and a disdain for red ink to stay in the field. There were those who scoffed, because radio to them was a brazen upstart, or a novelty which would go the way of miniature golf. But radio survived. From such meagre beginnings, when men were, in it for the fun of it, radio first entered, then enlightened and informed. It made folks laugh and cry. It conveyed news. Politicians learned to use it: So radio won (and lost) elections. Today it carries greater impact than any other medium disseminating information. Americans believe in their American radio.

In a scant 25 years, radio has achieved what other arts or industries have taken generations to accomplish. It sprang up from the ruin and desolation of war. In the wake of another war, a hundredfold more deadly, will come new and miraculous attainments of radio—inventions mothered by the great necessity of these times.

Those electronic swords will be fashioned into ploughshares in the era ahead, to provide new vistas of service and enlightenment and pleasure in the next quarter century of the Radio Age. All that is ordained only under Radio by the American Plan.

Trail Setters

TWO OF America's leading broadcasting stations have made New Year's resolutions, the fruits of which will be watched keenly by their colleagues and by advertisers and agencies. No sooner had WJZ Detroit revealed that it no longer would accept transcribed spot announcements after Feb. 1, 1945 than WJZ New York banned all chainbreak announcements, excepting time signals, from its nighttime schedule. The new policies were announced by Harry Bannister, the pioneer Detroit station's manager, and John J. McNeill, manager of the Blue Network key outlet in New York.

When two such distinguished stations undertake to clean up the commercials on their outlets, regardless of the methods employed, fellow-broadcasters can only applaud—even if they do it with their hands behind their backs. There is no question that great harm can be done radio as a medium through the broadcast of poor commercials, or for that matter through massage. As better ones, if there are too many of them. That Messrs. Bannister and McNeill and their respective principals felt compelled to take bold pioneer steps toward better commercial broadcasting challenges the reckless charges, heard recently in such influential environs as the halls of Congress, that broadcasters are "dollar-hungry".

There is evident here, too, an additional forward step which should carry radio toward a broader and more useful future. The licensee of a station alone is accountable for the material he broadcasts. This is not a responsibility which can transfer to another without due legal action. And inasmuch as he cannot pass voluntarily the responsibility to another, one questions whether he should assign the authority for programming his outlet.

Should a broadcaster accept programs, sustaining or commercial, if in his best judgment they are not "good radio"? Should he not reject commercials if they fail to meet a set of comparable standards?

We feel that the best solution to the problem of inferior commercials is one that is in effect now in evaluating programs. Most broadcasters have been in the business sufficiently long to employ their own judgment, weighing each scheduled broadcast on its merits.

This is not to differ, but to agree, with the principles laid down by WJZ and WWJ. Both have shown admirable courage and initiative.

Tomorrow—The World

RUMBLINGS in Washington leave little doubt that the complexion of international broadcasting will be changed by U.S. entry. The country is about to undergo a change. It is reasonably certain, most agree, that the duties of the Office of the Coordinator of Inter-American Affairs will be modified, and that its broadcasting functions and those of the OWI's international division will be shifted to the State Dept.

If true, this can portend only that the USA is intent upon continuing in the pattern of propagandizing on a worldwide scale, in peace as in war. Certainly in these times one cannot attack the wisdom of such a plan. Our world's neighbors are next door now, not down the road a piece, and they must be told of our way of life as we must, in all reasonableness, hear of theirs.

But broadcasters should watch these proceedings with keen attention. The Government's interest in broadcasting has been noted before, and it is not a ghost that has been laid. The Government's disposition to perpetuate its policies, leasing private facilities to spread its good word—when and if the switch to the State Dept. is made—may betide the trend of things to come. However, any move to purchase those facilities, and operate them exclusively as Government entities, should be resisted.

AN ATTACK of infantile paralysis is not the present one would choose for an 11-year-old boy, and yet without it it is doubtful that Allen Balmont DuMont would today be so pre-eminent in the field of television: pioneer in its development, enthusiast for its future and wielding the gavel as charter president of the Television Broadcasters Ass'n, now convening in New York. While ill as a boy, Allen constantly monitored the Brooklyn Navy Yard broadcasts and became so proficient at code that he spent subsequent school vacations as a ship's operator. Thus started his career in radio.

Born in Brooklyn Jan. 29, 1901, Allen learned his three Rs at the Brooklyn Training School for Teachers. After high school at Montclair, N. J., he entered Rensselaer Polytechnic Institute, from which he received the degree of Electrical Engineer in 1924 and, 20 years later, the honorary degree of Doctor of Engineering.

Following college, young DuMont went to work for the Westinghouse Lamp Co. in Bloomfield, N. J., first as an engineer in the development laboratory and then as engineer in charge of production of various types of tubes for radio receivers which were then just coming into general use. One part of this position was supervision of 150 girls who tested the tubes, a task that so discouraged him that he invented a machine which did the job automatically at the rate of 5,000 tubes an hour. For this achievement he was presented, in 1927, with the first award of $500 for the most outstanding accomplishment of any employee of the company.

During his school days, when he was the proud operator of amateur station W2AYB, Allen had purchased a DeForest audion tube directly from the famed radio pioneer himself. The meeting so impressed the youth that he swore that some day he would be associated with DeForest. The opportunity came in 1928, when the DeForest radio company was being reorganized and he was offered the post of chief engineer. From a shutdown plant with obsolete equipment and no employees, DuMont created a factory producing more than 30,000 receiving tubes of new design a day less than a year later. Transmission tubes, complete transmitters, guided radio systems for hotels and other large buildings, SA simple facsimile sending and receiving system also were developed under his direction. Looking for new markets, DuMont hit upon the idea of radio for police communications and in 1929 the DeForest company installed the first state police radio system at Lansing, Mich.

The DeForest interests had taken over the

(Continued on page 52)
It is through careful planning that WMFM gives Wisconsin listeners programs they prefer. Wisconsin listeners, in turn, stay tuned to WMFM.

Programming on WMFM springs from a policy of distinctive, quality programs, keyed to the wants and needs of the community. Throughout the broadcasting day, WMFM listeners hear a balanced schedule of dramatic programs, musical shows and productions, outstanding artists, and carefully prepared news programs. These programs have a distinct warmth and depth, thanks to the miracle of crystal-clear, static-free FM reception.

The WMFM schedule is attuned to the pulse of the listeners. That is why WMFM programs are doing an outstanding prestige-building, sales-promoting job for an impressive list of local and national advertisers.

To know the full story of Wisconsin radio, you must know the facts about WMFM. Get the complete story.
MAJ. H. M. BEVILLE, NBC research manager, before the war, has been promoted to the rank of lieutenant colonel, being advanced past 40 senior majors, according to information received in New York last week. Col. Beville is attached to headquarters of the First Army.

DR. MAX JORDAN, NBC director of religious broadcasts, has been nominated to the executive board of the Catholic Institute of the Press.

BENEFICENT GIMBEL, Jr., president of WIP Philadelphia, has donated to the Philadelphia Chapter of the Amer. Assoc. for Education by Radio, two scholarships to the newly formed course in radio at the U. of Pennsylvania. Group is comprised of teachers of Philadelphia's private, parochial and public schools who are interested in developing radio as an educational medium.

E. R. YONKERS, previously Graybar Electric Co. salesman in Wichita, has been named manager of the company's Omaha office, replacing T. W. CONRAD, retired. Mr. Yonkers is from Kansas City.

WILLIAM WILLIS WILDER, former personnel manager of the Southern States Iron Roofing Co., has joined WBAV Savannah, Ga., as account executive.

ROBERT E. DUNVILLE, general manager of WVL Cincinnati and vice-president of Chrysler Corp., is the new commander of Division 3 in the Ninth Naval District, Coast Guard Auxiliary.

LARRY COMPTON, former advertising manager of Knx Hollywood, has joined KECA Los Angeles as account executive.

GEORGE S. SMITH, partner in the Washington law firm of Segall, Smith & Hennessy, and Mrs. Smith, on Nov. 25, became parents of their first child, a 7-lb. boy.

KWBU Names Hogan
HOMER HOGAN, national representative of kwbu Corpus Christi since that station started operations last February, has been appointed manager, effective Jan. 1. Carr P. COLLINS, president of Century Broadcasting Co., announced last week. Mr. Hogan has been active in radio for 18 years as manager of WJJD Chicago, manager of KYW Philadelphia and midwest manager of Hearst Radio.

LEE OWEN, formerly of KJBS San Francisco, has joined the sales staff of KGO San Francisco.

PHILIP G. LASKY, vice-president and general manager of KROW Oakland, has been appointed to the advertising relations committee of the Oakland Better Business Bureau.

IVOR SHARP, general manager of KSL Salt Lake City, is in New Orleans undergoing treatment for a gastric ailment.

HUBERT FINLEY, one-time account executive of KYW Los Angeles, has joined KWTV Pasadena, Cal.

ROBERT RUSSELL of Jothil Hesshey McMillin Co., station representative, Chicago, resigns Dec. 15.

SIDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, is the father of a boy born Nov. 21.

HAL SIMMONDS, salesman of WIP Philadelphia, is in Rahsmann Hospital recovering from a major operation.

ALLAN HUGHES, former sales promotion manager of KOA Denver, has joined NBC spot sales to handle sales promotion.

ETHEL GILCHRIST has been named assistant to JAMES H. WILSON, manager of NBC network sales promotion.

NEWSPAPER GROUPS SEEK FM LICENSES
FOUR more FM applications have been filed with the FCC by newspaper interests while another three FM outlets are requested by licensees of standard stations.

The Claremont Eagle Inc., Claremont, N. H., requests a new FM station on 48,000 kc with 5,100 sq. mi. coverage and estimated cost of $25,750. Also requested is an 82-ft. broadcast station to use 337 mc. Reno Newspapers Inc. seeks a new FM station on 45,700 kc with coverage of 35,567 sq. mi. Approximate cost is $61,500. Facilities of 46,000 kc and 15,500 sq. mi. coverage is asked by The Patriot Co., Harrisburg, Pa. for a proposed FM outlet to cost an estimated $42,290.

The News-Journal of Pensacola, Fla., requests FM facilities of 49,100 kc and 5,000 sq. mi. coverage. Estimated cost is $48,200.

KIDO Boise plans to install $11,680 in the FM station which it has requested for $5,200. Coverage asked is 1,148 sq. mi. Watr Waterbury, Conn. has applied for 43,500 kc and 14,300 sq. mi. coverage for its FM outlet to cost an estimated $85,050. Kluf Galveston, Tex., seeks a new FM outlet on 44,800 kc with 544 sq. mi. coverage. Estimated cost is $25,000.

JOANNA SCOTT, former traffic manager for WAGA, Inc., New York, is the first staff addition to be announced for the new station as a successor to Mr. Amberg, who is being organized in New York and Chicago by ADAM J. YOUNG JR. (Broadcasting, Dec. 4). Miss Scott's specific duties have not been assigned.

T. A. M. CRAVEN, executive vice-president of Cowles Broadcasting Co., and MERLE S. JONES, recently appointed general manager of WOR, Washington, Cowles station, were honor guests and speakers at a luncheon tendered them last Thursday by the Washington Advertising Club.

THOMAS MALONE, member of the construction and building operations department of CBS for seven years, has joined the sales staff of WABC, CBS New York outlet, as account executive. For the past two years he has been night manager of those operations.

JOHN B. SULL, salesman of KXK St. Louis for four years, recently released from the United States Marine Corps, has joined the sales department of the Blue's New York outlet, WJZ. Mr. Sull has been a public relations officer with the USMC in New York.

LT. (jg) MAX GULBERSON BEE, USNR, former assistant advertising manager of broadcasting, has been promoted to that rank from assistant public relations officer. He is stationed in the Press Section, Office of Public Relations, Navy Dept.

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

WBNX reaches

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,215,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
50,000 “Free Watts” Surge Out in a Great Tidal Wave of Power in all Directions over a Clear National Channel giving “Umbrella Coverage”

WCAU’s 50,000 Watts are not “directed” into a specific pattern. Instead they flow out in a vast umbrella shape, not only sweeping the whole Philadelphia area with Power, but covering many adjoining states.

PHILADELPHIA’S LEADING RADIO INSTITUTION
SHIRL BLACK, program director at KOVO Provo, Utah, has been named operations director, effective Jan. 1. When WAYNE KEDLY, KOVO assistant manager, went to Salt Lake City, MEL STANDAGE, released by the Army, has been named production assistant at KOVO. TOM LEE, Brigham Young U. student, is a new addition to the KOVO announcing staff.

ANGELUS AXIOTES of Woocomb, R. I., is now assistant newsman at WICB Bridgeport.

ANN HIRYAK has been appointed program director of KFWC Hot Springs, Ark. MAC BENOFF, writer on CBS Post Features Time, is the father of a girl.

LOU PLACE, former announcer of KFOJ Phoenix, has rejoined KGJO Los Angeles.

GEORGE KAPEL, news editor of KMJ Fresno, Cal., has entered the armed forces. ROBERT WHITE, former announcer of KFWB Hollywood, has joined KJM. J. RICHARDSON LOUGHRIN, former WGN Markfield, Wisc., program director, joins the WGN Chicago production department, replacing LOU JACOBSON, who has moved to J. Walter Thompson Co., Chicago.

SUE KERNs, new to radio has joined the KIRO Seattle music department.

JOHNNY WHITE, continuity chief of KWFT Wichita Falls, Tex., is the father of a girl.

Mannings Named

JACK MANNING and his wife, Betty Manning, have been appointed radio director and associate radio director respectively of Hirsan-Gardfield, New York. Mr. Manning replaces Jerry Law, resigned. For three years in charge of public relations and radio for the Army Signal Corps in New England, Mr. Manning previously headed the announcing and programming staff of W2Z Boston. Mrs. Manning was formerly radio director of the First Service Command in New England and prior to that directed radio activities for the Commonwealth of Massachusetts.

GEORGE SANDEFEVER, member of the announcing staff of WRC, Washington NBC outlet, has been made night manager of the station, succeeding DON FISCHER, who returns to fulltime announcing.

HOWARD BLAKE, former West Coast radio director of Franklin Brock Adv. Corp., has joined CBB Hollywood as producer.

These are but a few of the BMI-licensed titles which Dorsey has recorded. See the new BMI Record Index (by artists) for the complete listing from which to build all-Dorsey programs.

I'M IN LOVE WITH SOMEONE Dec. 18611
BESAME MUCHO Dec. 18574
BRAZIL Dec. 18460
MARIA ELENA Dec. 3698
GREEN EYES Dec. 3629
AMAPOLA Dec. 3657
YOURS Dec. 3570
I HEAR A RHAPSODY Dec. 18362
ON ECHO HILL Dec. 18362

KEITH BROWN, formerly of the NBC production staff in Hollywood and assistant producer of Blind Date, sponsored on the Blue by Lohn & Fink Products Corp., for Binda-Duffy & Associates, has joined the electrical transcription staff of the Blue Network's production department in New York. Prior to his NBC affiliation, Mr. Brown was in the advertising business.

JANE TIFANY WAGNER, NBC director of home economics, has been named national publicity director for the United Council of Church Women, an interdenominational organization in New York.

JACK DAVIS, formerly of WCOL Columbus, Ohio, is now announcing staff of WCAU Philadelphia.

OTIS MORSE, released by the Army, has rejoined WFCN, Philadelphia, as program director. In the Army, Mr. Morse was stationed at the WPX Birmingham, Ala., and KQY Austin, Tex. ROY BAXTER, acting program director, has been appointed production and publicity manager.

MILT BERKOWITZ, news editor of WHTF Hartford for nine years, has been named director of news and special events.

YANCE CARRUTH and DAVE WOTHERSPOON, newly with KDWT Des Moines, Ia., and BILL LOWERY from KETS Hot Springs, Ark., are new additions to the KWFT Wichita Falls, Tex. announcing staff. JERRY WRIGHT, formerly with WAPB Fort Worth, is now handling women's program and BILL SHARPE is doing newscasts.

NEAL MOYLAN, WPBL Syracuse special events newscaster, has been stationed at Lincoln, Neb. With the Army Air Corps, he has been promoted to first lieutenant.

GEORGE KENT, WRLD West Point, Ga., announces, is a new addition to WAGA Atlanta.

BEVERLY BROWN, program director of WNOE New Orleans, this month is to marry HAZEL FLORENCE DOELL, radio actress and author of six plays who in 1946 won auditions for the star role in a program produced by him.

THOMAS L. GARNER, new WGH Newport, Va., announcer, has married MARION REED of Akron.

RAY OVIATT, formerly of WLOK Lima, O., is now announcer and news editor at WMRN Marion, O.

BRET WINN, program director of KROW Oakland, has resigned to join the overseas branch of OWI.

GILBERT THOMAS, formerly associated with Allied Agencies, Los Angeles, has joined the continuity staff of KGW San Francisco.

ROY REHER, formerly of CJOC Lodge, has joined CKBW Prince Albert, Sask., as announcer and producer.

JOHN W. BARNES, producer of CBB Vacation, and JANET ROE, Vancouver Red Cross worker, have announced their engagement.

ZOE DILLON, stricken and partially paralyzed some months ago, has recovered sufficiently to resume his programs on WFEN Philadelphia.

R. J. G. ANTHONY PATRICELLITC WTC Hartford script writer now on Leyte in the Philippines, has been awarded the first prize in the Chicago Tribune's Mid-Western Writers' Conferences open to all LEONARD J. PATRICELLITC, program director of WFC, is his brother.

HERBERT C. PLUMMER, general news editor, has been appointed assistant chief of the OWI New York branch to fill vacancy created when NEIL DALTON was promoted to directorship of the Dusseltooth Branch.

Mr. Plummer has been with the OWI since its creation on Dec. 15, 1942 and was with AP for 16 years.

ELEANOR WALLACE, former editorial writer for JOHN R. HUGHES, a publisher, previously writer of 'Forces and Places' and 'Forces and People' in the War and associated with KSFO San Francisco, has joined the mass-relations department of the New York office as writer on the Margaret Arlen Show.

JEAN WRIGHT, picture editor and production chief of Clic magazine, previously with the OWI New York branch, has joined YN as picture editor. DICK SPENCER, whom she succeeds, has assumed special work in the press department. PAUL H. GILBERT, former with Radio Reports Inc., New York, who has been active in industrial writing, has been added to the press department as staff writer.

DON KELLEY, assistant to JACK VAN VOLKENSBERG, 3rd, managing editor, is charge of CBB western division, will take over the special events and publicity directorship of WBEM Chicago on Jan. 1, succeeding SHEP CHARTOC who will leave at that date to join MCA Chicago, as radio director.

HARRY R. LUBKIE, Don Lee Broadcasting System television director, is the father of a girl.

JOHN W. BARNES, producer of CBB Vacation, and JANET ROE, Vancouver Red Cross worker, have announced their engagement.
Everybody wants to get into the Act!

[THAT'S ONE REASON BLUE LEADS ALL NETWORKS ON WEEKDAY MORNINGS.]

Last July, Chicago was hotter than the hinges of hell. So what happens? At 8 o'clock one July morning, 1,250 females, steaming with excitement, storm a 450-capacity Blue studio to hear the magic voice, to ponder the fetching features of Don McNeill, MC of Blue's "Breakfast Club."

The "Breakfast Club" zooms across the U. S., goes into Canada, on a bigger network than any other current program in radio: 188 U. S. stations on the Blue, and 39 CBC stations. But unhappily for Blue's fact-finders, this happens before many Hooper Commandos are up and doing. In the CWT zone, Don McNeill is the signal for Hooper investigators to roll out of bed and get to the telephone. In the EWT area they have had an hour to get into the swing of things. When we include all zones the results are gratifying: 31% of the audience, a rating of 4.2. McNeill pulls such lovelies as NBC's "David Harum," the "Star Playhouse"; CBS's "Valiant Lady," "Bachelor's Children," and "Bright Horizon"—to name a few.

O. K., Now, at 11:00 A.M., EWT, up pops Tom Breneman, speaking from Sardi's in Hollywood: "Good morning, ladies!"

Back comes a roomful of damas' voices, "Good morning, Tom!" And if all the Good Morning Toms from all over the country could be recorded, it would sound like the Anvil Chorus. For CAB has just discovered (November, 1944) that the second half* of "Breakfast at Sardi's" leads all daytime programs on all networks. It is the top daytime show. It rates 6.8, snare 44.3% of a substantial daytime audience which records show that the Blue, with "Breakfast at Sardi's," helps build. Housewives who had switched off the tear-jerkers went back to listening when word of Sardi's got around.

Here are a couple of things about these programs we want you to know:

1. In March, 1944, Don McNeill mentioned that it might be a good idea to form a National Breakfast Club; 5,000 listeners promptly shouted "Yes!" So one Friday, McNeill says: "We will." Saturday he repeats: "We will." On Monday telegrams, telephone calls and a ton of mail arrive—100,000 applications. Fibber McGee and Molly, J. Edgar Hoover, and the mayors of twenty cities want in, among others. Two months later applications are still flooding in. More than a million by then.

2. The sponsor, an old-timer in radio, and pretty cussed to large returns, makes an offer on Sardi's requiring the investment of a dime and two box tops. Dimes and box tops come back, in a torrent. We can quote him as saying: "This was probably the most fantastic return in the history of radio business. And he ought to know. We can't tell you how many, but the dimes would make a pile higher than the Empire State Building. Really. Research says so.

3. In eighty-four cities, Blue has the only station in town. In these cities, the "Breakfast Club" has a Hooper of 13.8; Sardi's rates 23.8.

4. These are two of the programs that help Blue get a bigger listening audience than any other network on weekday mornings—a record Blue has maintained every month this year.

Moral—if Blue can get peak listening every weekday morning—can Get it with Win-Chell—can get again and again—and with proved sales results—and for less money... what are you waiting for?

*The first half is No. 10 show.

This is the Blue Network

American Broadcasting Company, Inc.
Many AM Applications Filed With FCC in Last Fortnight

Spearman Seeks a CP in Jackson, Miss.; Dyers Apply for New Ft. Lauderdale Station

MORE than a score of applications for new standard stations have been filed with the FCC during the past fortnight. Three of the applicants request power of 1,000 w while majority of petitioners request local outlets.

Spearman Files

Paul D. P. Spearman, former FCC general counsel who now is associated with the Washington law firm of Spearman, Sykes & Roberson, has 50% interest and is president of Jackson Broadcasting Co., Jackson, Miss., applicant for a new standard station on 620 kc with 1000 w and unlimited hours of operation, using directional antenna at night. His brother, John, also associated with the Washington firm, is secretary of the new company. Other half interest is held by A. B. Campbell, treasurer, affiliated with Mississippi School Supplies Co. and other office and stationer supply firms.

Gene T. Dyer and Evelyn Dyer, affiliated with operation of WAIT-WGES Chicago, stations now awaiting Commission approval of management severance (BROADCASTING, July 10) so that the Dyers would hold major interest in WAIT, control substantial interest (175 sh of total 250 sh) in Fort Lauderdale Broadcasting Co. which seeks a new standard station on 1400 kc with 250 w and unlimited time for Fort Lauderdale, Fla. Remaining interest is equally divided between attorneys D. L. Rogers, president, and Reginald B. Martin, vice-president, who has local business interests in several Ohio towns.

O. L. (Ted) Taylor, operator of KTOK Oklahoma City and half owner of KFMB San Diego, Cal., is principal interest holder (96%) in Taylor Radio & Television Corp., San Diego, applicant for a new standard station on 1000 kc with 250 w and unlimited time. Capitol Broadcasting Corp., Charleston, W. Va., seeks 1240 kc with 250 w and unlimited time for its new standard station. Half-owner of the new company is Diamond Inc., operator of local department store, certain members of whose management own the majority of the remaining interest. Smokey Mountain Broadcasting Co., Knoxville, Tenn., composed of local businessmen and Gary Marable, vice-president and third owner, who was to resign Dec. 9 as salesman for WHB Knoxville, files for standard facilities of 1540 kc, 250 w, unlimited hours.

Assignment of 250 w and unlimited hours on 1240 kc is requested by Jackson Broadcasting Co., Jackson, Tenn., composed of local businessmen. President and 20% owner is P. H. Russell, major owner of Coca-Cola Bottling Works of Jackson, W. Culver White (10%), assistant to the president of the Gulf, Mobile & Ohio Railroad, is vice-president and director. General manager, and also a vice-president, is Belton O. Sullivan (12%), member of New York Daily News advertising department. Frank B. Caldwell (24%), president of the Jackson Second National Bank, is secretary-treasurer. Isaac B. Tiggert (10%), president of the Gulf, Mobile & Ohio Railroad, is a director. Glen Dillon (2%), director, is a 25% owner of the Jackson Pepsi-Cola Bottling Co. and also has other local business interests.

Ask Albuquerque CP

Albert E. Buck and Merle H. Tucker, a partnership doing business as Rio Grande Broadcasting Co., is applicant for a new local station on 1450 kc with 250 w and unlimited time to be located at Albuquerque, N. M. Mr. Buck, special partner who will contribute $50,000, is owner and operator of the Rio Grande Steel Products Co. and president and major interest holder in Sandia Lumber Co. Mr. Tucker, for three years commercial manager of KOB Albuquerque, would be managing director of the new station.

Valley Broadcasting Assn., McAllen, Tex., composed of a score of local businessmen, files for 910 kc at McAllen with 1000 w unlimited time. Outlet would use directional antenna both day and night. Associated with the group as general manager is M. S. Niles, who is to supervise operation of the station and was responsible for the establishing of KRGV Weslaco, Tex., which he operated until 1937.

Independent Broadcasting Co. (Continued on page 52)

BROADCASTING • Broadcast Advertising
ALERT AND AGGRESSIVE
BIG AGGIE SCORES AGAIN

Others fumble Nebraska-Minnesota Game, but WNAX is “on the ball” for a touchdown.

As the Omaha World-Herald reported it:
"Foreign" Station
Airs Husker Tilt
World-Herald
Lincoln Bureau

For the first time in more than 16 years, Nebraska fans Saturday had to dial outside their home state to obtain a broadcast of their Cornhusker football team.

KFAB, according to representatives of the station, had carried the Cornhusker broadcast for 15 or 16 years without a miss, although some of the foreign contests were (staged from telegraphic reports). WOW at Omaha had broadcast Husker games intermittently.

Both stations carried other games Saturday giving the Minnesota-Nebraska Game silent treatment. The game was carried over Station WNAX, 570 kilocycles at Yankton.

How football coaches prize them . . . these dependable performers who consistently crash through, where others falter or fumble.

Listeners prize that same dependability in a radio station . . . a big reason why WNAX is "our station" to thousands of families in Nebraska, Iowa, Minnesota, North and South Dakota.

Yes, five million folks in five states regard WNAX as one of the family . . . a friend on whose service and whose advertisers they can depend.
MORGAN RYAN has resigned from Sherman & Marshette, New York, where he served as account executive on the Colgate-Palmolive-Peet account.


EDWIN DUELL, a radio director for Young & Rubicam, New York, has been appointed production supervisor of that agency. In the newly created position Mr. Duelle will supervise production of the Arbuck Family, Novel Mystery Theatre, and My Best Girl. He was formerly drama supervisor at Carnegie Institute of Technology, Western Reserve, and Nevada U.

KEN HODGES, producer for Ken Dolan & Co., Hollywood talent service, is now working for Ruthrauff & Ryan and is assigned to NBC's Andy Show. He replaced Dan Clark who recently joined BRDM as Hollywood production supervisor.

RUTER JOHNSON, in charge of commercial continuity for NBC's Andy Show, has been assigned assistant time and space buyer for Raymond H. Morgan Co., Hollywood agency.

THE CUNNINGHAM Co., Chicago advertising agency, has merged with Hamilton Adv. Agency, Chicago, under the latter's name. New address is 251 North LaSalle St. Telephone is Randolph 7800.

E. J. (Jack) REESER, former account executive of Ruthrauff & Ryan, Detroit, has been appointed assistant advertising promotion director of the Detroit office of J. Walter Thompson Co.

JAMES C. RIBOR, a graduate of Pennsylvania U., has joined the radio department of McCann-Erickson, N. Y.

HAROLD J. RUDOLPH, a director of Standard Brands, previously research executive of Colgate-Palmolive-Peet Co., Jersey City, has been appointed assistant to the vice-president in charge of research of William Esty & Co., New York.

WILLIAM H. SCHNEIDER, art director of Donahue & Co., New York, has been named vice-president and director of all creative activities.

Crayon Co. Sponsors

AMERICAN CRAYON Co., Sandusky, effective Jan. 6 will begin sponsorship of a quarter-hour program of children's stories, featuring Malcolm Clarke, on WENR Chicago. Contract for 52 weeks was placed by Triangle Adv. Agency, Chicago.
**Blue Coordinates Program Section**

Creative Operations Groups Integrated to Work as Team

HUBBELL ROBINSON Jr., Blue vice-president in charge of programs and production, last week announced a realignment of duties and responsibilities of the network's program department "to correlate and integrate more closely the work of all groups in the network that are responsible for creative operations." Various program divisions, except news and special features, will be moved to one floor to enable the units to work together as a team.

Executives working directly under Mr. Robinson are Adrian Samish, national director of programs and production; Stanley Josseloff, national director of talent and program development, and Charles Barry, national director of program operations. Mr. Josseloff is responsible for the development of new personalities, acts and programs either sustaining or for offer to advertising agencies, and will serve as liaison between the Blue and the agencies on projected shows. Mr. Barry is responsible for booking procedure and for the correlation of network operations and program department plans.

The news and special features division under G. W. (Johnny) Johnstone, the public service division under Dr. Harrison B. Sumers, sports operations under Harry Wisner and the music department under Paul Whiteman will "function in the direct sphere of the programs and production departments," according to the announcement.

The continuity department under Dorothy Kemble and television under Paul B. Mowrey also came under the regrouping. Lindsay MacHarr,, eastern production chief, will act as an assistant to Mr. Samish under the new set-up, with the script division under Stuart Buchanan and the announcing division under Ray Diaz also correlated into the program and production plan.

Ben Bodec, of the radio department of J. Walter Thompson Co., New York, and formerly with Columbia Pictures and Variety, will join the Blue Dec. 18 as an assistant to Mr. Josseloff.

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**IBS Disc Library**

RCA Victor Division, Camden, N. J., is supplying 11 stations affiliated with the Intercollegiate Broadcasting System with a basic library of 600 Victor Red Seal and 275 Blue Bird recordings for use in a radio advertising campaign to start the first of the year. New Victor records will be included as they are released, for broadcast in a twelve-week, three quarter-hour spot purchased by RCA Victor on 11 IBS stations under terms of IBS postwar option plan [Broadcasting, Nov. 13].

---

**NORTHWEST'S MOST COMPLETE MERCHANDISING SERVICE**

- Guaranteed distribution and display for your products in at least 1000 retail stores.
- Publicity in newspapers, leading farm magazines, newsletters, etc.
- Jobber and retail good will and confidence... achieved by years of IBS cooperation.

At no charge... and with no minimum time expenditure involved... we offer this invaluable merchandising cooperation to solve your wartime sales manpower and travel shortage problems.

---

**North Central Broadcasting System, Inc.**

**New York**
8 East 41st Street
Lexington 2-6892

**St. Paul, Minnesota**
First National Bank Bldg.
Cedar 5579

**Chicago, Illinois**
360 North Michigan Avenue
State 0361

December 11, 1944 • Page 49
THE VIOLIN

Radio Advertisers

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., has named Chester C. Willard merchandising manager, with headquarters at 22 E. 40th St., New York.

BROWNING KING & Co., New York clothing dealers, has appointed E. T. Howard Co., New York, to handle advertising. Radio may be used, although media plans have not been completed.

Dr. A. W. CHASE MEDICINES Co., Oakville, Ont., has started transcribed musical programs, newscasts and spot announcements on a number of Canadian stations. Account is placed by Ardell Adv. Agency, Oakville, Ont.

O'ROURKE OF CALIFORNIA, San Francisco (Castle hotels), using radio for the first time, on Dec. 6 started sponsorship of Wednesday night hockey games at Wisterland, San Francisco, on KROW Oakland (Cal.). Contract for season is expected to run 15 weeks. Agency is Garfield & Guild, San Francisco.

WESTMINSTER CANNERS LTD., Vancouver, has started spot announcement campaign on Canadian Pacific coast stations. Account is placed by Cockfield Brown & Co., Vancouver.

IMPERIAL OPTICAL, Co., Toronto, has started weekly quarter-hour transcribed talks on a number of stations in eastern Canada and Newfoundland. Agency is Locke, Johnson, & Co., Toronto.

CIOSSIE & BLACKWELL Ltd., Toronto (fruits), has started transcribed spots six times weekly on a number of Canadian stations. Account was placed by A. Kim Ltd., Toronto.

VIAU Ltd., Montreal (bluebills), has started two KROW Oakland (Cal.) weekly 30-minute programs of music and news is used on KKNV Los Angeles. Other stations will be added.

M. WEINSTEN, Los Angeles (jewelers), adding to local schedules on Dec. 1 expanded five-week blo of music to six times per week on KFXA Los Angeles. Agency is Adolph Weinsten Adv., Los Angeles.

PACKARD BELL Co., Los Angeles (radios, equipment), has appointed Dan B. Miner Co., Los Angeles, to handle advertising effective Jan. 1. Radio will continue to be used along with other media.

YOUTH FOR CHRIST Inc., Los Angeles (religious), in addition to weekly half-hour live broadcast Challenge to Youth on KMPC Hollywood, has started transcribed version of program on KGK Spokane and KTKN Ketchikan. Other stations will be added. Agency is Tom Westwood Adv., Los Angeles.

PETROL CORP., Los Angeles (petroleum products), has appointed Kirs McNull & Staff, Los Angeles, to handle advertising. Firm will continue to use radio and currently has daily spot announcement schedules on KNX Los Angeles, KFPI Los Angeles, KFRO KFRC KMJ KOA KFAC, with one per week on KFAC.

LOS ANGELES EXAMINER, Los Angeles (newspaper), has appointed Dan B. Miner Co., Los Angeles, to handle advertising. Radio will be used.

P. DUFF & SONS, Pittsburgh, Pa. (cake mix), on Jan. 1 started three-weekly quarter-hour participation in "Meeting the Negro" on four stations, Wed. and Fri. 2:30-3 p.m. (PST). Contract is for 52 weeks. Participation show origination from Earl Carroll Theater-Restaurant, Hollywood, in W. Earl Bothwell Adv., Pittsburgh, Seal-Gate Co. Hollywood (fingernail polish preserver), through Buchanan & Co., Los Angeles, on Nov. 28 started participation twice-weekly in that program utilizing Tuesday and Thursday time. Contract is for 13 weeks.

CHICAGO UNITARIAN Council, Chicago, has begun sponsorship of a quartet of concerts on WBBM. The Bob Hope Show will be shown for weeks on W太平洋 CHICAGO, sponsored by Quaker Oats, on WBBM on the first five weeks of the program.

GABY Co., Philadelphia, has announced the appointment of Paul Lentz, 1169 South Street, Philadelphia, as advertising agency. Plans are being formulated for the extensive advertising of Gaby Skin Lotion, Gaby Anti-Chap, Gaby Hand Lotion, and other Gaby products in leading newspapers, national magazines, outdoor, car cards and trade journals.

Out here in the great open country, radio is more than incidental entertainment. It's the constant companion. In the Red River Valley, WDAY is the exclusive NBC outlet—and WDAY has more than 50% regular listenership (daytime) in 56 counties of North Dakota, South Dakota and Minnesota! Won't you write for the actual survey maps and figures?

Keep your cold feet to yourself, you big lug! Aw, Baby, be nice. WDAY hadn't oughter had such a scare-y program!

WDAY
FARGO, N. D. . . . 5000 WATTS . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

December 11, 1944

BROADCASTING • Broadcast Advertising
Employe Shifting Is Adjudged Unfair
WAYS Cited for Interfering With Collective Bargaining

UNILATERAL action on the part of a radio station in shifting em-
ployees and changing working conditions to avoid collective bargain-
ing constitutes an unfair labor practice, according to the
recommendations of a trial examiner of the National Labor Relations
Board in a dispute between WAYS Charlotte, N. C., and transmitter
technicians of the International Brotherhood of Electric Workers.

The examiner, Charles E. Per-
sons, in an intermediate report
dated Nov. 29 (Case No. 5-C-1794),
found that the station, after re-
ceiving an order by the NLRB
certifying the IBEW as the ap-
propriate bargaining unit, rear-
ranged its operations and its per-
sonnel with the result that the
majority representation formerly
enjoyed by the union was lost.

In support of his findings, the
examiner cited a decision of the
U. S. Supreme Court upholding
Board rulings that in the absence
of special circumstances a certifi-
cation of representatives must be
honored for a reasonable period
(Franks Bros. Co. v. NLRB, 321
U. S. 702, 704). In this decision
the Court said:
The Board might well think that were
§ 15 (n) order elections upon every
claim that a shift in union membership
had occurred during proceedings oc-
casioned by an employer's wrongful refusal
to bargain, recalcitrant employers
might be able by continued opposition to union
membership indefinitely to postpone per-
formance of their statutory obligation.
That the Board was within its statutory
authority in adopting the remedy which it
has adopted to overcome the probability
of such frustrations of the Act seems too
plain for anything but statement.

In his conclusions, the examiner
found that the IBEW local became
the exclusive representative on
May 3 of the employees at the sta-
tion's transmitter and has con-
tinued to be such; that by refusing
to bargain since that time with
the local and by interfering with
its employees in the exercise of
their rights under the National La-
bor Relations Act, the station has
engaged in unfair labor practices.

The examiner recommended that
WAYS be directed to cease and
desist from refusing to bargain
with the union and that it take
affirmative actions to recognize the
union and upon request, nego-
tiate with it. The parties were
given 15 days for filing briefs and
opportunity for requesting oral argu-
ment before the Board before the
final ruling is made.

ANPA Plan Endorsed
IN LESS than four weeks after the
American Newspaper Publishers Ass'n., Bureau of Advertising,
asked its members to approve an
expanded schedule of activities
and a budget increase from $400,-
000 to $1,000,000 a year, the Bu-
reau reports that more than 40% of
its members had replied and of
that number 93% had accepted
the plan without qualification.
Establishment of a retail advertis-
ing department is one of the major
features of the plan.

Hayes Named by OWI
ARTHUR HULL HAYES, gen-
eral manager of WABC New York,
has been named Office of War
Information regional consultant
for New York by John D. Hymes,
associate chief, OWI Domestic Ra-
dio Bureau. He succeeds Herbert
L. Pettes, director of WHN New
York.

Reach the
ACTIVE
SALT LAKE
MARKET

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

National Representative
JOHN BLAIR & CO.

December 11, 1944 • Page 51
PRIZE WINNERS* in ARTHUR B. CHURCH PRODUCTIONS Transcribed Library Name Contest!

**FIRST PRIZE**
$500.00 WAR BOND
Bayliss Cobbert
Radio Station WNOX
Sioux City, Iowa
For the name "Novelly Minstrels"

**RUNNERS-UP**
$25.00 WAR BONDS
Pfc. Maurice Glickman, San Diego, California
Horatio M. Béville
Compton Advertising Co.
New York City
For the name "Music Venders"

Also RAN:
$25.00 WAR BONDS
Joe Leonard, WINO, Knoxville, Tenn.
Gus K. Bowman, Byers & Bowman Adv.
Agency, Columbia, Ohio
Helen M. Caulfield, Dance-Fitzgerald-Sample, New York City
Howard Butler, Columbia Broadcasting System, New York City
Herbert C. O'Brien, National Broadcasting Company, New York City
Roy Murphy, Schwartz, Waterbury, Conn.
Sam Reif, Brooklyn, N.Y.
G. J. Woodworth, United Broadcasting Co., Cleveland, Ohio
Philip S. Kohl, Levy Brothers & Adler
Rochester, Rochester, N. Y.
R. Bruce, Waltham Watch Co., Waltham, Mass.
William A. Arter, Vineer Machine Co., Columbus, Ohio
J. B. Wilkerson, John F. Toomer, Inc.
Brooklyn, N. Y.
M. M. Louns, Citron Products Co., Chicago, Illinois
R. S. Kelliker, Cleveland, Ohio
G. M. McCulloch, Caples Co., Omaha, Neb.

Many Applications (Continued from page 16)

has filed for a new station in Des Moines on 940 kc, to operate an
limited time with 1,000 w day and
250 w night. John W. Boler, ma-
ator of North Central Broadcast-
ing System and president and part-
owner of KVOX Moorhead, Minn., as well as treasurer and part-
owner of KSJB Jamestown, N. D., has option to purchase a
minor interest in the new company. John Ruan, operator of Ruan
Transportation Co., is vice-president and 22 1/2% owner. Edmund F.
Buckley, treasurer and holder of
23 1/2% interest, is president of the
Central National Bank of
Des Moines. Joseph F. Rosenfeld,
at- torney, is secretary and also holds
23 1/2% interest as does Kenneth L.
Durham, president of Rollins Hospi-
tory Mills. Robert W. Root, associ-
ated with Ruan Transportation, is
6% owner. Option to purchase 5% interest is held by John Urice.

Also RAN:
J. E. Rodman, operator of KFRE
Fresno, Cal., seeks new local out-
let at Bakersfield, Cal., on 1340 kc
with 250 w and unlimited time. He
has also requested permission to
shift KFRE from 1340 kc to 1060
kc, increasing power from 250 w
to 1000 w. Eastern Radio Co.,
Reading, Pa., requests local facili-
ties on 1240 kc with 250 w and
unlimited time. President of com-
pany is Murray Carpenter. J. A.
Grieg is secretary-treasurer and
Betty W. Landen is vice-president.
Each holds a third interest.
Frequency of 1400 kc is sought by
Arkansas Democrat Co., publisher
of the Arkansas Democrat, in its
petition for a new local at Little
Rock. Power of 250 w and unlim-
ited hours are asked.

Maj. Reynolds Files

The Times-Publishing Co., Erie,
Pa., is applicant for a new local on
1490 kc with 250 w and unlimited
time. Donald W. Reynolds, now
a major in the Army in charge of
Yank magazine in the Southwest
Pacific, requests a new outlet for
Fort Smith, Ark., on 1230 kc with
unlimited time and 250 w. Prior to
to entering the service he was in
the newspaper publishing field. A 100
w outlet with unlimited hours on
1490 kc is requested by Southside
Virginia Broadcasting Corp., Po-
ters, Va. Company is controlled by

WKIP Assignment

WKIP Poughkeepsie, N. Y., has
filed with the FCC an application
for assignment of license from Pough-
keepsie Broadcasting Corp., now
controlled 100% by Pough-
keepsie Newspapers Inc., to the
newspaper's editor. No money is
involved in the shift, which elimi-
nates the subsidiary corporation.

Louis H. Peterson, president (48%),
owner and operator of the Bowman
Co., advertising agency, and
Jonas Welland, vice-president (48%),
operator of WFTC Kin-

No. 1 Station in No. 1 Market

PORTLAND, OREGON
CBS Affiliate
FREE & Peters - National Representatives

ANNOUNCEMENT

to be made in January of name to be used by
library, along with information as
to its availability—by

ARTHUR B. CHURCH PRODUCTIONS
Pickwick Hotel, Kansas City 6, Mo.

+ Prize Winners increased to 25 because of
many fine suggestions received.

Page 52 • December 11, 1944
In planning your radio or facsimile "newspaper" avail yourself of the FINCH PATENT STRUCTURE

Anyone planning a radio or facsimile edition of a newspaper is invited to study the opportunities given by patents issued to Finch relating to radio communication, especially those here shown.

FINCH TELECOMMUNICATIONS, INC.
PASSAIC, N. J.

Automatically synchronizing

finch facsimile
Our Respects to

(Continued from page 4)

assets of C. Francis Jenkins, whose Washington video transmitter in 1925 had made the first successful telecast in the United States. In 1925 DuMont was given the task of erecting television stations at Jersey City and Passaic. The Passaic station, W2XCD, was the first to broadcast sight and sound together, a pioneering step which brought DuMont a prompt reprimand from the FCC for his unauthorized use of an experimental sound channel for picture accompaniment. Also at Passaic the first direct camera pickup was developed by mounting a lens in front of the rotating disc then used for scanning, permitting the transmission of outdoor as well as studio subjects.

When the DeForest company went out of business in 1931, DuMont decided the time had come to go into business for himself. Using the basement of his home in Upper Montclair, N. J., as a workshop, he launched Allen B. DuMont Laboratories Inc. to develop and manufacture cathode ray tubes for use in television receivers. This market proving too limited at that time, he experimented with other uses, developing oscillographs for testing electrical apparatus, as well as tubes for radio compasses, direction finders, depth measuring instruments and a wide variety of industrial uses.

The cathode ray tube which young DuMont developed is fundamental in visual radio, and is playing an important part in such services as television and the miraculous radar. He relates that when he sought to patent his "radar" system in 1933 military officials persuaded him not to disclose information of such military importance by placing it on public record at the Patent Office. In 1939 when radar developments had become generally known to radio scientists, DuMont decided to file the application prepared in 1933, only to find that a French patent, filed in 1937, covered enough of the same ground to render his own application useless.

Outgrowing his home plant, he took a store in town, expanded into a chain of five adjoining stores and then moved the organization into its own building at Passaic, the first of a dozen or more buildings it now occupies at Passaic and Clifton. The company's growth as pictured by sales figures goes from $70 in 1931 to $176,200 in 1940. Defense orders pushed sales to $648,028 in 1941 and war orders, with which it is now exclusively engaged, to $4,648,300 last year and an anticipated $10,000,000 this year.

Meanwhile, television was not forgotten. Experiments with video circuits and tubes were under way almost constantly from 1931. Against the opposition of larger broadcasting interests which attacked his financial status and his lack of broadcasting experience, DuMont secured a license for an experimental video transmitter at Passaic in 1938. That same year he brought out his first line of home television receivers, beating the first cathode ray tube set to the market. A European trip in 1937, during which he saw what the British were doing, had strengthened his belief in the future of television broadcasting and his determination to play a part in it.

Enter Paramount

In August of 1938 Paramount Pictures acquired a sizable stock interest in the company. In 1940 a second experimental television station, W2XWV in New York was built. This station now operates under a commercial license, with the call letters WABD, telecasting regular programs each Sunday, Tuesday and Wednesday evenings, and has recently opened its second studio, permitting a greater flexibility of operation.

WABD's outstanding contribution to the development of television broadcasting lies in its policy of placing its facilities at the disposal of program producers and advertising agencies wishing to experiment with the production of commercial programs. During the past year more than a score of organizations have gained valuable television experience through the cooperation of the DuMont station. For this contribution, DuMont was presented with the 1943-44 award of the American Television Society.

DuMont engineers have also done their share in postwar planning, both on transmitting and receiving equipment which will go into production as conditions permit.

Married in 1926 to Ethel Steadman, DuMont is the father of two children, 15-year-old Allen B. DuMont Jr. and 7-year-old Yvonne. An enthusiastic golfer until the war deprived himself of the time, he now spends most of his leisure hours aboard his cruiser, the world's first television-equipped boat. This also enables him to get in a lot of swimming, a sport at which he won a number of medals during his school days when he was a member of the swimming team.

DuMont is a fellow of the Institute of Radio Engineers, American Institute of Electrical Engineers, Radio Club of America, Television Society of America, and Sigma Xi.
CONSIDER

Signal Fidelity

WHEN YOU SELECT A NEW TRANSMITTER

In selecting your new transmitter, consider clarity, tone, high fidelity—all basic essentials for good broadcasting. The radio audience can't possibly hear your signal any "sharper" than you send it.

The new Westinghouse Transmitters have been designed for faithful reproduction of any type of program over the entire range of frequency and percentage of modulation. Specifically:

1. Equalized Audio Feedback System helps to strengthen the inherent high fidelity of the audio and modulation circuits.

2. Simplified Class C circuits permit easy adjustment of transmitter for continuous, high-fidelity output.

3. Low carrier noise by use of generous filtering of rectifier supplies proper shielding.

4. Conservative design and operation permits wide range of loading and modulation at high fidelity.

Supporting data on all these features will be furnished gladly, along with detailed facts on other Westinghouse advantages, such as: Low Operating Cost, Simplicity of Control, Continuity of Operation, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Westinghouse RADIO DIVISION

AM • ELECTRONICS • FM
MODERN RADIO IN THE FAR NORTH

Dave Driscoll Tells How Jazz-Happy Gls Miss Commercials on AFRS Programs

By DAVE DRISCOLL

Director of the War Services and News Division, WOR New York, Mr. Driscoll, as a correspondent for Mutual, has just returned from an Air Transport Command trip to the Far North.

TO THE GI and the civilian alike, radio is all important in the Far North. A recent tour of the bases of the North Atlantic Division of the Air Transport Command gave us an opportunity to see at first hand what modern communications mean to those living in isolated sections of the world.

At Army installations and ATC bases in Newfoundland, Labrador, Greenland and Iceland, radios supplied by Special Services were found in every barrack. Generally they were tuned to a broadcasting station operated on the base for the entertainment of the GI. Many of them, however, were found with their dials set on shortwave stations of the U. S. and Great Britain. The local GI station and the transmitter of the Iceland State Broadcast Service at Reykjavik were the most reliable, for in the north, the Aurora Borealis plays havoc with shortwave signals.

Programs by AFRS

Army transmitters are programmed by Armed Forces Radio Service and by the local station staff. Broadcasting readers are familiar with the type of material contributed by Armed Forces Radio Service—basically popular American commercial shows with commercials deleted. The boys are jazz-happy even though there were less than a dozen girls—Red Cross workers and Army nurses—to dance with. At that particular base, designated as BW-1 on the southern tip of Greenland, the transmitter of WXLS was programmed by Sgt. Donald Arnold, former announcer at WGNY Newburgh, New York. Interviewed one night, the sergeant had this to say about his station which operates with 1,000 w power.

"Greenland with its 750,000 sq. mi. of rock and ice and a native population of something like 18,000 has two Army stations, the other is located at a base farther north. Both operate to serve the GIs on the bases and in the remote weather outposts where the only communication with the world at large is through the radio.

"The majority of our programs are composed of the Armed Forces Radio Service material, but we are trying to present as much local talent as we possibly can. And this is something that should be of great interest back home—the GIs around here miss the commercial plugs in our shows!"

INTERVIEWING Sgt. Don Arnold (r) at an ATC station on the southern tip of Greenland is Mutual correspondent Dave Driscoll, also WOR New York director of war activities, author of this article.

Visitors to Iceland are dumb-founded by the complete radio facilities, both long and shortwave, to be found there. The shortwave transmitter has beams to New York, London, Germany and the Scandinavian countries. However, it is the longwave transmitter that is most astounding.

All radio in Iceland is under the direction of the Iceland State Broadcast Service, Jonas Thorbergson, general director. The longwave station operates on 100,000 w in peacetime, although its power has been cut during the war for security and operational reasons. Few people in the world are more dependent on radio than the Icelanders. The country is large and the settlements are scattered around the coasts and cut off from one another by mountains, which are often impassable during the winter months. Since there are no railroads in Iceland, winter transportation is extremely difficult. With the introduction of broadcasting, every remote valley has thus been brought into the high tide of civilization. A large proportion of the Icelandic nation depends upon the sea for sustenance both in mercant ships and fishing vessels. Radio has been invaluable in keeping those at sea in close touch with land.

When the broadcast service was established in 1930, there were practically no radio receivers in Iceland. But on July 1, 1943, there was roughly one set for every five persons. The annual license fee is 50 kronur, or about $4.50 a year. Unlike the BBC and certain other government operated systems, the Iceland station is permitted by law to sell commercial time. Spot announcements are the most popular buys.

The Iceland Station annually transmits about 2400 hours of program material. Content is similar in character to the programs on the other Scandinavian countries. Special emphasis is put on rendering an efficient and reliable news schedule. The station organized its own news gathering service.

Icelanders are one of the most well educated people on earth, and therefore it is only natural to find that they emphasize education by radio. Four languages, for example, are being taught via the airwaves.

BROADCASTING • Broadcast Advertising
16 conditions of pitch, direction, speed 
...with one lead screw

You have a choice of four pitches: 98, 118, 141 and 161 lines per inch; either of two directions: In or Out; and either of two speeds: 33.3 rpm or 78 rpm. Sixteen conditions in all provided by one lead screw and its simple related mechanism on a Fairchild No. 539 Portable Recorder.

Other recorders require eight separate feed screws to obtain equal flexibility.

The Fairchild recording head mechanism is easily operated. The octagonal reading scale is mounted directly in back of the carriage mechanism. It is calibrated in minutes for each pitch, speed, direction. It shows the minutes of recording completed, the minutes remaining. It is set by rotating the scale until the required conditions appear at the top.

Pitch is selected by snapping one of four gears into place. Direction is controlled by the movement of a lever. All without the use of a single tool.

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

Radio Broadcasting has given a new and dramatic meaning to the familiar admonition, “Time is Money.” And we don’t mean “money” to the broadcasters only.

Time is money to advertisers if a station will make it so. At WMMN that is our Ace job-making time worth money to a host of local and national advertisers. We do it by programming to the folks we know and who make us one of America’s Finest Direct Response Audiences.

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMN

FAIRMONT, W. VA.

There are more broadcasts of a political nature, such as discussions direct from the Althing, or Parliament, than in any of the other Scandanavian countries. Incidentally, the programs are supervised by a council, consisting of 6 members chosen by none other than the Althing itself. The Minister of Education appoints one of them chairman.

The station has all manner of modern equipment including portable recorders, which can be rushed to any point for documentary broadcasts and interviews. Your correspondent had a good example of the Icelandic radio efficiency when he had a portable recorder delivered and set up in the American Minister’s home in Reykjavik, for an interview with the Icelandic Prime Minister, in less than 30 minutes.

A conversation we had with the Icelandic Director of Information, Bjarri Gudmundsson, about the dubbing of recordings would have astounded the best dubbers in the United States.

Speaking of radio in the far north, let’s really give a bow to the men of the Army Airways Communications Service without whom there would be no Army transport flying or ferrying of tactical planes over the tremendous expanses of water, ice and mountains.

KWBU Corpus Christi, Tex., has appointed The Branham Co. as national representative effective Jan. 1.

Edgar Bell Seeks Station in Peoria

Edgar T. Bell, veteran newspaper and radio executive of Oklahoma City last week applied to the FCC for a new station in Peoria, Ill., which he would operate as a personal enterprise. Mr. Bell is business manager and secretary-treasurer of the Oklahoma Publishing Co. and is the managing head of WKY Oklahoma City, KLZ Denver, affiliated with the Oklahoma Publishing Co. ownership, and KVOR Colorado Springs, in which he is a one-third owner.

The Peoria facility sought is 1260 kc, with 1,000 w unlimited time using a directional. The application was filed by Mr. Bell as an individual, rather than through a company. Since 1915 Mr. Bell has been identified with Oklahoma Publishing Co. and in 1928 WKY was acquired as the first of the radio properties.

Mr. Bell is well-known in both radio and newspaper circles. While Peoria has only one station—WMBD—there are two other applications pending for facilities. Head of WMBD is Edgar L. Bell. WMBD is a CBS outlet, and the new Bell application states that conversations have been had with NBC regarding affiliation.

Toothpowder Promotion

Is Revamped by Colgate

Colgate - Palmolive-Feet Co., Jersey City, which starts the hour-long Kay Kyser program on 138 NBC stations 10 p.m. Dec. 27 for Palmolive Soap and Colgate Dental Cream, is readjusting its radio advertising for another product—Colgate Toothpowder—on the same date, with the discontinuation of Infus Sanction on 123 CBS stations Wed., 9-9:30 p.m. Nationwide spot campaign for toothpowder starts this week, augmenting promotion on Colgate Theatre of Romance on CBS Tues., 8:30-8:55 p.m.

Less than a week before the Kay Kyser sponsorship was announced, O-P-P had shifted Sanction from Palmolive Shave Cream through Ted Bates Inc. to Colgate Toothpowder through Sherman & Marquette, moving to Wednesday from Saturday 8:30-8:55 p.m., Nov. 22, the last minute change in plans to drop the show evidently dictated by the taking on of the big-budget musical show. The previously scheduled spot radio drive for toothpowder starts Dec. 14, including transcribed spots from five to six times weekly on 193 stations. Agency is Sherman & Marquette, New York.

Sues Jergens

ANOTHER suit charging slander was filed last week in Circuit Court in Chicago against the Andrew Jergens Co., Cincinnati, sponsors of Walter Winchell on the Blue Network, by George Washington Robnett, executive secretary of the Church League of America.

DICK DAVIS TO WELL, NEW HAVEN

Appointed General Manager

New Haven, Conn., Dec. 11—H. C. Wilder and Associates, owners and operators of radio stations WSYR, Syracuse, WTRY (Albany-Troy-Schenectady), WKNJ Keene (N. H.-Vt.) and WELI, New Haven, announce the appointment of Richard W. Davis, formerly General Manager of WNBC, Hartford, Connecticut, as General Manager of Station WELI effective immediately.

Born in Springfield, Massachusetts, thirty-three years ago, Mr. Davis attended the schools of that city and the University of Alabama.

Although young in years he is a veteran radio man. His start in the industry came when he was yet in his teens by participating in a public service program over WBZ. His entire management experience and business background have been built in Connecticut, and he is an authority on Connecticut markets.

He said later: “I have never lost interest in public service broadcasting and this has been one of my major sources of pride.”

For three years Mr. Davis was program director of WNAS, Springfield, and in 1935 became General Manager of WNBC, New Britain, Connecticut, which went on the air as a 150 watt daytime independent outlet. Under Davis’ direction the station became one of the most progressive in New England.

Mr. Davis is a director of the Hartford Chamber of Commerce and has been active in civic affairs. His chief hobby is his wife and two lovely blonde daughters, 5 and 8—the pride and joy of the Davis household.

Dick Davis is taking over his new duties immediately. He is receiving a flood of congratulations from the whole radio industry.
LAST minute registrations for the TBA convention Dec. 11-12 at the Commodore Hotel, New York, in addition to the list on pages 24-28 follow:

Paul C. Harper, Leo Burnett Co.
H. Beard, Redstar, Pa.
Arthur E. Newin, Stromberg-Carlson Co.
Sid Gamble, Television Producers Assn.
W. Johnson, Motion Picture Advertising Service.

L. G. Parent, Parent Engineering Corp.
Louis E. Schechter, Times Theatre, Baltimore.

C. H. Bell, General Electric Co.
Edward C. Cole, Yale U., drama dept.
D. P. Schmidt, T. F. Joyce Dan Haplin.
RCA Victor.

W. J. Mosby, KGVO.

S. S. Sansabirlo, American Television Labs.
Roger W. Clipp, E. B. Okrost, L. E. Lichtjohn, WJFL.


Frederic Ullman Jr., Ralph E. Austrian.

Thomas H. Hutchinson, SKG Television Corp.

W. A. Wynee, WEED.
Charlotte E. Chadwick, R. T. O'Connell Co.

Dogman D. Israeli, Emerson Radio & Phonograph Corp.


J. O. Ferring, A. A. Cowan, A T & T Co.

A. B. Clark, D. A. Quarles, Ralph Bown.
Washington Institute of Technology.

David Wald, S. Weinberg, Mark Glaser.

Dewald Radio Mfg. Corp.

Dean E. Woodbridge, Bell Telephone Labs.
Olga Lee, NYC.

Josephine Lyons, BBD.

J. A. Scheick, Rausch-Lomb Optical Co.
Roger M. Wise, Dr. R. M. Bowie.
Sylvania Products.

Karl Kizer, Anderson, Davis & Platte.
Chester MacCracker, John A. Mullen.

Doberty, Clifford & Sheffield.
E. G. Sloan, Pendle & Ryan.

A. D. Chiquoine Jr., BBD.

George P. Blackhow, L. Bamberger & Co.

R. M. Daubert, International Detrola Corp.

Harold White, Eastman Kodak Co.

Bert Hanauer, WFFR.

John F. Koral, NBC.

Still on 100 w

EDITOR BROADCASTING:
On Page 68 of your Nov. 20th issue, reference is made to CJCH "being one of the three new Canadian stations to go on the air during the first half of November, with a power output of 1 kw." While we do have authorization to operate at 1 kw, we are temporarily operating at 100 w pending receipt of equipment, which we hope will be in the very near future. It may not be necessary to correct the reference, but we wish to bring it to your attention and thus avoid possible misrepresentation.

M. J. RUMPHEWS, Manager
CJCH Halifax, N. S.

Wilson to Sponsor

WILSON Sporting Goods Co., Chicago, will sponsor on the Blue Network the national professional football championship game between the Green Bay Packers and the winner of the eastern title. Harry Wissmer, Blue sports head, will broadcast the game on either Dec. 17 or Dec. 24, depending on the results of the Dec. 10 game which will decide the eastern title winner. Agency is U. S. Adv. Co., Chicago.

KOH to Join NBC

KOH Reno, Nev., owned by McClatchy Broadcasting Co., and operating on 630 kc with 1000 w, joins NBC as supplementary outlet effective May 15, 1945, bringing the network total to 150 stations.

Any coverage map of greater New York will show that Brooklyn with its 3 million population represents the major city within greater New York. Brooklyn is a city of homes and family living and as such deserves special consideration. WBYN makes it easy for you to be "sure". To reach its thousands of apartments and homes trust to the only full-time Brooklyn Radio Station . . . WBYN.

For Availability: WILLIAM NORINS, Gen. Mgr.

WBYN

No, Brooklyn is Not a "Needle in a Haystack!"

Its "Minute Programming" idea is getting more popular every day. An elaborate ad program tells the story daily in leading newspapers. Every minute . . . News, Sports, Racing Results and Continuous Music. WBYN reaches out to Queens, Bronx, and Manhattan, too . . . much added coverage of importance in this great market. Send today for our latest brochure. It'll give you a surprise in the coverage per dollar.
December 15, 1944

20th Anniversary

KOA

Inaugurated December 15, 1924

Going Stronger Growing Greater than Ever Before

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

*NBC tale of 412 Cities.
**Ross Federal Survey.

Pepsodent Names R & R
PEPSODENT Division of Lever Bros., Montreal, has appointed Ruthrauff & Ryan, New York, as agency for toothpaste and tooth powder advertising in Canada, effective Jan. 1. When Lever acquired Pepsodent Co., it was believed the entire account might be shifted from Foote, Cone & Belding, Chicago to R & R, which handles a large share of Lever advertising. Present appointment, however, covers Canadian advertising only, with R & R handling from both Toronto and New York, the routine servicing and screening for Pepsodent’s NBC-Bob Hope program on two NBC-CBC Canadian stations and the full Dominion Network.

Bayliss Corbett, of WNAX News Staff, Wins Arthur B. Church $500 Award

FIRST prize, a $500 War Bond, went to Bayliss Corbett, member of the news staff of WNAX Yankton, S. D., for his entry, “The Tune Chasers”, in the $1,000 contest staged by Arthur B. Church Productions to name a new transcribed library soon to be offered for commercial sponsorship.

According to E. P. J. Shurick, sales promotion and publicity director of KMBC Kansas City, there were so many good suggestions that it was necessary to stage a poll among a select list of more than 100 advertising experts to assist in determining final winners. Judges making the final decisions included B. L. Hupp, chairman of the board, Loose-Wiles Biscuit Co.; W. J. Krebs, president of Pott-Turnbull Adv. Co.; Marcel Crump, president of the Kansas City Advertising & Sales Club.

Diverse Titles

Other $25 War Bond winners were:


The actual library title and details as to availability for sponsorship will be revealed in January, it was stated by Mr. Shurick.

Express Co. Discs

AMERICAN EXPRESS Co., New York, through J. M. Mathes Inc., New York, newly appointed agency handling its Travelers Cheques, starting January will test a five-minute disc Traveling Reporter on KWX WPFL KOMO and probably on a Los Angeles station. Program draws from company files to present in drama form money difficulties encountered in traveling. Firm previously used another recorded feature, Check Your Music.
Canadian RTPB Elects Officers, Forms Panels

AT THE SECOND meeting of the Canadian Broadcasting Telecommunications Planning Board (CRTBP) held recently at the Ritz-Carlton Hotel, Montreal, officers were elected and six study panels were organized. Meeting officially formed the CRTBP, drew up its constitution and set fees for contributing sponsors. Reg M. Brophy, Canadian Marconi Co., Montreal, and one-time executive, was elected president with B. A. Hackenburg, Stromberg-Carlson Co., Toronto, vice-president. W. W. Richardson, secretary-treasurer, of the Radio Manufacturers' Assn. of Canada, Toronto, was elected to the same post with CRTBP. Alan B. Oxley, RCA-Victor, Montreal, was named general co-ordinator, with Gordon Oliver, chief engineer of CBC, Ottawa, and G. E. Irwin, Philco Co. of Canada, Toronto, as co-ordinators. Headquarters is now at Room 703, 159 Bay St., Toronto.

It was decided to set up only five panels in Canada instead of 13 panels as set up by the RTPB in the U.S. The Canadian body will study (a) spectrum utilization and frequency allocation; (b) standard broadcasting and international short wave broadcasting; (c) radio communication including point-to-point, portable, mobile and emergency service communications other than broadcasting; (d) FM broadcasting; facsimile, relay systems and television; (e) aeronautical radio and radio aids to navigation; and (f) industrial, scientific and medical radio.

Two More Seek FM

KWK St. Louis in an application filed with the FCC late last week requests a new FM outlet on 47,700 kc with coverage of 7,480 sq. mi. Estimated cost for the station is $106,000. Quincy Newspapers Inc., Quincy, Ill., seeks a new FM station on 47,800 kc with coverage of 16,760 sq. mi. Approximate cost is $72,050.

Cosby to N. W. Ayer

CLARENCE COLBY, formerly general manager of WINS New York, previously manager of KWK and KXOK St. Louis, joins N. W. Ayer & Son, New York as a timebuyer.

Maj. Wasmer Inactive

MAJ. LOUIS WASMER, owner of KHIQ and KGA Spokane, for two years with Army Air Forces communications and Office of Strategic Services, will go on inactive status in February upon completion of accumulated leave. He left Washington for Spokane last Friday, to complete pending negotiations for sale of KHIQ under the FCC's duopoly regulations.

WNHC Formal Opening

WNHC New Haven is holding its official opening ceremonies this evening (Dec. 11) at its new studios at 1110 Chapel St. Operating with 250 w on 1340 kc, station began actual broadcasting Dec. 2.

Kemp to Agency

THUR J. KEMP, CBS executive for a decade joins McCann-Erickson, New York Jan. 1, in an executive capacity, Lloyd C. Coulter, vice-president in charge of radio announced Friday. CBS Detroit manager for over a year, Mr. Kemp previously was eastern representative in New York of the Columbia Pacific network. He had served also as sales promotion manager of KNX, Los Angeles, and sales manager of KHJ and KFRC San Francisco.

—-

HE KNOWS EVERY DOLLAR
BY ITS FIRST NAME

Because he sees it so often. Local money circulates locally, just as California valley families, nearly cut off from outside stations, listen locally. The Beeline, with its primary coverage of 41 adjacent counties serves Central California and Western Nevada from within. WHAT IS The Beeline

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

"See McClatchy Beeline rate list ing first under California in Standard Rate and Data."

McClatchy Broadcasting Company
Sacramento, California

SOUTH'S 24-Hour Station

Memphis is the South's center for rail, river and highway transportation.

SOUTH'S 24-Hour Station

Bob Albury, General Manager

MEMPHIS, TENNESSEE

Represented by RAMBEAU

December 11, 1944 • Page 61
SPOT TEASER PROBLEM SOLVED

KECA ‘Word Cartoons’ Use Five-Second Station Breaks; Prove More Effective

By CLYDE SCOTT
General Manager
KECA Los Angeles

"YES Mr. Advertiser, we know you have a new million dollar talent program and we're sorry we have no spots available to publicize your new show on our station. Yeah, we know you've spent several thousand dollars in producing those clever one-minute promotion transcriptions, but we simply haven't got a one-minute availability for sale or for free. Yes, it's tough, but what can we do?"

Sounds familiar doesn't it?

What's the answer? KECA, the Blue Network station of Los Angeles, thinks it has solved the problem. For they release as many as 1500 program promotion announcements per month despite a "sold-out" schedule. Practically every station break carries a spot teaser of 10 to 12 words and these are scheduled as often as 50 or 60 times per day during the 10-hour broadcast day.

Word Cartoons

Everyone at KECA has a hand in preparing these "five-second word cartoons" as they call them. The "word cartoon" idea developed from the outstanding attention-getting value of small space in newspapers when humorous cartoon style copy is used. Instead of employing "Be sure to listen in tonight for Joe Blow and His Buffoons", lots of attention-compelling value is packed into these five-second messages. And after the listener hears 10 or 15 a day he will tune to the program out of curiosity if nothing else.

The announcers are given free rein to give the written copy their own oral interpretation. Contributed by the staff under the direction of Bud Edwards, program director, and Bill Davidson, production manager, they are usually written to fit the style of the program.

Let's say it's the Dunninger show that gets the break this Wednesday. Announcements may total 10 or more in number, given, in this style:

(Confidential) Who knows more about

you, dear lady, than your husband? Dun-ninger might, tonight at 9.

Don't you believe that he doesn't know what you're thinking about. Who? Why Dun-ninger, tonight at 9.

Many announcements are written in swing style, such as:

Don't be a numpty-pants... get into the game of Scrummy Amby, KECA tonight at 7:30.

Mystery thriller: cop and killer—Two Bell Theatre tonight at 9:45.

He doesn't really earn, but still the ladies swoon... everyday at noon... Morton Downey—KECA.

Even Burma Shave style copy gets the break with:

Blind Date! Can't Wait!

9 tonite!

Don't be late!

KECA!

For a comedy show such as Alan Young's program announcements are usually of this nature:

(Confused) Aw, warden don't you stop me now—I get to get out of here and hear Alan Young tonight at 8:30, KECA.

The juvenile audience is not overlooked either. Along about five o'clock in the evening when the Blue lineup of kid shows hits the air the six quarter-hour programs are punctuated with reminders of this nature:

Even Hop Harrigan, Dick Tracy and Jack Armstrong combined have no idea what Contrary will do tomorrow at 8:30.

Around dinner time they are deluged with:

Aw kids—let dad stay up til 8:30 tonight so he can hear Counterpury too.

Early morning programs receive very late "evening before" promotions with:

Her, milkman keep those bottles quiet if you want to hear Don McNeil in the morning at 8 o'clock, KECA.

Morning listeners are urged to stay tuned to midmorning programs with such suggestions as:

What's cookin' good lookin'? The Mystery Chef knows at 11:15.

And where does KECA find the time to release 50 or more such announcements each day? It seems that the KECA commercial station breaks are of the 20-second variety. The Blue Network gives the station 30-second station breaks—30 less leaves 10 good seconds for such "quickie" program promotion and it clicks.

...in "Buying" Iowa

The WMT listening area reaches 160 miles from the transmitter... in every direction. A circle of listeners 320 miles in diameter... an area of 126,500 square miles... and every inch of ground contains potential buyers of your product.

Iowa's buying multitudes are waiting to hear from you... reach them today, on WMT.
FCC GRANTS THREE STATION TRANSFERS

Three move station transfers were granted by the FCC last week, two of which involved no monetary consideration.

KWLK, Longview, Wash., was granted transfer of control from Marjory McClung, executrix of the estate of Ray McClung, deceased, and Hugh McClung, to the general manager of the station, C. O. Chatterton. Transfer involves sale of 140 shares common stock, 85 shares held by Marjory and 55 shares held by Hugh McClung, for the consideration of $10,000. Mr. Chatterton is assistant business manager of Portland Oregonian, operating KGW Portland.

Involuntary transfer of control of WINN Louisville, Ky., was granted from D. E. (Plug) Kendrick, deceased, to his wife, Nelle M. Kendrick, as executrix of his estate. Voluntary transfer of control of KVSO Ardmore, Okla., was granted from the Ardmorelite Publishing Co., publisher of the Ardmoreite, to John F. Enslow, editor of the paper and holder of all the outstanding capital stock of the present licensee corporation.

Swift Food Account

McCANN-ERICKSON Inc. has been appointed advertising and merchandising counsel for Swift & Co., Brookfield butter, eggs and cheese. The account will be serviced by the food group of the agency's Chicago office headed by Albert W. Sherer, vice-president.

Day Local on 730

Given Alexandria

FCC Action Involves Havana Treaty; Walker Dissents

INTERNATIONAL aspects entered in the grant last week by the FCC of a construction permit to the Potomac Broadcasting Corp., for a new local in Alexandria, Va., to operate with 260 kw daytime only on 730 kc. Under the Havana Treaty 730 ke is a I-A channel assigned to Mexico.

Construction work on the Alexandria station is expected to begin shortly, inasmuch as necessary equipment already has been procured, the Commission was advised.

The transmitter site is yet to be determined.

Commissioner Paul A. Walker voted for a hearing in view of the international aspects and of a pending application of WWDC Washington for 50 kw on the 730 kc channel [Broadcasting, Nov. 27]. It was pointed out, however, that under the Havana Treaty the U.S. cannot assign a station with 50 kw power to the Mexican I-A channel. Only two stations on the North American continent operate on 730 kc, XEQ Mexico City, with 150 kw, and CKAC Montreal, Can., with 5,000 w. Potomac Broadcasting Corp. must protect the Mexican and Canadian stations at the borders.

Officers of the Potomac corporation are: Howard S. Hayes, WTOP Washington engineer, director and president, 84 shares (49.4%); his wife, Inez C. Hayes, director and first vice-president, 1 share (0.5%); Carl L. Lindberg, also a WTOP engineer, director and secretary-treasurer, 85 shares (45%).

Tulare, Cal., CP Granted

For New Local on 1240

NEW STANDARD local station for Tulare, Cal., to operate on 1240 kc at 2 kw and unlimited hours, was granted by the FCC last week to Herman Anderson, local farmer and student. Action was taken on a petition filed by Mr. Anderson for (1) amendment of original application filed in April of this year on behalf of a partnership including himself and Robert Franklin, associated with KTKC Visalia, Cal., and public relations counsel for local farm associations and related industries, so as to omit Mr. Franklin's relationship, and (2) for reconsideration and grant of the application as amended.

The grant is made subject to the Jan. 28, 1944, FCC-WPB Policy relating to the use of critical materials for construction. According to the application, all of the necessary equipment and construction materials are on hand or immediately available.

PHILCO CORP., at its Board of Directors meeting last week, declared a year-end dividend of 40c per share on common stock payable Dec. 27 to stockholders of record Dec. 15, bringing the total payments this year to $1.20 per share, as compared with $1 in 1943.

Meet WHB's Dick Smith—

Director, Special Events...War Programs...Newscasts

Coming from a long line of Smiths, this one took to radio back in 1928. Since then he has announced, written or produced more than 30,000 programs—special events, newscasts and musical shows. That's figuring six-a-day for 16 years, not counting Sundays! We call him our "Miraculous Mister Smith"—and his "kewy knew" is part of the many skills you employ when you advertise on WHB.

This Smith, after serving as a "shavez" in World War I, graduated from the University of Iowa; then did a bit of banking, school teaching and accounting before he landed in front of a mike. He has two sons: one, a promising south-paw on a high-school freshman football team...the other, co-pilot on a Flying Fortress. Dick's pride in them is equalled only by his pride in WHB—"the station-with-agency-point-of-view", where advertisers are clients who must get their money's worth in results. If you want to sell the Kansas City market, WHB is your happy medium!

For WHB Availabilities, Phone DON DAVIS

KANSAS CITY—Skevin Building—Harisson 1161
NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550
CHICAGO—333 North Michigan Blvd.—CENTRAL 7980
Hollywood—5855 Hollywood Blvd.—Hollywood 6211

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY • WICHITA • SALINA • GREAT BEND • EMPIRE
MISSOURI • KANSAS • KANSAS • KANSAS
Probe of 'Terrorism' Asked By Woodruff; Assails FCC

DECLARING that the FCC has "too much power", Rep. Roy O. Woodruff (R-Mich.) in the House last Wednesday demanded a Congressional investigation of "terrorism on the radio and of persecution of writers and commentators, both press and radio".

He lashed out at Government bureaus which, he charged, keep news from reporters who happen to incur the wrath of the Administration or "somebody in the Administration". He denounced "union racketeers", emphasizing that he did not mean "legitimate patriotic union leaders" and declared that "Mr. Caesar Petrillo does control the music that goes out over the airways, and he has defied both the President of the United States and the War Labor Board".

Assails FCC

"The very evidence that such a terrorism is in effect over the air waves of America is to be found in the fact that every broadcasting company, big and little, in this nation must go back to the FCC every six months, hat in hand, humbly to seek a renewal of its license," the Congressman continued. [The license term is now three years.]

"This means that this arbitrary—and there is no question but that the FCC has been arbitrary—(sic) could deny any broadcasting company in this nation its license and in two weeks' time ruin it by putting off the air even temporarily.

"This is altogether too much power. It is too dangerous a power to be vested in any board which has shown the disposition toward an independent radio that the present FCC has shown". He referred to the House Select Committee to Investigate the FCC and of its sudden decision to terminate public hearings into the 1930 sale of WMCA New York [BROADCASTING, Dec. 4] and move behind closed doors, declaring:

"It is indeed a powerful hand that can reach out and squelch investigations which appear leading directly toward administrative unfaithfulness or something infinitely worse—suppression of the proper functioning of the Congress itself. It is a historical fact, so thoroughly established that no one even attempts to refute it or deny it, that the very first step toward the enslavement of any nation is the suppression of free speech, free press and, in this modern day, free radio."

Rep. Woodruff touched on the late Boske Carter who, he said, "was driven off the air" because the "Administration or somebody in the Administration did not like his broadcasts". He mentioned the recent Upton Close contract cancellation by NBC and asserted if "pressure groups" could "drive men like Upton Close from the airways, we are, indeed, in the midst of totalitarianism".

"I believe it is time for the Congress of the United States to investigate this whole question of terrorism on the radio, and of persecution of writers and commentators, both press and radio, who will not bend the knee to the Administration," concluded Rep. Woodruff. "I believe it is the duty of this Congress to see to it that free speech and free press are not destroyed in this great country."

Shoe, Hosiery Concerns Expand Spot Programme

RADIO advertising has proved so successful for Commonwealth & Leather Co., Whitman, Mass., which started distributing transcribed spots to a few dealers for local placement several years ago, that discs supplied by the company are being used on some 200 stations throughout the country, according to the agency, Fuller & Smith & Ross Inc., New York. One-minute and 30-second spots and jingles promote Bosstonian and Footsaver shoes. List is being gradually expanded. Basch Radio Productions, New York, cuts the discs.

Another company which is making extensive use of locally placed discs is Westminster Ltd., New York, hosiery manufacturers, now using one-minute music spots on nearly 100 stations through its local dealers. Next spring Westminster will distribute a new series featuring a musical trio and the Westminster chimes, which will be carried on well over 100 outlets. Records are also cut by Basch and the agency is Fuller & Smith & Ross.

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 355 million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings results, because we know Quebec, its people, preferences and psychology.
Lea Committee Report May Show Need For Passage of New Radio Legislation

NEED for radio legislation is expected to be reflected in the report of the House Select Committee to Investigate the FCC, now being formulated by the Committee staff. Chairman Clarence F. Lea (D-Cal) said last week he would ask permission to file the report with the House clerk, inasmuch as House leaders have indicated they see no need for legislation this session. The report, said to be 70 pages long, is expected to be released within two weeks.

Meanwhile the Committee has agreed to expedite its investigation into the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, Chairman Lea disclosed. Still sitting behind closed doors, the Committee last week heard 14 witnesses, including the six men who were members of the Commission when the WMCA transfer was approved Dec. 17, 1940.

Need for Law Seen
Chairman Lea said he felt the Committee, of which he has been chairman since October 1943, has brought the need for some definite legislation. Although he declined further comment, the chairman stated some months ago that one of his first objectives in the 79th Congress would be a new radio bill.

Last week's executive sessions brought from Colin Campbell Ives, law partner of Philip Handelman and counsel for Mr. Flamm, a statement urging the Committee to open the doors of its hearings and reveal the "Corcoran system." Referred to as "the famous Cork" Corcoran, former White House confidential whose name has figured prominently in the WMCA transaction, Mr. Ives said, after leaving the Committee chambers last Tuesday:

"I have never had any sympathy for Mr. Corcoran's system and have today revealed how it functions. I cannot understand why the Congressional Committee should want to keep the system a secret by excluding the public, since so many lawyers and businessmen throughout the country have had first hand experience with the Corcoran system that it is now a matter of public knowledge." His statement charged that Mr. Corcoran threatened Mr. Flamm with "income tax troubles" if "I, in Mr. Flamm's behalf, would dare to take any steps in the matter".

Witnesses, in addition to Mr. Ives, were a Harvard Law School classmate of both Mr. Corcoran and James Lawrence Fly, former FCC chairman, included: George H. Payne and T. A. M. Craven, former Commissioners; C. J. Durr, Paul A. Walker, Norman S. Case, present Commissioners; Mr. Fly; Col. Telford Taylor, former FCC general counsel; Mrs. Mary Donahue, his former secretary; David H. Diebler, FCC principal attorney.

Mark Ething, publisher of the Louisville Courier-Journal, licensee of WHAS, and former NAB president; Lowell Mellett, former executive assistant to the President, now a newspaper columnist; Libbye Schneider, commercial traffic manager of WMCA and former secretary to Donald S. Shaw, WMCA general manager under Mr. Flamm; William C. Koplovitz of Dempsey & Koplovitz, Washington law firm which represented Mr. Noble in the transaction.

Murrow Feted
WHAT the British have heard of our radio programs since the war has increased their respect for American radio entertainment, according to Edward R. Murrow, chief of the CBS European staff, who spoke before a group of 200 radio, press and advertising people at a luncheon given in his honor last Tuesday at the Hotel Ambassador, New York. Mr. Murrow told Broadcasting that it would be difficult to say what effect has been made on the British attitude toward commercial radio, since the commercials are not heard, but that he doubted seriously whether there will be postwar commercial radio in Britain.

N. Y. Bank Program
A FORUM conducted by the New York Newspaper Guild will be sponsored on WMCA New York as part of a total of 31/2 hours weekly purchased by Modern Industrial Bank, New York Guild programs, beginning Dec. 12, as a weekly 42-minute feature, will present discussions of public issues by newspapermen, with John T. McMahan, New York Guild president, as moderator. The bank's 52-week contract also calls for a thrice-weekly commentary by Leon Pearson from Washington; a five-times weekly newscast; and a Sunday news review, all quarter-hours. Metropolitan Adv., New York, is agency.

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, we're not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with twelve the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. Wave gives you complete coverage at lowest cost. Scratch where it'll do the most good, pardner—with Wave!

LOUISVILLE'S
5000 WATTS . 970 KC
N. B. C.
WEED AND COMPANY
100% NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,
Tri-Cities

Where You'll Find Fatter Pocketbooks!

Even in normal times, families in Tri-Cities spent 23% more than the U. S. average (1940 Census). This means your advertising talks to 23% more buying power in Tri-Cities . . . at no extra cost! That's why dozens of national advertisers use WHBF to blanket this prosperous market of 200,000. Let WHBF capture this market for your sales product.

Write . . .

WHBF

8238-16 Rock Island-Moline, Ill. Davenport, la.
1270 K 5000 Watts
Basic Mutual Network
Affiliate: Rock Island Argus

Nets Face Double Strike Threat

(Continued from Page 18)

it could get no protection from a decision of a Government tribunal in which all sides had opportunity to be heard.

NABET already has on file a 30-
day strike notice which it submitted May 10 when Mr. Petrillo threatened to take over turntable functions at stations owned by it. In turn, the networks warned NABET on June 1 under his agreements to the networks. It will exercise its right to strike under this notice whenever any move is made in the face of the jurisdiction, the spokesman declared.

While the current dispute over turntable functions directly applies only to NABET members of IBEW, which has jurisdiction at CBS and several hundred independent stations, also are concerned. When details of Mr. Petrillo's plan to take over platter-turning operations at all radio stations throughout the country and provide jobs for 2,000 musicians were revealed last spring, IBEW locals at approximately 50 stations protested or served notice of strike intentions if the plans were carried out. Officials of the locals have since left IBEW and have joined NABET [BROADCASTING, Oct. 30].

Text of the NABET release follows:

Over the last weekend the nation was treated to another of the despicable communistic efforts with Petrillo of the AFM to keep the public from knowing what to believe. This was in connection with the Jack Benny shows and was a direct outcropping of the recent revelations made by the NRBB. In this ruling the NRBB gave NABET jurisdiction over the operation of the recording studios.

The threatened withdrawal of musicians from the Jack Benny show was intended as a threat to the broadcasting companies, an attempt to coerce NABET into joining the ranks of the AFL, whereas its membership desires that it remain independent, and to prove to the NRBB and the public as a whole that Petrillo is above the law, and will only abide by the dictates of the lawmaking bodies when those decisions are favorable to him.

During the course of bargaining negotiations Tuesday morning with NBC and the Blue Network, the bargaining committee from NABET, advised by the networks that they had decided not to present Mr. Petrillo's demands to the NLRB as a company-dominated union, Mr. Petrillo arrived at the networks that the musicians union, on the orders of Mr. Petrillo, would not recognize the decisions of the NLRB as the bargaining agent for NBC and Blue network on the ground that NABET was a company-dominated union.

Mr. Petrillo has retained the able and eminent labor lawyer, Joseph C. Padway, as his attorney. Mr. Padway has been representing Mr. Petrillo for the last eight months and is trusted by Blue and NBC network cases. Mr. Padway has been given the responsibility of the Constitution of NABET and all collective bargaining agreements. Mr. Padway's attorney has stated that NABET in Washington that his client would withdraw the case out of court or order the National Labor Relations Board to issue a decision.

If Mr. Padway, as the outstanding labor lawyer in the United States, believes that NABET is a company-dominated union, it is Mr. Padway's immediate duty to file such a charge with the NLRB, and it was at any time during the last eight months, either Mr. Petrillo or Mr. Padway believing or having reasonable grounds to believe, or even the slightest suspicion that NABET is a company-dominated union, that the NABET is a company-dominated union, then Mr. Petrillo and Mr. Padway should have not wasted eight months of valuable time of the entire staff of the NABET in going through the representation hearing during this period of time.

If there is a company-dominated union, in the present radio broadcasting picture, it is Mr. Petrillo's union. In the past there has been much "behind the scenes" action between Mr. Petrillo and the NBC and Blue network. It makes the issue very confusing. It is hard to tell, when you are dealing with these companies, whether or not the reaction of Mr. Petrillo must be obtained in order to make an agreement valid. In fact, we are becoming too confused that we hardly know who the president of NABET is. Mr. James Tremain or Mr. Nils Pedersen.

NABET filed an unfair labor practice charge against the NBC and Blue network in March of 1944 with the regional NLRB in New York. This unfair labor practice charge was based on a secret agreement that the NBC and Blue network made with Mr. Petrillo. By the terms of this agreement, the networks agreed to hire members of Mr. Petrillo's musicians union as platter turners. At the time that this agreement was made by the networks and Petrillo, all of the operation of turntable and platter turning in the NBC and Blue network studios was performed by members of NABET under closed shop contracts.

In violation of the terms of this contract, Mr. Petrillo and Padway made this secret agreement. The agreement provided that the networks paid Mr. Petrillo without any notice to NABET. In fact, the first public disclosure of this secret agreement was the printed editorial that Mr. Petrillo published in the April issue of the musicians magazine, "The World's Leading Paper." By this action, Mr. Petrillo would be employed by the networks as platter turners in studios throughout the country.

Since Mr. Petrillo has buried the announcement of NABET's request that the networks and Petrillo make public the entire fact of the networks and Petrillo. Mr. Petrillo must either comply with the order of the NLRB, or turn himself over to a libel suit by the officers and members of NABET.

New C-P-P Show

COLGATE - PALMOLIVE - FEET CO., January 15, will place Palmolive Party, variety show on 128 NBC stations, with program starring Judy Canova, continuing for two hours. It is so new that Congress intends to and probably, but not for Christmas (April 15, 1944). Could it be that Mr. Petrillo intends to lose until Congress is out of the way?

The station would be turned over to the Bulletin in 15 days after FCC approval, or by about Dec. 24. The contract carried a provision whereby Mr. Bulova could cancel after six months, if the FCC did not approve, and the Bulletin could cancel after a year.

With the approval of the WPEN transaction, Mr. Bulova will have completed the sale of four stations within the last year, with sale of WY OW New York to Myster Bros. for approximately $500,000 still pending. Other sales completed are WOCF Boston, for $225,000, to the Cowles brothers; WNBC Hartford, for $220,000, to W. O'Neill, president of the General Tire & Rubber Co.; WELI New Haven to Col. Hathaway for $225,000.

The Bulletin is headed by Robert McLean, president of the Associated Press; Richard W. Scelson is general manager and H. W. Stodghill, business manager.

WPEN Transfer Approval Is Slated

FCC Action in $620,000 Sale
To 'Bulletin' Foreseen

AFTER a six-month period, during which it made a far-reaching investigation, the FCC last week was to have approved sale of WPEN Philadelphia FM adjunct by Arde Bulova, New York broadcaster and watch manufacturer, to the Philadelphia Bulletin for $620,000, exclusive of dollar-for-dollar payment of cash reserve not to exceed $50,000 additional.

If approved by the FCC Dec. 9, as scheduled when Broadcast-
ing went to press, the action would have come a day before the purchase option was to expire, which would have permitted Mr. Bulova to cancel the transaction. Last July the Catholic Truth Society, through Rev. Edward Lodge Curran, its president, had written the FCC protesting purported trafficking by Mr. Bulova and alleging certain misrepresentations regarding ownership. No complaint, however, was made against the Bulletin.

WOV Incomplete

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The Bulletin is headed by Robert McLean, president of the Associated Press; Richard W. Scelson is general manager and H. W. Stodghill, business manager.
STAR of brigadier general is pinned on David Sarnoff's shoulder by Maj. Gen. H. C. Ingers, Chief Signal Officer. Promotion of the RCA president on leave was approved by Congress last week simultaneously with confirmation of the appointment of Brig. Gen. Frank E. Stoner, who is Assistant Chief of Army Signal Corps, to the rank of major general.

WLDB New York has started building a library of recordings of people in the news, making a special point of obtaining on-the-scene recordings of national and local events, and talks by prominent persons.

and former salesman for KABC San Antonio; C. O. Baldwin (22 1/2%), local businessman; Hoyt Houck (22 1/2%), half-owner of KASA Elk City, Okla., and Walter U. Russell (22 1/2%), attorney, who has 25% interest in KASA.

James A. Noe, operator of WNOE New Orleans and KNOE Monroe, La., is applicant for a new standard station in Shreveport, on 1550 kc with 250 w and unlimited time. McClatchy Broadcasting Co., which operates KFBB Sacramento, KERN Bakersfield, KMJ Fresno, KWG Stockton and KOH Reno, has applied for a new local outlet in Modesto, Cal. on 1600 kc with 250 w and unlimited hours.


A new standard station operating daily with 1,000 w at 960 kc is sought for Lubbock, Tex. by Lubbock Broadcasting Co., a new partnership composed of Clyde H. Smith (25 1/2%), previously asso- ciated with KONO San Antonio.

BMB MAY APPOINT HEAD THIS WEEK

APPOINTMENT of a general manager of the Bureau of Broad- cast Measurement and formal adoption of articles of incorporation and by-laws was the agenda at the first meeting of the BMB negotiat- ing committee and temporary board, called Dec. 10-30 a.m. next Friday at the offices of the American Assn. of Advertising Agencies, New York.

At a meeting in New York last Wednesday, representatives of the AAAA asked for approval of corporate articles and by-laws, submitted by H. Arlov Ryan, AAAA president. Copies are placed in the hands of each of the 15 board members for study before final adoption.

Selected to represent the AAAA in the organization stages until permanent directors are elected for three-year terms, are: Frederick Gamble, AAAA president; Leonard T. Bush, vice-president of Compton Adv.; Carlos Franco, supervisor of station relations, Young & Rubin- cam; Linnea Nelson, chief time- buyer; Walter Thompson, J. D. E. Robinson, director of research, Pedlar & Ryan.

Although the ANA has tenta- tively selected its five board members, all had not accepted as BROADCASTING went to press and Paul West, AAAA president, withheld announce- ment of his group until next Fri- day's meeting.

Board members to represent the NAB, chosen at a Board meeting in Chicago Nov. 14-15 [BROADCAST- ing, Nov. 20, p. 14] are President Ryan, Dr. Frank Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Roger W. Claps, WPTL Philad- elphia; Hugh Felts, KFAB Lincoln- omaha.

Attending last week's conference were all members of the NAB group except Mr. Felts; Mr. Gam- ble, Mr. West and Paul F. Peter, NAB Director of Research.

St. Louisians Get News Despite Paper Strike

WHEN A strike Dec. 7 at the plants of the two St. Louis after- noon dailies, the Post-Dispatch and the Star-Times, threatened St. Louisians with a dearth of news on the third anniversary of Pearl Har- bor, KSD and KXOK, the papers' respective stations, broadcast head- line news, as well as comic features, market reports, stock quotations, sports, editorials and even obituary notices.

KSD, the Post-Dispatch station, began airing the contents of the pa- per at 12:15 p.m., shortly after the first edition failed to appear, can-celing all regular progr a m throughout the afternoon and evening. At 12:36 p.m. KXOK carried an Army casualty list from the unprint Star-Times city edition. The Star-Times purchased an hour of time on each of two other local stations, WTIV and WIL, to run the unpublished edition. KXOK too canceled all scheduled sustaining and commercial programs as a pub- lic service.

Papers failed to appear when members of Local 16, APL, Paper Hand- ing Union, an auxiliary of the International Printing Press- men's Union, went on strike.
BBC Given Scroll By New York Club

Cooperation With American Networks to Continue

A PLEDGE that the BBC’s cooperation with American networks and stations will “go on until the final entry into Berlin and Tokyo” was given by William J. Haley, director general of the BBC, at a luncheon in accepting the scroll presented to the BBC by the Radio Executives Club of New York. Acceptance was shortwaved from London to the luncheon, attended by nearly 900 REC members and guests.

Warren Jennings, REC president, presented the scroll to the BBC “in appreciation of its unstinting cooperation with American broadcasters, networks and independent stations to make complete the coverage of the war, and for inspiring radio throughout the world to become a powerful voice which will declare ever loudly for all the people their desire for everlasting peace.”

Postwar Plans

Discussing the BBC’s postwar plans for providing three-network program service to the whole United Kingdom [Broadcasting, Dec. 4], Mr. Haley said that while the networks will “carry entertainment, news, talks, discussions, above all we look forward to being able to mingle with the best that we can give the world, we can draw from other countries by way of collaboration and exchange.”

John Salt, North American director of the BBC, reviewed briefly the familiar BBC exchange program broadcast in the United States by networks and stations.

Declaring it would be hard to over-estimate the work that radio has done to educate British and American public opinion on the issues and progress of the war, the Earl of Halifax, British Ambassador to the United States, stated that it would be equally hard to overestimate “the value of the work which radio may do, in both our countries, to educate public opinion in the tasks of peace.”

Elmer Davis, director of the Office of War Information, in introducing Lord Halifax, paid tribute to the BBC for its cooperation with the OWI. In addition to giving time, the BBC has also given engineers to handle American programs, he said, adding that “anyone who gives an engineer to any daily program is giving you his right eye and a slice of his liver besides.”

At the speaker’s table were: Francis E. Evans, British Consul General of New York; Niles Trammell, president of New York Wood’s president of the Blue Edgar Kobak, president of MBS; Frank Story, vice-president of CBS; I. H. Rylow, president of the NAB; Lloyd Stratton, president, AP Ltd.; Robert Pease, vice-president, General Electric Co.; Walter Evans, vice-president, Westinghouse Electric & Mfg. Co.; James D. Show, vice-president, Westinghouse Corp.; Walter Lenman, president, World Wide Broadcasting Foundation; Howard B. Morrow, chief of CBS European staff; Wylie Williams, president, Overseas Press Club, New York; Edward Friedman, editor and publisher, Broadcasting; Frank Burke, editor, Radio Review; Joe Koehele, managing editor, Billboard.

TO HONOR the British Broadcasting Corp., more than 1,000 persons met at a luncheon Dec. 6 at the Hotel Ambassador, New York, under auspices of the Radio Executives Club of New York. Highlight of the occasion was presentation of a citation to the BBC for its “unstinting cooperation with American broadcasters, networks and independent stations.”

Participants in the presentation ceremony were (left to right): Lord Halifax, British ambassador; Warren Jennings, president, Radio Executives Club of New York; John Salt, North American Director of BBC, who received the citation on behalf of the British network; Elmer Davis, OWI Director.

KOBAK SEES RADIO AS MASS EDUCATOR

DECLARING that radio has proved its ability to inculcate ideas and promote ideals and its capacity to enlighten and inspire, Edgar Kobak, Mutual president, in an address prepared for delivery Sunday night (Dec. 10) at the Fourth American Nobel Anniversary Dinner at the Hotel Astor, New York, said: “Radio, which is doing in the war effort it can do to aid education for peace.”

But, he pointed out, “Radio as the vehicle cannot be expected to write the blueprint.” To handle the job of outlining this educational effort, he envisaged “a national educational committee, composed of leaders in religion, education, politics, economics and industry,” with independent scientists, thinkers and writers also represented.

“...This curriculum would then be turned over to radio to carry to the people,” Mr. Kobak said, adding, “I believe that were such an undertaking started, you can count on radio to help. Radio has never yet hesitated a moment to do whatever was necessary for the good of our country.”

Mr. Kobak’s address, as well as those of Kent Cooper, AP managing director, and Darryl Zanuck, vice-president, 20th Century Fox, each outlining how his medium can aid education for peace, were broadcast on MBS, 10:30-11 p.m.

Advisory Group Resignations

RESIGNATION of three of Chi- cago professors as members of the Advisory Committee on Radio, which handles policy for U. of Chicago radio, “a part of the Chicago Roundtable and The Human Adventure,” was recently announced. The three men whose appointment to the committee expired on Oct. 1 and who refused to be re-appointed are: Richard P. McKeon, dean of the Human development division; Albert O. Green, professor of American history, and Ber-nard M. Loomer, professor of theology. Four other members remained on the committee.

EXPRESSIONS of surprise, interest and pride followed another rapid succession across the face of C. W. Myers, owner of KOIN Portland, Ore., at the BBC luncheon of the Radio Executives Club of New York last Wednesday when John Salt, North American director of the BBC, told of a request from London for a recording of the launching of Liberty ship in one of the Kaiser shipyards, with Henry J. Kaiser speaking.

“We took a chance and sent a telegram to station KOIN in Portland,” Mr. Salt said, “and so happened they had just done a program...”

STEWART-WARNER Corp. has announced that it will be producing and shipping civilian radios within 60 days after Government war restrictions are lifted, from what is reputedly the largest privately owned shell fuse plant in the United States.
V-E Day to Bring Surplus Equipment

Creutz Expects Transmitters Will Be Made Available

A SUBSTANTIAL number of broadcast transmitters, ranging from 1 kw to 50 kw power, will become available to present and prospective station owners upon the conclusion of the war in Europe, according to John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, WPB. Most of the equipment will be sold on the market as surplus property or some of it, including high-power transmitters, which will still be in process of manufacture, will be completed to fill long-standing non-military orders.

Mr. Creutz expects that an appreciable number of transmitters of various types, some of which can be used for broadcasting will be turned over after V-E Day to the Defense Supplies Corp. for surplus disposal. The bulk of broadcast equipment in use by the military is unsuitable for commercial broadcast operations, although a considerable part of it will likely be utilized for Federal, state and local government needs.

Some May Be Sold

In the immediate future there may be a small number of 1, 5 and 10 kw transmitters available to broadcasters. Some of them will not be finished for several months, but others are nearly complete. With WPB permission, manufacturers may be allowed to sell the equipment direct to broadcasters, but WPB will grant no preference ratings to broadcasters for purchase.

These transmitters, about ten in all, are what remain of about 35 transmitters of various sizes which were recently canceled by OWI, Army, Navy and other agencies as the result of changes in requirements occasioned by developments in the European theatre. About half of the total was to be used for other than broadcasting purposes. Most of the equipment, which included a 50 kw broadcast transmitter, was taken up by Government agencies for operations in the other theaters.

Meanwhile, WPB issued a revision of its amendment of Nov. 22 to PR 13 to permit certain tube manufacturers to buy tubes out of idle or excess inventory for resale for civilian or military requirements. The revision merely removes an Unlimited restriction in the previous amendment.

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**BUY WAR BONDS**

**BROADCASTING**

**FEDERAL COMMUNICATIONS COMMISSION**

**DECEMBER 2 TO DECEMBER 8 INCLUSIVE**

**Actions of the Federal Communications Commission**

**Decisions . . .**

**JANUARY 4**

**John Kennedy Radio Corp., Chicago**


1460 to NEW-KXOM Marshall, Tex.—Designated for additional reconsidertion with application of Marshall Broadcasting Co. for new station 280 unlimited.

1461 to NEW-Herman Anderson, Tulsa, Okla.—Granted petition to amend application new station by rescinding Frankis co-applicant, and reconsidered and granted application as amended for CP 1260 kc 250 unlimited.

**DECEMBER 5**

**KKA Seattle, Wash.—Passed over petition for leave to amend application with-out unlimited.

**DECEMBER 6**

**1460 to NEW-The Elm City Broadcasting Corp. (WNHC), New Haven, Conn.**

License to cover CP new standard station 72 kc-New Liberty Broadcasting Co., Pittsfield, Mass.—Grant new standard station 1 kw.

1460 to NEW-Marine Radio, Lobethol, Tex.—Grant new standard station 1 kw.

1460 to NEW-John L. Plummer Enterprises, Saginaw, La.—Grant new standard station 1 kw.

1460 to NEW-Georgia Broadcasting Co., Savannah, Ga.—Grant new standard station 1400 kc 250 unlimited amended to change frequency to 1420 kc.

1460 to NEW—KWLK Marshall, Tex.—Grant new standard station 1 kw.

1460 to NEW—KXAS Dallas, Tex.—Grant new standard station 200 kc to frequency able to 260 kc.

1462 to KKYO Ardmore, Okla.—Grant new standard station 250 kc from 250 kc to 6 kc.

1462 to NEW-KBOO Dallas, Tex.—Grant new standard station 250 kc.

1462 to NEW—KBPB Bridgeport, Conn.—Grant new standard station 1250 kc.

1462 to NEW—KQQA San Francisco, Calif.—Grant new standard station 1250 kc.

1462 to NEW—KQNF Redlands, Calif.—Grant new standard station 1250 kc.

1462 to NEW—KQNH Wash., D. C.—Grant new standard station 1250 kc.

1462 to NEW—KQNA San Francisco, Calif.—Grant new standard station 1250 kc.

1462 to NEW—KQRM Bridgeport, Conn.—Grant new standard station 1250 kc.

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DeMILLE IS GRANTED RESTRAINING ORDER

TEMPORARY restraining order was granted to Cecil B. DeMille last Tuesday by Los Angeles Superior Court Judge Emmet Wilson on his plea for an injunction against AFRA from suspending his membership and removing him from the air because he refused to pay union political assessment. Court set hearing for Dec. 16. Not only does the temporary order stop AFRA from suspending and keeping DeMille off the air, but it also forbids union from effecting a situation where other organization members might not cooperate by appearing on the weekly CBS Lux Radio Theatre of which he is director-producer-mc.

DeMille argued that he is not opposed to unionism nor has he violated any union rules. DeMille asked and was granted a provision in the court order that he be kept on AFRA's good standing list until the court can pass on the issue.

Suit was directed against AFRA: Ken Carpenter, Los Angeles chapter president; National Secretary Emily Holt and George Heller and 20 others, all directors. DeMille told the court he paid $3,000 yearly on Lux Radio Theatre.


ANDREW JERGENS Co., Cincinnati (Jergens Liniment, Face Powder), on Dec. 27 renew Mr. and Mrs. North on 128 NBC stations, Wed., 9:30 p.m. Agency: Lennen & Mitchell, N. Y.


ASSOCIATED Dental Supply Co., San Francisco (Fainness Toothpowder, paste), on Dec. 3 for 50 weeks renew Band Music on 7 Don Lee Pacific stations. Sun., 11:15-5 p.m. Agency: McCann-Erickson, San Francisco.

Network Changes

H. J. HEINZ Co., Pittsburgh (food products), on Dec. 3 for 50 weeks renew feminine Information Please on 138 NBC stations, Mon. 9:30-10 p.m. Agency: McCann-Erickson, Inc., Detroit.

LEWIS-MOWE Co., Garden, N. Y. (Tom's), on Dec. 2 discontinued Creation Please on WOR, Sun., 10:15-11:30 a.m., and on Dec. 9 starts Here Comes Elmer, Mon., 7-8 p.m. Agency: Rothman, Wood, & Grace, N. Y.

SOCONY VACUUM OIL Co., Inc., for nine weeks, continues Raymond Gram Swing on 159 Blue stations. Mon. thru Thurs., 10-11:15 p.m., and on Feb. 12 starts Information Please on 138 NBC stations, Mon., 9-10:15 p.m. Agency: Brown, N. Y.

RCA AUTO-LITE Ltd., Sarnia, Ont. (batteries), for nine weeks on CBS network renewing to 100,000 stations.

ELECTRIC COMPANIES Advertising Program, New York (institutional), on Dec. 12 launches "Every Home Has Radio" on CBS stations from Wed. 10-11:30 p.m. to Sun. 10-11:15 p.m. Agency: W. N. Ayer & Son, N. Y.

BUSINESS PARK, Inc., Chicago, on Jan. 3 shifts Let Yourself Go on 164 Blue stations. Tues. 10:30-11 p.m. to 141 CBS stations. Wed., 10:30-11 p.m. Agency: Biow, N. Y.

ELECTRIC AUTO-LITE Ltd., Sarnia, Ont. (batteries), for nine weeks on CBS network renewing to 100,000 stations.

FORD Motor Co., Dearborn, Mich., on Dec. 8 started Stars of the Future on 183 Blue stations, Fri., 9-10:30 p.m. discoursing Dec. 7 world the World Go By on 118 Blue stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., Chicago.

LEVER Bros., Cambridge (Swan soap), on Dec. 26 continues The Frank Slesar Show on 143 CBS stations, Mon.-Fri., 8-9 p.m. Agency: J. Walter Thompson Co., Chicago.


LADY ESTHER Ltd., Chicago (cosmetics), has added 16 CBS stations to Seven Guild Players, making a total of 140 CBS stations.

WILLIAMSBURG KLEC. & Mfg. Co., Pittsburgh (institutional), on Dec. 11 shifts Top of the Evening Show to Thurs., 10:15-11 p.m. on 128 CBS stations, Mon.-Fri., 8-9:15 p.m. Agency: McCann-Erickson, N. Y.

LIGGETT & MYERS TOBACCO Co., New York ( Chesterfield), on Dec. 8 replaced Ashleigh-Merritt Chesterfield Music Shop with Chesterfield Supper Club on 175 NBC stations, Mon. thru Fri. 7-7:15 p.m. (repeated Mon.-Fri. 11-11:15 p.m.) and it replaces it on 60 CBS stations with Jack Klein, now heard on CBS eastern coast stations 8-8:15 p.m. (PWT). Agency: Compton Adm., N. Y.


KELLOGG Co., Battle Creek, Mich. (cereal), on Dec. 29 discontinues Breakfast Club on 535 Blue and CBC stations, Mon. thru Fri. 9-9:45-10 a.m., and Jack Berch on 128 Blue stations, Mon., 11:15-12 Noon. Agency: Kenyon & Eckhardt, N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (institutional), expanded Advertising of Dishes & Cutlery on CBS to 141 CBS stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

BORDEN Co., New York (Hemo), on Dec. 8 discontinues Penny Hurst Presents on 108 Blue stations, Sun., 5-5:30 p.m. (repeated: 12-12:30 p.m.) Agency: Young & Rubicam, N. Y.

MARKET can be air-dominated at 250 watts over the station which surveys repeatedly prove has more listeners in the area than all other stations combined.

Durham

North Carolina's third largest city (1940 U. S. Census). City and county are compact and easily sold as one unit. Present estimated Durham population is 100,000

bust, high earning people. For example, famed Duke University is in Durham. Also, Durham makes 25% of the nation's entire cigarettes. Best of all this . . .

Represented by Howard H. Wilson Co.

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Fisher's Blend Becomes Sole Owner Of KOMO; B. F. Fisher Acquires KJR

A TRANSACTION whereby Fisher's Blend Station Inc. becomes sole owner of KOMO Seattle and Birt F. Fisher acquires KJR has been consummated, as it was disclosed last week with filing of a petition by Fisher & Wayland, Washington law firm, with the FCC. No immediate cash was involved.

Under the agreement Birt F. Fisher (no relation to the principle officers of Fisher's Blend corporation) transfers his one-third interest in the corporation to the organization and in turn receives KJR. One of the last remaining duopoly cases to be settled since the FCC adopted Sec. 336 banning multiple ownership, the KOMO-KJR transaction presents several unusual aspects.

Facilities Swapped

A switch of call letters, approved last April 18, was the first step in the procedure. KOMO formerly operated with 5 kw on 950 kc and KJR operated with 5 kw on 1,000 kc. In the agreement KOMO gets the original KJR facilities and vice versa (Broadcasting, April 24).

Use of the same studios, offices, transmitter site and antenna also are involved. Although the offices have been partitioned off and two separate organizations have been set up, both stations must necessarily share certain facilities, due to the wartime equipment freeze.

Fisher's Blend Station Inc. began operation of KOMO in 1926 and in 1933 acquired KJR from NBC. Officers are: O. W. Fisher, president; Dan R. Fisher, vice-president and treasurer; Donald G. Graham, vice-president; Birt F. Fisher, secretary and general manager; W. W. Warren and Bennett L. Fisher, assistants secretary and assistants treasurer. Directors are Messrs. O. W., Dan R. and Birt F. Fisher. Birt F. Fisher agrees to resign as director of the corporation upon approval of the transfer by the Commission.

In the petition the FCC was asked to authorize use of a common antenna pending acquisition of new equipment for KOMO, which has placed order with RCA for a 50 kw transmitter. An application for 50 w on 1,000 kc is pending before the FCC. Joint use of the transmitter site also is asked, until such time as a new site, already acquired by Fisher's Blend, can be used. Transmitter site is leased under a 10-year pact to Birt F. Fisher, who has an option to purchase at $56,250, but the transmitter is transferred to KJR.

Agree on Taxes

Each party agrees to assume its proportionate share of taxes for 1944, Fisher's Blend to pay two-thirds and Birt F. Fisher one-third. Fisher's Blend agrees to lend Birt F. Fisher $33,200 at 1½% interest on a 10-year note.

KOMO is to be affiliated with NBC and KJR with the Blue. Before the change in call letters was approved, KOMO, on 950 kc, was the NBC outlet and KJR on 1,000 kc was the Blue.

Fisher's Blend Station Inc. has 1,500 outstanding shares of common stock, 1,000 or 65% owned by Fisher Flouring Mills Co., of which O. D. Fisher is president, B. F. Fisher executive vice-president and the other 500 shares (33 1/3%) by Birt F. Fisher.

In another duopoly action, the FCC last Thursday continued to Feb. 15, 1945, hearings for renewal of licenses of KHQ and KGA Spokane, Wash., owned by Maj. Louis Washner. Hearings originally were set for Dec. 14. Maj. Washner, who has been on active Army duty in Washington, requested a postponement to continue negotiations for disposing of one of his stations under the duopoly regulation.

Ivey Accounts

ACCOUNTS which Neal D. Ivey is expected to take with him in resigning as president of Ivey & Ellington, New York, to set up the Neal D. Ivey Co. in Philadelphia (Broadcasting, Dec. 4) may include Bayuk Cigars Inc., Philadelphia; General Baking Co., New York (Bond bread); and Philadelphia Transportation Co., Philadelphia, all radio advertisers. I& E retains its other radio advertiser, McKesson & Robbins, New York (Sax), it is understood. Jesse T. Ellington, executive vice-president of I& E in New York, has been elected president of the agency, succeeding Mr. Ivey who has announced he will remain a director of the New York agency and retain his financial interest in it. In addition to the I& E accounts, the following personnel resigned from Ivey & Ellington to join Neal D. Ivey: Paul A. Dorn, treasurer; William F. Fitzpatrick, production manager; John J. McLaughlin, manager of public relations; Stella M. Kilculen, media buyer.

Zippo Plans Spots

ZIPPO MFG. Co., Bradford, Pa., plans to start a spot radio campaign for Zippo Cigarette Lighters as soon as the Government permits a certain amount of consumer sales, the size of the drive depending upon the quantity of lighters released for civilian use. Setting the sights for such a campaign for sometime after the first of the year with a possible radio budget of $25,000, Lee-Stockman Inc., New York agency, is preparing recorded spots which will be tested shortly in the East. With no product to sell, there are no commercials in the test, 30- and 60-second records featuring a "barber-shop" musical quartet.
Help Wanted

Salesman-An Opportunity

A radio station in a major New England market with great plans for the future, needs two salesmen who are sober, industrious and dependable; men with an eye to their future, men who are already successful in their present positions but who feel that they are ready to work in a larger field.

To such men this station offers an opportunity!

Commission basis with a satisfactory drawing account.

Address: Box 976, BROADCASTING

Situations Wanted (Cont'd)

YOU CAN'T MISS WITH THIS MISS.
ANNOUNCING AND SCRIPTWRITING.
EXPERIENCE WITH NBC BACKGROUND.
WIRE BOX 976, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 879, BROADCASTING.


Merchandising, market research director. Experience in major department store. Complete merchandising and research organization. Excellent job and remuneration. Capable man with experience. Offer to box 988, BROADCASTING.

Available about January 15. Chief Engineer. Can handle personnel. 14 years broadcast experience with 60 kw. First class license. Station size no object. Box 969, BROADCASTING.

Program director. Thoroughly experienced, conscientious veteran wants permanent program or production manager's berth. Thirteen years local and network announcing, programming, production. Excellent royalties and qualifications to offer. Box 988, BROADCASTING.

Wanted to Buy

Tower—about 150 feet, ground wire, turntables, all power equipment for 250 sta.

Box 983, BROADCASTING.

Wanted to buy—Two Weston 425 F. F. ELECTRONIC equipment or new or used. Box 961, BROADCASTING.

Wanted to buy—One type T-2C recording attachment complete with cutting head and accessories. Will pay for or trade. Wire or write WISR, Butler, Pa.

Wanted—Any type vertical antenna. Phone collect Central 6596, Chicago, Ill. Glynn.

Wanted—Frequency monitor and modulation monitor. Phone Central 6596, collect, Chicago, Ill. Clifford.

For Sale

For sale—Mobile equipment in 1937 Buick Century Eight as follows: Collins model 25G-40 watt transmitter, Gates-707B speech amplifier complete, two channel B.S.F. receiver, General Electric antenna with motor, Onan model 10 LD-1000 watt power pack, Collins model 9645 selector switch, and 51 push to talk microphone. Sell as unit or separate. Make an offer. WPD4, Paducah, Kentucky.

Miscellaneous

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

WILL BUY

250 WAT

RADIO STATION

I HAVE: One wife, two boys

Enough money to buy

Ten years in RADIO

I WANT: A good little station

A small community to live in

A reasonable income

I WILL: Take over any time

Answer all replies

Hold yours in confidence

Box 977, BROADCASTING

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AID TO FCC MAIN MEETING TOPIC
WORK of the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board, Government and industry groups which prepared and presented data to the FCC to assist it in the task of allocating frequencies to the various radio services for the post-war period, will be discussed by Capt. E. M. Webster, IRAC vice-chairman, and Alfred N. Goldsmith, RTTP vice-chairman, at the 1945 winter technical meeting of the Institute of Radio Engineers.

More than 40 papers, covering technical developments in all phases of radio, will be presented during the four-day meeting to be held at the Hotel Commodore, New York, Jan. 24-27.

PRF Formed to Operate FM Community Station
FORMATION of a People's Radio Foundation for the specific purpose of operating a community-type FM station in New York, supported and directed by various progressive groups, was announced last week by Joseph Bradsky, attorney, and a member of the board of directors of the Popular Front. At the same time it was disclosed that plans to establish FM stations along the lines of the "PRF Plan" are in progress among similar union, labor and educational groups in ten or more cities throughout the country.

Motivating force behind the foundation and the general movement is the International Workers Order, New York, which is both a fraternal insurance benefit society and a federation of 15 nationalities, or foreign language groups. The IWO's membership is drawn from the trade union-both the AFL and the CIO, with the latter predominant. The "PRF Plan" is a sequel to the "IWO Plan of FM" which has been developed by the IWO under the direction of Eugene Konecky, publicity director, and a former radio man.

New Graphical Standard For Radio Issued by ASA
A REVISED American Standard for graphical symbols for radio, telephone and telegraph use has been approved by the American Standards Assn., 70 E. 45th St., New York, giving new symbols for new types of apparatus and resolving conflicts in previous standards. Work on the new standards was carried out under the technical leadership of the American Institute of Electrical Engineers and the American Society of Mechanical Engineers, with the Signal Corps Standards Agency, the Aeronautical Board and the Bureau of Ships cooperating as well as industries concerned. Copies of the new standard (232.5-1944) may be obtained for 30c from ASA. The standard is a revision of and supersedes the American Standard Symbols published in 1942.

EDGAR KOBAK MUM ON MBS MEETING
FIRST meetings of the Mutual executive committee and board of directors since Edgar Kobaik became president of the network, held over the weekend at the Ambassador Hotel, New York, were expected to be "get-acquainted" affairs for the directors and the new president, routine business and an informal discussion of network operations making up the agenda.

Executive committee, which convened Monday night: Bernstein; M. Campbell, WGN Chicago; H. K. Carpenter, WHK Cleveland; Edgiky; Timko; and John Shepard 3d, Yankee Network, Boston; Theodore C. Streibert, WOR New York; Lewis Allen Weiss, Don Lee, Hollywood.

Directors and shareholders, who met Sunday and today included: Alfred Metz, sales manager; E. M. Antrim, WGN Chicago; Hope E. Barroll Jr., WFBF Baltimore; Chester M. Campbell; J. E. Campau, CKLW Detroit-Windsor; H. K. Carpenter; Benedict Gimbel Jr., WIP Philadelphia; Leonard Kaplan, WCAE Pittsburgh; Edgar Kobak; John Shepard 3d; Theodore C. Streibert, Lewis Allen Weiss.

Tangerines on Nine
FLORIDA CITRUS Commission, Lake Lila, Fla. is promoting tangerines this season on WHOM WAAT WPAT WTM WNY WKP WFSR WBBY. One series (4) run daily, and continues through Jan. 13, using average of ten one-minute transmitted segments. Insurance frequency reduced to seven spots weekly. The second cycle runs for five more weeks beginning Jan. 15. Agency is Benton & Bowles, New York.

Blue's Committee Electing Officers

MEMBERS of the Blue network Stations Planning & Advisory Committee are electing representatives to hear the new board including a newly-created unit comprising the southeastern and Florida group. Election is being conducted by mail. Uncompleted election of Ernst & Ernst, New York.

The new unit, District 8, is being formed out of District 4 in a merger of the Districts 1, 2 and 4, which has had twice as many stations as any other unit, with some stations in the new. Districts 1, 2, 3, 4, 5 and 6, now include only the south central Midwestern stations are also being affected in District 1, 2 and 3.

Districts involved in the current election in addition to District 8 and their present representatives are as follows: District 2, Allen Campbell, WXYZ Detroit; District 4, Henry P. Johnston, WSGN Birmingham; and District 6, Harold Hough, KGKO Fort Worth.

KMB2 Hearing May Presage Extension of Standard Band

FCC DEFERS ACTION on application for a 50 kw standard band for 540 kc until allocations are decided. INDICATIONS that the FCC may have reached a decision to extend the standard broadcast band below 560 kc was seen last week when Commissioner Edward H. McNutt, in his capacity as assistant communications chairman, granted a motion for indefinite postponement of a hearing in the application of KMB2, Kansas City, for allocation permit to change frequency to 540 kc and to increase power to 50 kw.

Originally set for Tuesday (Dec. 12), the hearing was postponed "until after final action of the Commission in Docket 6651 (allocations), at which time a further date for said hearing will be fixed," said the FCC public notice. That gave rise to speculation that the Commission looks favorably upon extension of the standard broadcast band. Otherwise the hearing would have gone ahead and the application would have been denied, it was pointed out.

Early Petition Denied

Both the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board have recommended that the standard broadcast band be extended. IRAC suggested allocation of an additional channel at 540 kc, while committee of RTTP Panel 4 recommended even further expansion. The allocation committee of Panel 4 recommended extension to 520 kc, while the receiver committee has stuck to its original suggestion that the standard band be extended only to 530 kc. Panel 4, of which Howard S. Frazier, NAB Director of Engineering is chairman, is attempting to resolve the conflict.

An earlier petition of the Midland Broadcasting Co., licensee of KMB2, requesting the FCC to amend Sec. 2.71 and to take steps designated 540 kc for standard broadcast, was denied [Broadcasting, Sept. 29]. At that time the Commission designated the application for hearing. Allocation hearings did not begin, however, until Sept. 25.

Designation of the hearing date as Dec. 12 led to the speculation that the Commission had agreed to extend the standard band, inasmuch as the FCC a fortnight ago notified the State Department it had tentatively approved an allocation plan pertaining to frequencies below 30 mc [Broadcasting, Dec. 4]. Recommendations will not be made to the State Dept., however, until after the Commission has completed with IRAC conferences which are under way.

The allocation committee of Panel 4, of which Andrew W. Ring, former FCC assistant chief engineer in charge of the broadcast division, is chairman, stated that the 540 kc channel be used for regional stations with 1.5 kw power, while the 530 and 520 kc channels be allocated to local stations of 250 kw power [Broadcasting, Nov. 13].


drawn for Broadcasting by Sid Mix

"Corporal, You Are the First to Use the New Coordinated Communications Equipment—and Be Sure to Hold It Above the Surf!"
Yes — KMBC is youth-conscious! Programming built for entertainment and as a constructive influence has always been a prominent part of KMBC's daily schedule. Its "Big Brother Club" makes Distinguished Service Citations weekly to youth for extraordinary attainment in living up to the fundamental ideals for which American Youth is recognized the world over. Membership card, microphone pin and creed of virtuous living are given to all youth in the Heart of America without cost or premium. Sorry—the project is not offered for sponsorship!

H. ROE BARTLE, Scout Executive

...Kansas City Area, Boy Scouts of America, says of radio, "The youth of today enjoy benefits of science unknown to us oldsters in our younger days. Radio, but a fantasy two decades ago, has now become the marvel of the age and a most powerful influence in the lives of oncoming Americans. Not only is selective entertainment of the highest order available, but programs designed for character building and citizenship training are of paramount importance and indicate that radio is highly youth-conscious and a powerful ally of our democracy. Much of the thinking, doing, and idealism of youth are caught from the radio programs which are theirs to enjoy."

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

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

SINCE 1928 — BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
This Study Is a "Range Finder" For Radio Program Aimers!

This Study Is a "Range Finder" For Radio Program Aimers!

The statewide survey of radio listening conducted in Oklahoma by Dr. F. L. Whan of the University of Wichita gives an accurate picture of the program preferences of listeners of different age groups, by sex, by economic status and educational background, and by place of residence.

Thus, if you wish to aim a program at a certain type of listener, the data supplied by this study will tell you the type of program which will most nearly hit the target.

No amount of "experience", intuition, or random guesswork can determine the type of program which will reach the maximum number of listeners you want to reach as accurately as can be determined from the facts in "The Oklahoma Radio Audience of 1944".

After you've chosen the type of program you need to reach your type of customer, the study will further prove that you can reach more of them morning, afternoon and night over WKY than over any other station.

Any program over WKY will reach more Oklahoma listeners than can be reached by any other station. The right program over the right station will do your selling job right in Oklahoma.

WKY will send you a copy of the study upon request.