Month after month during 1944 WOR has been carefully clocking the 10 most popular local shows carried by all New York stations.

WOR now finds that 84% of these great programs were broadcast by WOR during the entire year.

—that power-full station WOR at 1440 Broadway, in New York

member of the mutual broadcasting system
WLS GETS RESULTS!
Yankee's "Good Neighbor" Policy Creates ACCEPTANCE

Another winter — more time at home for Yankee listeners.
They are the listeners all over New England who dial their local stations for more listening — hours of music, drama, news and its analysis, sports — the infinite variety of superior Yankee Network entertainment which those hometown stations can give them.

There is neighborly acceptance of the local station, a friendly response that only a local enterprise, serving hometown merchants and taking part in the hometown activities, can command.

This is The Yankee Network's "Good Neighbor" policy — getting close to the people, close to the audience in each market, linking these many community audiences and markets together to make New England's great Yankee audience of 2,055,010 radio homes.

There are twenty-one of these "Good Neighbor" stations. They give closely knit primary coverage of the entire area — the closest approximation of 100% coverage you can buy.

Acceptance is THE YANKEE NETWORK'S Foundation

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

21 BROOKLINE AVENUE, BOSTON 15, MASS.
WLAW
LAWRENCE
5,000 watts 680 kc

WFTL
MIAMI
10,000 watts 710 kc

WPDQ
JACKSONVILLE
5,000 watts 1270 kc

KRNT
DES MOINES
5,000 watts 1330 kc

WNAX
YANKTON
5,000 watts 570 kc

WCOP
BOSTON
500 watts 1150 kc
(Applying for 5,000 watts)

Hildreth & Rogers
A Fort Industry Station
Jacksonville Broadcasting Corp.

Cowles

MORE
IMPORTANT STATIONS
HAVE SWITCHED
TO THE BLUE NETWORK
IT HAPPENED ON DECEMBER 15

Keith Kiggins, Blue's Station Relations Vice President, met with four of the nation's ablest and most experienced radio operators. They signed contracts. As a result of these contracts, six great radio stations will become part of the Blue Network on June 15, 1945.

We think this is important. We think it is important because of the calibre of men who run these stations. We think it is important because it convives us once again that the Blue Network is steadily marching ahead. That the trend is to the Blue. That the idea is getting around that it is not only easy, but smart, to do business with the Blue.

Let's look at the stations! One has the reputation of being one of the country's great farm stations, two are affiliated with important newspapers, two are the most powerful in their section of the country, and one, with already a loyal listening audience in Boston, has plans to increase its power in the near future.

Then there is another very important consideration: Up to now, three of these stations have been part of CBS. Two were MBS. One was independent. Now they are all Blue.

WHAT DOES IT MEAN?

IT MEANS THAT 4 EXPERIENCED RADIO OPERATORS in the most effective way possible, have set their stamp of approval on the policies and ideals which are making the youngest of the 3 big Networks the fastest-growing advertising medium in the country . . . One of these men, Mr. Gardner Cowles Jr., says:

"We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the management of the Blue. We think the Blue has a great future and we are delighted to be able to bring the listeners of three of our stations the high quality Blue Program service."

IT MEANS MORE LISTENERS TO THE BLUE. Several hundred thousand more homes come under complete Blue coverage. For example, consider WNAX, Sioux City-Yankton, one of the greatest farm stations in the United States—in physical coverage, in mail pull, in its ability to sell goods for advertisers. A survey of 20 counties shows WNAX first in listening in 11, second in 6 and third in 3. As another example, WFTL, Miami, at 10 kw. is the most powerful station in Florida and teamed with WPDQ operates with the highest full-time power in Northern Florida.

IT MEANS MANY PLUSES FOR BLUE ADVERTISERS

Aside from added coverage and loyal listening, these six stations are operated by men who know how to do a merchandising job and who get behind the selling efforts of advertisers who use their stations . . . Take KRNT, Des Moines: This station is affiliated with the Des Moines Register & Tribune, one of the nation's great newspapers. Its staff of trained merchandising men call regularly on jobbers, distributors and dealers, expediting the flow of advertisers' goods into the rich Iowa market . . . WLaw is prepared to render this same valuable merchandising service in Lawrence.

FINALLY, this switch of 6 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . . Pointing the way are star programs which have recently started on the Blue: Alan Young, voted the most promising star by 600 radio editors, Herbert Marshall, The March of Time, Charlotte Greenwood, Gracie Fields, and Fred Waring . . . These shows join the ranks of Radio Hall of Fame with its galaxy of big name stars: Walter Winchell, Breakfast at Sardi's, The Breakfast Club, Blind Date, Life of Riley, Ed Wynn, Joe E. Brown, Hollywood Mystery Time, Drew Pearson, Quiz Kids, and those great public service programs, Boston Symphony, Metropolitan Opera, and Town Meeting of the Air. These and other national favorites prove the Blue can get high listening day and night, can get it again and again—with proved sales results for scores of satisfied advertisers.

THIS IS THE GREATER Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.
Merry Christmas
And A
Happy New Year!
We Hope That
1945
Brings You The
Best of Everything
Newspapers and Little Children

Newspapers and small children have one thing in common—they should be seen and not heard. There are occasions, however, when it is expedient for newspapers (as well as small children) to deviate from this established custom... especially when an emergency arises. And that is exactly what happened in the case of the St. Louis Post-Dispatch on December 7th and 8th when St. Louis was without newspapers for 40 hours because of a paper-handlers' strike.

A newspaper is an important commodity. When it cannot be seen it deserves to be heard. The unpublished editions of the St. Louis Post-Dispatch on December 7th and 8th were heard—through the voice of KSD, the Post-Dispatch station.

KSD began broadcasting from page proofs (like the page illustrated above) at approximately 12:15 p.m., December 7th, shortly after the newspaper's first edition failed to appear on the street. From then until 6 p.m., KSD continued "reading" the newspaper without interruption—canceling 16 NBC network programs, six local shows and a full schedule of spots in the process. Reading each edition required nearly two hours, and was performed by a battery of six announcers (plus KSD's Director of Women's Activities who read the Society news items.) They broadcast headlines, sub-heads, news, sports, editorials, a word picture of editorial cartoons, vital statistics, market reports and even the full page of comics. Then, from 6 p.m. until sign-off, KSD interrupted all scheduled nighttime shows for regular two-minute news summaries every half-hour.

On the second day of the strike, KSD again presented the first edition of the Post-Dispatch in an uninterrupted two-hour broadcast starting at 11 a.m. This was followed by special summaries each half-hour until the strike was terminated later in the afternoon in time for the newspaper to resume normal publication.

Meantime, Radio had again demonstrated its ability to function in the public interest, convenience and necessity.
At Deadline . . .

EIGHT-IN-ONE Co., Chicago (cold tablets), on Dec. 18 began sponsorship of Fulton Lewis' participation show, thrice-weekly, on WGN Chicago. Contract for 13 weeks was placed by H. W. Kastor & Sons, Chicago.

SINCERE CONVINCION that CBS proposals concerning television, international shortwave and FM, as disclosed during the FCC allocation hearings, "represent sharp advances that must eventually be achieved" was voiced Dec. 22 by Paul W. Kesten, CBS executive vice-president.

ANNOUNCEMENT that Edwin W. Wood Jr., until six months ago Mutual sales manager, is joining M. H. Hackett Inc., New York, in an executive capacity is expected shortly, although there was no confirmation as Broadcasting went to press.

NEW FCC applications at deadline: Commodore Broadcasting Co. (operates WSOY Decatur, Ill.), new local, Springfield, Ill., 1550 kc, 250 w, unlimited; Tezona Broadcasting Co., new daytime regional, 970 kc, 1 kw, Wichita Falls (Walter D. Cline 1005, pres.; Gus S. Cagle, 10%); M. Bernard Bantsa, 4908, sec.-area, Houston Harris, 4906; WGN Inc. for new FM station, Milwaukee, 46-100 kc, 7,750 sq. mi., $150,000-$200,000; Assignment of license, WSAI Cincinnati, from Marshall Field to Buckeye Broadcasting Co., fully owned by Field Enterprises Inc.; transfer control WZID Chicago from Marshall Field to Field Enterprises Inc. (no monetary consideration).

Sellers of Sales

SEVERAL years ago a junior in the Benton, Ill., Township High School applied for the job as advertising manager on the school paper. The statement that won her the job was simply: "The paper must pay for itself and then some, through advertising. So far our merchants buy space because they feel it's their duty. I propose to make them buy space because it's good business."

That girl was Mildred Sanders, now radio director of Mitchell-Faust Adv. Co., Chicago. She did what she proposed to do. In less than a year the school paper showed a sizeable profit.

"Hilly" determined her career when she saw what a great selling force the high school paper alone could be. Not only did she write copy and make layouts for the local merchants buying space, but she went out and met the consumer, selling "everything from Dr. Ripley's Pink Pills to refrigerators and radio."

In 1934 "Hilly" Sanders entered the U. of Ill. in the College of Commerce, a major in advertising and selling. After graduation, "Hilly" Sanders came to Chicago as a radio copywriter for H. W. Kastor & Sons Adv. Co. She worked on the Procter & Gamble, Welch and Zonite accounts. Two years later, "Hilly" had narrowed her path in the advertising field to radio. Feeding the need for radio publicity and promotion experience, she left Kastor to work for Fred R. Levings Jr., freelance publicity man. Levings and "Hilly" were married in October 1940, and the new Mrs. Levings re-entered advertising in December as copywriter with Mitchell-Faust Adv.

Three years with Mitchell-Faust have elevated "Hilly" from copywriter to her present job of radio director. In addition to her regular duties, however, she continues to write practically all copy for Peter Hand Brewery Co., Chicago. The writing job alone includes commercial copy to be prepared for six half-hour programs, thirty-nine quarter-hour programs, and twenty-one five minute shows. "Miss" Sanders serves as secretary to the Chicago Radio Management Club.

The active Miss Sanders in business is the active Mrs. Levings at home. She maintains a bowling average of 165, and rides horseback. In spite of the kick "Hilly" Sanders gets out of her work, her home and her activities, she says her biggest thrill is coming home to her sandy-haired daughter, 2½.

BRIGHT SPOTS

in Washington, D. C.

Mike Hannickell . . . 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 Wakeman, 1 to 5 P.M., and all-sports review at 6:45 P.M.

The "1450 Club" . . . as run by that popular music picker Jackson Lowe . . . 8:30 to 10:30 P.M.

Entertainment is our job. It's the tempo of the station . . . it's what overworked and ever-serious Washington people want. Those three fellows up there are typical of the fast pace this station sets. For results in the nation's capital . . . use WWDC.

WWDC

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

Represented nationally by WEED & COMPANY

Page 10 • December 23, 1944
WEALTH IN LIVESTOCK

The tri-state area of Arkansas, Louisiana and Texas served by this powerful 50,000-watt station is in itself a large and growing livestock empire. Mounting numbers of purebred stock farms are working to help supply the nation's meat for war through improved breeding and scientific feed practices. Students of animal husbandry point to a bright future for stock raisers of this prosperous region, whose buying habits are influenced by KWKH, the No. 1 medium for marketing your goods and services.

KWKH
The Shreveport Times Station
SHREVEPORT, LOUISIANA
CBS ★ 50,000 WATTS

Represented by The Branham Co.
IMPORTANT ANNOUNCEMENT

WCOP, The Cowles Station in Boston, is pleased to announce that effective June 15, 1945, it will become affiliated with the Blue Network and will serve as the basic Boston outlet for all Blue Network programs.

Plans are now being made to expand the physical facilities, programming and personnel to back up the Blue and to make WCOP an outstanding New England station. Emphasis is being placed also upon increased service to advertisers and agencies. One of the first steps has been to head-up the staff with experienced, top-notch executives.

We'd like to have you meet them.

A. N. ARMSTRONG, JR., General Manager
Mr. Armstrong, better known to the trade as "Bud", will head up the complete operations of WCOP. He has had sixteen years' experience in the newspaper, agency and radio fields.

ROLAND C. HALE, Chief Engineer
Mr. Hale has been affiliated with WCOP as Chief Engineer for the past nine years. Previous to joining WCOP, he was affiliated in the same capacity with Radio Station WORC, Worcester, Massachusetts.

PAUL BELAIRE, Commercial Manager
Mr. Bélaire comes to WCOP from the Boston sales office of WOR, New York, where he handled all sales in this area for an eight-year period.

HARRY D. GOODWIN, Promotion and Merchandising Manager
Mr. Goodwin brings to WCOP fifteen years' experience in radio. Prior to joining the Cowles organization, he held the same position at the Westinghouse Radio Stations, WBZ & WBZA.

JOHN D. MALOY, Program Manager
Jack Maloy, former Assistant Director of Production for the CBS Boston outlet WEEI, is also familiar with special events and is tops as a sports announcer. Previous to moving to Boston, Maloy was affiliated with WLAW, Lawrence.

FRANK J. BRINKMANN, Chief Accountant
Mr. Brinkmann joins the WCOP staff after spending many years in the construction field as a cost accountant and expeditor.

WCOP Boston

A Cowles Station - New to the Blue - June 15, 1945

Represented Nationally By THE KATZ AGENCY, INC.
Millions of skilled hands

...deftly manipulating spindles and threads, spinning Victory in the vast textile plants of the Carolina Piedmont.

...tilling the rich, red earth of the Piedmont, producing food and fiber for Victory.

...handling the precision tools and instruments of railroad shops and textile machinery plants, keeping vital wheels of transportation and production turning.

...sawing, processing and treating millions of feet of Carolina hard woods and soft pine for shelter at home and war abroad. Cross ties for railroads, poles for telephone and power lines, pilings for dock construction.

...working on an abundant economy of the present and the future...hands of millions from the 16-county WSPA Primary Area making "one of the best-balanced sections in the entire country" an even richer, better place in which to live.

WSPA swings the balance your way.

WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kilocycles
Represented by Hollingbery
"But, Mr. Blunk, we can't be as efficient as F&P!"

Sure, Mr. Blunk! Here at Free & Peters, our only job is to keep up with what goes on in spot broadcasting. We have five offices, manned by top-notch men and women, equipped with teletypes, data libraries, and every modern office accessory—all dedicated to the one purpose of being tops at our business of radio station representation.

So why should any agency or advertiser try to duplicate our facilities, when all he need do is to use what's already here? It's yours for the asking!

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

EXCLUSIVE REPRESENTATIVES

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

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BROADCASTING • Broadcast Advertising
Porter Assumes Chairmanship of the FCC

Renomination Will Go to Senate In January

PAUL A. PORTER, President Roosevelt’s choice for the FCC chairmanship, assumed that office last Thursday under a recess appointment by the Chief Executive. He will be renominated to fill the vacancy created by the resignation last November of James Lawrence Fly when the new Congress convenes Jan. 3.

The recess appointment was announced at the White House by Stephen T. Early, Presidential secretary, just a half hour before the 11 o’clock swearing-in ceremony at the FCC. This course was decided upon because of the failure of the Senate to confirm Mr. Porter’s nomination prior to its sine die adjournment last Tuesday. It will enable the Commission to get under way with its new organization with greatest possible speed. Mr. Early said the recess appointment would allow Mr. Porter to “get the benefit of experience” by starting the job at once.

Confirmation of the erstwhile publicity director of the Democratic National Committee by the Senate is expected by mid-January. In the interim, however, he will serve under the recess appointment. His renomination will be as a member of the Commission to fill the unexpired Fly term, which ends June 30, 1949. The President will name him chairman.

One Vacancy

Mr. Porter took over the chairmanship from Commissioner E. K. Jett, who had served as interim chairman since Mr. Fly’s retirement on Nov. 15. With Mr. Porter’s assumption of office, one vacancy remains on the FCC—that left when Comdr. T. A. M. Craven last July 1 joined Cowles Broadcasting Co. as executive vice-president.

Completion of the spectrumwide allocations—a herculean task that has been consuming much of the time of Mr. Jett and the law and engineering staffs—is the first order of Commission business. Mr. Porter as chairman, will be able to complete the executive organization of the Commission without slowing down the allocations processes.

Mr. Porter made no public statement upon taking over the FCC helm. He appointed Dorothy Page as his secretary. Miss Page had served with the new chairman while he was publicity director of the Democratic Committee and had been with him since his service as deputy administrator of the Office of Price Administration in charge of rent control in March 1942. He has not announced other appointments to his immediate staff.

Present at the swearing-in ceremony were his fellow members of the Commission and Secretary T. J. Slowie, General Counsel Charles Robertson, Chief Engineer George P. Adair, Richard Carlson, personnel director, and William B. Robertson, budget director. The oath was administered by Helen Marston of the FCC legal staff.

At best a race against time in the waning days of the last session, Mr. Porter’s confirmation was abandoned before adjournment. Whether he had held a lengthy conference Dec. 16 with Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, to which FCC nominations are automatically referred. Assurances were given, however, that the nomination, upon resubmission next session, will receive prompt consideration. Chairman Wheeler was cognizant of the recess appointment plan.

Hyde Mentioned

Coincident with or following the Porter nomination will be the nomination of the successor to Comdr. Craven. Still regarded as in the forefront of those mentioned is Rosel H. Hyde, veteran assistant general counsel of the Commission and an Idaho Republican. Other names also are understood to be under consideration, however.

Mr. Porter probably will not participate in the allocations plan, now in its final preparatory stages. To do so, he would have to familiarize himself with the voluminous record amassed during the past four weeks of technical testimony and fall. The FCC’s engineering and legal staff, as well as the Commission itself, have been giving virtually continuous study to the proposed report, with the likelihood that the project will be completed early in January. Presumably there will be oral arguments on the proposed report within a reasonable time, following which the allocations will be promulgated.

Budget Testimony

In addition to the allocations task, the Commission early in January will be called upon to testify before House and Senate appropriations committees on the 1946 FCC budget. That task devolves largely upon the chairman as the administrative officer. In the interim, he will be in a position to familiarize himself with the FCC operations and personnel in advance of his appearance.

Mr. Porter’s appointment on the recess basis is not without precedent or even unusual. The new Congress convenes Wednesday, Jan. 3. It probably would be mid-January, it is pointed out, before the nomination could be resubmitted, considered by the Interstate Commerce Committee in public hearings, and confirmed by the Senate.

When the Senate Committee considers Mr. Porter’s nomination it will be at open hearing, according to Sen. Wheeler. Several members want to interrogate the nominee.

(Continued on page 18)

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RADIO’S FUTURE rests in the hands of these men, members of the FCC, who posed for Broadcasting’s photographer after Paul A. Porter was sworn in as chairman following a recess appointment by President Roosevelt. Seated (l to r): Paul A. Walker, Chairman Porter, Norman S. Case, Standing (l to r): Clifford J. Durr, Ray C. Wakefield, Ewell K. Jett, who served as interim chairman following the Nov. 15 resignation of James Lawrence Fly. Retiring Chairman Jett was first to congratulate his successor. Present also were FCC department heads.
FCC Denies Easing of Net Option Rule

First Interpretation

Regulations Issued

(Extract of letter on page 58)

STEADFASTLY adhering to its Supreme Court-blessed network regulations, the FCC last week denied requests by other networks for permission to offer three-hour "extra" time periods in the afternoon on the NBC and 86 of its affiliated stations. The Commission held, in the Cowles decision, made clear its intentions with reference to Sec. 3.103 covering network contracts.

NBC and ABC of its affiliated stations had requested modification of Sec. 3.104 to permit the network to option an additional half-hour evening period in a trade for morning option time [BROADCASTING, Aug. 16, 1943]. The Cowles organization contended Sec. 3.103 worked a hardship on stations desiring network changeover because of their existing network contracts [BROADCASTING, Sept. 25].

Three Hours Per Segment

The Commission held, in the NBC case, that no more than three hours in any one time segment may be optioned. The hours are 8 a.m., 1 p.m., 6-11 p.m., 11 p.m.-8 a.m.

Contending that it utilized only two of the maximum three hours permitted as option time in the morning segment, 8 a.m.-1 p.m., NBC asked permission to option on week days the 7-7:30 p.m. period in addition to the three evening hours it now options. In return for the extra half-hour in the evening NBC proposed to continue optioning only two hours in the morning segment.

NBC, the FCC pointed out in a new release, options no time in the morning period on Sundays and sought Commission permission to option four hours, rather than the three permitted under the regulation, between 6-11 p.m. Sundays. The Commission held that "options may not be exclusive as against other network organizations and may not prevent or hinder the station from originating programs for sale to, or selling any of or all of the time covered by any option, or other time, to other network organizations."

NBC was advised that one of the purposes of the regulations was to leave the networks free of all and most of all, for one week free of network option to "foster the development of local programs." Should the additional half-hour in question be granted, the Commission said, "practically no time in that segment" would be available for local programs, since NBC already sells some 7% of the 14 evening hours reserved from option time.

NBC was commended for restricting its number of morning option hours to two, but "the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is provided under the regulation," the network was told.

In denying the Cowles petition the FCC pointed out that the request "was based on a misunderstanding of the present Sec. 3.103". The Commission denied Cowles' allegations that a station affiliated with one network may not enter into a contract with another network until its contract with the first has expired.

A station affiliated with one network by virtue of a diagnosis of dual affiliation under the regulations may, under the regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract, the FCC advised Cowles, explaining that the regulations do not prevent "dual affiliation."

Cowles had contended that as the rule stands, hardships are worked on stations desiring to change networks as well as new stations. As for new stations the petition held that the six-month clause in the network contract regulation made it almost impossible for a licensee to plan wisely. The FCC placed a different interpretation on its regulation, however.

"An applicant for a new station can enter into a contract with a network at any time, provided only that the period of the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of the period," the FCC held.

First petition by NBC to amend the option rule was filed Aug. 7, 1943 and denied a month later on the grounds that the Commission wanted to observe operations under the regulations before making changes. They went into effect June 1, and the first "time slicing" that FCC last Oct. 27 President Trum- mere the following amendment which was denied, adopted:

In the event a station does not option the full three-hours permissible a petition in the 8 a.m. to 1 p.m. segment of the broadcast day, in addition to optioning three hours in the 6-11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it chooses to option. The morning segment, however, total time optioned by a station in any segment shall not exceed 8½ hours on any weekday not 4 hours on a Sunday.

NBC's request for modification of Sec. 3.104 was based on the following contentions:

1. The program structure of the network has developed in such a manner that the more important national network programs are in the evening segment of every day. NBC also offered the position that the program policies and the broadcasting contentions of any network as well as of the network organizations are based upon that structure. Because of this fact NBC has, for many years, had an option from its affiliated stations in the eastern and central time zones following the following evening hours (NYC time): Weekdays 7-7:30 granted a construction permit, 7-7:15.

2. To limit the networks to three hours of option time in the evening segment of the broadcast day will disrupt the national program service plans with corresponding benefit to the local service.

3. If the requested modification in Regulation 3.104 by the Cowles orga- nization, petitioners plan to arrange for nonexclusive options to NBC on at least 7½ hours in each week- day morning segment of the broadcast day and no options in the Sunday segment.

(Continued on page 58)

Reichhold Expands

REICHOLD Chemicals Inc., Detroit, manufacturers of synthetic soap for Hardwater ADS, Jan. 5 will expand broadcasts of the Detroit Symphony on Mutual, Saturday 8-9:30 p.m. from a half-hour to a full hour, carrying through 9:30 p.m. The present period has been found too short to allow presentation of many of the best symphonies, which run from 32 to 37 minutes, according to Grant's Adv. New York expansion will also allow for the presentation of guest concert stars for the concerts during the coming season, Larry Adler. Since the program started on 61 MBS stations Oct. 21, the commercial network has gradually expanded to under 100 stations. An additional block of 15 stations will be added Jan. 6.

FOUR NEW STATIONS GET FCC APPROVAL

THREE new experimental television stations and a new developmental broadcast outlet were granted by the FCC last week, all to utilize frequencies to be assigned by the FCC chief engineer.

Zenith Radio Corp., Chicago, was granted a construction permit for a new experimental video outlet to operate unlimited time with 250 w visual (1,000 w peak) and 1,000 w audio, unlimited time.

Farnsworth Television & Radio Corp., Fort Wayne, Ind., was granted exclusive use of the facilities of 4,000 w visual power and 4,000-6,000 w audio power with unlimited time as WGN operates the Fort Wayne standard outlet WGL.

Licensee of KDYL Salt Lake City, Intermountain Broadcasting Corp., was granted a construction permit for a new experimental television outlet to operate unlimited time with 400 w visual and 300 w audio.

New development construction permit was granted Evansville on the Air Inc., Glenwood, Ind., licensee of WEOA-WGBF Evansville. Facilities are unlimited hours with 1,000 w power and special emission for PM.

Continential Station Breaks

CONTINENTAL OIL Co., Ponce City, Okla., as part of its 1945 advertising program for Conoco Oil on Jan. 1, will begin breaks of 200 w station breaks weekly on an under- numbered station of stations. Agency is Geyer, Cornell & Newell, New York.

CHRISTMAS DAY, 1944.

Like other Christmas Days—a child's dream.

A child's dream that all is right with the world, and that all will be right: that there is but one goodness, and that's the goodness of giving, and there is but one love, and there is but one sound, and that's the sound of bells in segue to the tinkling laughter of a jolly old man.

So, Christmas—a child's dream, and betimes a man's dream. A man's dream that he believed with his heart when he was younger he can now, even in these evil days, believe for a season, and for a moment with his mind. A man's dream that his childhood is not gone, but has been lost to him only in a transient away and will return; that the child's ideal of peace, and fellowship, and giving, and loving, and toiling, and toiling, and toiling, is not gone, but may be found again some day, some good and blessed day, some beautiful day that will crash upon us with ringing of bells, with singing in the streets and with tinkling laughter that might be touchingly reminiscent.

This day, this day that marks the eye of its 25th anniversary, may radio—this art that can blend the minds of men—dedicate its purpose. May its heart beat faster in the knowledge that its hand, the strongest instrument in the communion of mankind, is helping and can help more in the battle for peace.

May it be, at best, best of all and most of all, this Christmas to blend the minds of men—a child's dream. —R. K. R.
Now Is the Time to Plan 1948 Campaign

**All Good Stations Should Come to the Aid of Their Political Parties**

*By J. Leonard Reinsch*

Managing Director WSB Atlanta; WWHO Dayton; WIOD Miami
Radio Director, Democratic National Committee
During 1944 Presidential Campaign

TIME has cooled the heat of the political campaign and I write as a broadcaster in the interests of better broadcasting.

First, let me make it clear that I grant my direction of radio for the Democratic National Committee was not perfect, but I also like to remember that we won on Nov. 7. We are all agreed, regardless of political leanings, that the two-party system is essential to Democracy, and we all know the two-party system means politics.

**Here to Stay**

Since politics and radio are here to stay, it would be well for the NAB to study political broadcasts and establish a set of standards. A review of the 1944 Presidential campaign may serve as a guide.

Sold-out stations and networks, for the most part, shuddered as political orders disrupted their program schedules. Fortunately in National Chairman Bob Hannegan, Publicity Director Paul Porter, and Treasurer Ed Perry, we of the Democratic National Committee, had a trio that appreciated radio’s problems. At times, I wondered if radio was in the least bit interested.

Radio was generous to the political parties in broadcasting the conventions. Perhaps overly generous considering some of the program material. National political conventions should be broadcast, and broadcasting has forced improved coverage of standards, speeches, and cleared convention programs of non-essentials.

It was a fine public service, too, to broadcast the acceptance speeches of the Vice-Presidential candidates.

Then we started to buy time, or, to be correct, I should say, we tried to buy time.

**An Obligation**

We developed a transcribed farm series to be broadcast five days a week in early morning hours. Our agency, the Blow Co., with the careful guidance of John Hamm and Stanley Pulver, selected the stations to cover the markets we wanted to reach. Basically, the program idea was listenable, consisting, for the most part, of John Merrifield (on leave from WHAS) interviewing farmers.

The representatives got the orders and soon we were getting such alternate times as 12 midnight, 5 a.m., 4:30 p.m., etc.

Some stations did clear good time from the first, but several prominent stations refused to clear anything resembling adequate time. Two stations said they would carry no political advertising, but would donate some time to each party, possibly a half hour per week. It certainly was not our desire to interfere with their overall program, but we had a job to do with the farmers and a half-hour once a week didn’t fit our strategy.

And why should any station disrupt its program schedule filled with 13, 26, and 52-week advertisers for a short campaign of political advertising? No reason at all, except that radio does have a public service obligation!

By making it impossible for the Democratic National Committee to buy early morning quarters to reach the farmers and providing no practical alternative suggestions, some stations blocked a major political party from reaching a group of listeners in their area.

**Lame Excuses**

A difficult position to justify. I am not classified as a network biter or defender, but I would like to point out that two network-owned stations did rearrange their schedules to clear for the farm series.

More grief! Several stations arbitrarily changed our broadcast time and casually notified us at the last minute. Local chairmen had to be notified; newspaper advertising changed; long distance telephone calls of explanation were required; one station adopted the view, “It is only political advertising, anyway”, and decided it could not clear after the time was set and the order mailed to the station.

In all fairness, I should mention that about half the list gave mighty fine cooperation.

Radio cannot plead innocence with the statements that “all the time is sold”—“you know how difficult it is these days”—“we try to keep a balance with network programs”—“local committees are given preference”—“we don’t want to give it to one party, then have to clear our schedules for another political broadcast.”

During campaigns, political broadcasts represent advertising but it isn’t the regular type of advertising and must be evaluated in a different way than regular commercial accounts.

Radio is a public service medium. True, I do not believe that it is a public service to put on the air for 30 minutes any politician who feels he has a message for the people. Some prominent men still refuse to recognize, with a few exceptions, a 30-minute political speech as out-moded as the torch-light parade. The exceptions are the Presidential candidates and the few who have something to say.

Which leads up to a major weakness of many political speeches. Not enough time is given to preparation of material and delivery. There must be a recognition of radio delivery as being distinctly different from the old-fashioned heavy-lunged swinging-arm oratory. To their credit many political speakers are aware of the problem and will welcome the guidance of radio personnel. Unfortunately, political leanings of some station personnel govern the degree of help, yet we don’t hesitate to improve any advertised program even though we may not like the product.

The five-minute idea was developed to solve several problems. Instead, it created problems. It might be the prejudice of a fond parent, but I still like the idea and believe it will be the answer to many of our campaign difficulties.

**Exposed to All**

By taking the last five minutes of established programs, we minimize the possibility of losing listeners. The advertiser gets his complete sales talk, the talent remains on the air so that the continuity of the series is unbroken.

Six speakers are accommodated in a total amount of time usually allotted to one. The talks are more effective, because more careful consideration must be given to the preparation of the material, and instead of members of one party hearing their own speakers, listeners are exposed to all speakers.

While the networks cooperated in clearing five-minute spots, a number of accounts refused to cut their programs. This, for the most part, being that they would be discriminating in favor of the Democrats. It should be pointed out that a five-minute spot was completely disrupted from reaching this program; no credit line given unless requested, so that the broadcast was a complete program within itself.

Unable to clear all the five-minute periods desired, we were forced to buy 18 and 30-minute spots.

With the present radio operation, it is necessary for the political parties to pay the talent usually occupying the preempted program time. In other words, if we bought Thursday night at 10 o’clock from NBC, we would have to pay $18,000 for talent before we purchased the time, or, if we wanted Columbia Monday at 9 o’clock, it would be necessary to buy the full hour, and in addition to time charges, pay a $40,000 talent bill. We, therefore, selected the programs with low talent costs in fairly good spots. As a result, some network programs were hit again, again, again.

Frankly, I don’t know the answer to this problem, but it does seem that radio has placed a financial block before political parties that makes it difficult to select adequate time to present an appeal to the voters.

**Danger of Bias**

During the campaign there were many cries of free speech being restricted. Radio, however, has a problem with some so-called commentators who hide behind the cloak of free speech and are extremely careless about fact. Half-truths, rumor, innuendo, infection, all are tools used by the biased commentators. While commentators should be given full freedom, care must be exercised that they stick to the truth. The commentator problem is not one of the common kind, and some group in radio should begin to study this type of program and have a few answers before the campaign starts.

Care must also be exercised in selecting topics for forum discussions.

This campaign marked the use of the special announcer. It was felt by some of the networks that since the special announcer was paid by the political party, he appeared on a political program that there should be no censorship of his material.
Reorganization Presages Merger of Shortwave Facilities

CLOSER GOVERNMENT supervision over international shortwave broadcasting, with a possible merger of international broadcasting activities, was off the, appeared imminent last week when Secretary of State Stettinius announced his reorganization of the State Dept.

William L. Clayton, Assistant Secretary in charge of economic affairs, was given supervision over the Telecommunications Division of which Francis Colt de Wolf remains chief. Archibald MacLeish, Assistant Secretary in charge of the new Public and Cultural Relations Dept., will supervise the dissemination of information both abroad and domestically.

In defining the duties of the Telecommunications Division, Secretary of State Stettinius disclosed that department would have the responsibility for the formulation and coordination of policy and action pertaining to the international aspects of radio, with reference to technical as distinguished from informational phases.

"Begg Heads Information Under Assistant Secretary MacLeish's International Information Division, headed by John M. Begg, which is charged with the responsibility for the formulation and coordination of policy and programs related to the Department's participation in overseas dissemination of information through the medium of films, radio and publications" Concluded significant was this explanatory note: "This includes the development and furtherance of international film, radio and publications programs. . . ."

Another function of the International Information Division is "defining and cooperating with officials of other Government agencies, particularly emergency agencies such as the Office of War Information and the Office of the Coordinator of Inter-American Affairs, in the planning and development of overseas information programs, and on the relationship of these programs and this service to the United States foreign policy."

Reports have been heard in Washington, since Mr. MacLeish was nominated to be assistant secretary in charge of public and cultural relations, that the State Dept. eventually would absorb the OWI overseas operations and those of the CIAA. That speculation was given further impetus with the appointment of Nelson Rockefeller, director of the CIAA, as Assistant Secretary in charge of American Republican affairs.

It was pointed out, too, that Mr. MacLeish already has tasted the fruit of disseminating Government information as chief of the now defunct Office of Facts & Figures, predecessor of the OWI. It was under his guidance that what now is the OWI overseas branch, was put up. In addition, the OFF and the early-day OWI took active part in foreign language broadcasting in this country to the extent of investigating personnel employed by such stations.

Merger Favored

It has been no secret that high Administration officials favor a merger of facilities owned by the seven licensee corporations of international shortwave stations. Although all but those operated by NBC and CBS are programmed entirely by the OWI and CIAA, licenses still are in the names of the holding corporations. Under contract with the Government, the licensees sell all time to the Government.

When the Government leased international broadcasting facilities at the outbreak of war, the international divisions of NBC and CBS stood firm, held their declarations that they would continue to program their own stations and would not discharge their programs to the OWI or CIAA employees. Consequently two contracts were signed by the networks, one specifying the lease arrangement, and another, known as a program contract, specifying the production relationship that would exist between the networks and the Government.

There appeared to be two schools of thought as to a merger of international facilities. Both favor a corporate structure to operate all international stations, with the stock presumably distributed on a pro rata basis among the private licensees. However, however, proposes to have the Government maintain a close supervision over all broadcasts by leasing all the time. The stations then would be programmed under State Dept. supervision.

The other plan would depart from this pattern to the extent of having the Government buy time on the air at regular commercial rates, and control its own programs. An advisory council would be set up, made up of representatives of the Government, the licensees and the commercial advertisers, and would formulate broad policies under State Dept. guidance.

Some licensees as reported to look with favor on a merger, viewing it from an economic standpoint. Others oppose it. Prior to the war international broadcasting was not profitable, but it was an infant, and mass distribution of receiving sets abroad had not been accomplished.

Central Committee Proposed

Looking toward a stable industry, however, the shortwave operators organized a cooperative group in 1941. Headed by Mr. Clayton, Mr. Richard Wood, who now heads the Communications Division of CBS, was named chairman of the entity that is known as the "Central Committee.

This group has functioned as an advisory body to the State Dept., and has represented the industry in dealing with the Government. It is reported that the Central Committee will be strengthened when the usual merger of the Government broadcasting boards is proposed.

Virginia Grants Indicate FCC Trend: Tinsley, Others Are Given Facilities

EMARKING UPON a new policy of allocation by consent rather than litigation, the FCC last week granted a five-year agreement resulting in the start of two new stations in Virginia and improved facilities for three others. New stations were authorized for Staunton and Petersburg, while improved facilities were authorized in Richmond, Charlottesville and Fredericksburg.

The almost unprecedented move resulted from a plan developed by John A. Willoughby, assistant chief engineer in charge of broadcasting, in collaboration with Rosel H. Hyde, assistant general counsel, with approval of the Commission. Discovering technical conflicts that could only result in competitive hearings, Mr. Willoughby called in each applicant and suggested modification of applications which would make possible the grants without any possibility of competitive hearings.

It was granted that an application of the other party would be entertained and the Commission at its meeting last Tuesday authorized the grants. It also moved the way for a new daytime station grant in Norfolk.

Tinsley in Richmond

Most significant grant was that for what amounts to a new station in Richmond for Thomas G. Tinsley, WFB, operator of WITI Baltimore. He had secured a 10-year lease for WBBIB, part-time church station, which will continue to operate at specified hours on Sundays and other occasions, at commercial outlet under different call letters, using the remainder of the time.

Charles P. Blackley, former general manager and minor interest holder in WSVA Harrisonburg, Va., was granted a construction permit for a new local station on 1240 kc at Staunton. Outlet will use 250 w power and unlimited hours. Mr. Blackley had relinquished his WSVA affiliations in order to devote full-time to the development of the new station.

Southside Virginia Broadcasting Corporation, which filed concept for 150 w and unlimited time on 1490 kc at Petersburg, was granted that assignment with the exception of FM power, which was increased to 250 w to assure more complete local coverage. Company is controlled by Louis H. Peterson, president (45%), former manager and operator of the Bowman Co., advertising agency, and Jonas Weiland, vice-president (48%), operator of WPTK Kinston, N. C.

Increased power of 250 w, on 1450 kc, was also granted Mr. Tinsley for the new station at Richmond. Original request had been for 100 w on 1240 kc. Time for the new outlet is unlimited except for specified hours assigned to WBBIB, owned by the Grace Covenant Church, Richmond.

Mr. Tinsley has contracted for lease of station facilities [Broadcasting, June 12]. WBBIB is authorized under the new outlet to operate with 250 w on 1450 kc from 11 a.m. to 12:15 p.m. and 9-9 p.m. Sunday only.

WQY Charlottesville, which has been operating with 250 w, was granted unlimited time on 1450 kc, was granted modification of license for similar assignment on 1240 kc. Local station, WQY Fredericksburg, which was granted WFVA Fredericksburg, has been authorized daytime operation on 1290 kc with 250 w, for new assignment of 250 w and unlimited hours on 1280 kc. All of the grants are subject to the Jan. 26, 1944 FCC-WPB statement of policy relating to the use of critical materials for construction purposes. The Southside Virginia, Tinsley and WBBIB grants are further subject to the condition that they shall file specifications of equipment for 250 w installation to be approved by the FCC chief engineer.
There's a lesson for radio advertisers in that fisherman's chore. Little holes become big holes . . . and the fish get away.

When did you, as an advertiser, last check your radio nets?

Down here in Baltimore a careful check will show you that an independent station is the best buy in this 5-station town.

There are facts to prove that W-I-T-H delivers the greatest number of listeners at the lowest cost.

Hard-boiled facts that delight every sales-minded executive who sees them.

If the fish are getting away . . . maybe there's a hole in the 6th largest market that needs mending.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Disc-Turner Showdown Slated Next Week; NABET Unshaken

Mark Woods Pleads for Hands Off Attitude in Telegrams to Ryan and Calvin Smith

SHOWDOWN on the NABET-networks—Petrillo platter-turner dispute will come next week.

With preliminary negotiations completed last Friday between the National Assn. of Broadcast Engineers & Technicians and NBC and Blue & White to work out a new contract to be ready for the parties Tuesday, (Dec. 26), Martin F. O'Donoghue, NABET counsel, advised network attorneys: "If we don't come out of these negotiations with a signed contract covering platter-turners we will walk out of both networks."

NABET President Allen T. Povey is to submit the contract, an 18-page document carrying many changes in hours, wages, overtime pay, and other matters, to O'Donoghue's bargaining committee for consideration. Negotiations with the networks, looking to final determination, are not expected to resume after the New Year holiday.

United Stand Urged

Intense concern over the outcome of the negotiations was apparent in the profession as stations all over the country called for a united stand in opposing James C. Petrillo's efforts to assert platter-turning jurisdiction to the AFM despite a Government ruling awarding the jurisdiction to NABET at the two networks.

Although NAB received 281 telegrams representing approximately 350 stations, urging that the industry stand together in the interest of large and small stations alike, Mark Woods, Blue president, on Wednesday pleaded for a hands-off attitude on the part of the stations. In telegrams to Calvin J. Smith, manager of KFAC Los Angeles, and J. Harold Ryan, NAB president, Mr. Woods asserted:

"The platter-turning issue is question for the Courts to determine in the best interest of all parties and suggest stations take no interest until this can be determined."

In addition to the messages received by NAB, Mr. Smith also received about 50 telegrams from stations that requested to be on the wire list he sent a week earlier to all stations requesting they wire Mr. Ryan urging NAB and the networks to cooperate in the National Labor Relations Board decision on the jurisdictional question [Broadcasting, Dec. 18].

On Monday Mr. Ryan communicated via telegraph a complete summary of the industry's views as reflected in 233 telegrams received up to that time. In advising its membership of this action, NAB declared:

"If it is recognized that any concessions which NBC and Blue may make with respect to the use of AFM platter-turners in the managed and owned stations will constitute a precedent upon which Mr. Petrillo will seek to extend this practice to other radio stations. This objective was clearly expressed in his letter to the NABET chairman in his local in an open letter in the April issue of the International Musician."

"There is no question in the minds of NAB officers as to the desire of the stations to vigorously resist Mr. Petrillo's demands and the networks involved have been so advised."

Liability to Penalty

NAB reported that the wires received represented a fair cross-section of all stations with regard to power, geographical location, and jurisdiction and were unanimous in opposition to network compliance with Mr. Petrillo's demands.

Many of the messages, NAB said, declared that surrender on the platter-turner issue would constitute a violation of a Government order and would be an unfair labor practice subjecting network officials to severe penalty under the Wagner act.

Typical of the wires received were:

From a 50 kw CBS affiliate: Our policy is always to give full recognition to the law. We abide by the decisions of Government agencies in this matter. We feel the broadcasting industry should support such policies to the utmost.

From a 13 kw WOR affiliate: We feel the industry as a whole should be united in the matter of non-cooperation with Mr. Petrillo in opposing his stand on the Wagner act.

From a 10 kw WOR affiliate: The NABET network is going to proceed as a whole and stand together. We feel that the Board's decision is the law and that we as a group should adhere to it.

From a 50 kw WOR affiliate: We feel the whole industry should condemn any negotiations between NABET and Petrillo on platter-turning issue.

From a 5 kw WOR affiliate: If we do.

(Continued on Page 68)

FRANCISCO JOINS J.W.T IN FEBRUARY

DON FRANCISCO, assistant co-ordinator in the Office of Coordination of American Persian Broadcasting, has resigned last week to join J. Walter Thompson Co., New York, as a vice-president and director, effective Feb. 1. His duties have not been determined. Mr. Francisco, who has been associated with the Co-ordinator's office since 1940, formerly was president of Lord & Thomas, New York, previously directed advertising and trade promotion for the California Fruit Growers Exchange.

Nelson A. Rockefeller, Co-ordinator, said Mr. Francisco had rendered the Government "significant wartime service" for the past four years "at great personal sacrifice." He will continue to serve the office as consultant.

WBPA Turns Down Two New Stations

Holds Salt Lake City Outlets
Not Essential to War

IN AN UNPRECEDEDented action, the War Production Board last week refused to permit construction of two new stations in Salt Lake City, although the FCC had granted construction permits.

Grants were given by the Commission to Abreilla S. Hinkley, George C. Hatch and his wife, Wilda Gene, for a fulltime 1 kw regional on 910 kc, and to the Granite District Radio Committee, for a local on 1400 kc with 250 w unlimited.

Both stations specified to the FCC that they had all the necessary equipment on hand and the grants were made under the current FCC-WBP policy of Jan. 26. Despite that fact, however, both applications for construction were rejected, WBP holding that additional facilities in the Salt Lake City area are not essential to the war.

John Cretz, chief of the Domestic Radio, Radar & Radar Division, WBP, admitted that it was the first time any applications had been denied on the basis of war necessity to the WBP. He said, does not attempt to judge the need for additional services in the area, upon which the FCC authorized the stations.

"We take a lenient view of these applications," he said. "In this case field investigations by the WBP, WMC and other war agencies have shown that the additional facilities are not essential to the war effort. Our job is to further the war effort and where we find that the project would not do so we regard it as unnecessary."

Pending before the Commission is a petition of the Granite company, filed Dec. 4, asking that the Hinkley-Hatch grant be set aside. A reply is due this week but no action has been taken. Mrs. Hinkley is the wife of Robert H. Hinkley, director of the Office of Contribution, and a former Assistant Secretary of Commerce and former chairman of the Civil Aeronautics Authority.

CBC Conference

POSTWAR jobs, exchange of employees with other broadcasting companies, training courses for junior employees and establishment of university courses in audio and audio-visual radio, were among recommendations made at the recent OBC and staff council of the Canadian Broadcasting Corp. to the CBC management. Representatives of all employees of the CBC were at the session.

To Sponsor Sinatra

SALES BUILDERS, Los Angeles, starting Jan. 3 will sponsor Frank Sinatra on 412 CBS stations, Wed. 9-9:30 p.m. for Max Factor cosmetics. He is Smith & Drum, Los Angeles.

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You have to know to design for quality ... efficiency ... reliability.
In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal — whose engineer-specialists know FM.
Federal’s broadcast equipment has earned an enviable reputation ... the end result of a long list of impressive achievements. It was Federal’s engineers who contributed their knowledge to the development of the “Micro-ray”, the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal’s FM equipment — the ultimate in modern engineering design.

Look to Federal for complete FM installations ... antennas, cables, transmitters, transformers, vacuum tubes ... all backed by Federal’s name ... the name that stands for the best in broadcast equipment.
ROTHSCHILD NAMED MANAGER OF WTD

APPOINTMENT of Walter J. Rothschild as general manager of WTD, Quincy, Ill., with C. Arthur Fifer as program director, was announced last week by Frank C. Eighmey, secretary-treasurer of Lee Broadcasting Inc., which took over operation of the station Dec. 9, following FCC approval last month. Mr. Eighmey is general manager of KGLO Mason City, Ia., and also will devote a large share of his time to supervision of WTD.

Mr. Rothschild was first commercial manager and then station manager of WTD. Mr. Fifer formerly served both as general manager and program director. George Sudermann, news analyst, and Nancy Halser, sales promotion manager of KGLO, have been transferred to WTD to function in similar capacities. Arleen Garri son has been promoted at KGLO to sales promotion manager.

Stock of Illinois Broadcasting Corp., WTD licensee, was purchased from W. Emery Lancaster, attorney, and his associates, by Lee Broadcasting Inc., for $487,500, exclusive of approximately $100,000 in cash surplus. Officers of the new company, in addition to Mr. Eighmey, are Lee P. Loomis, of Mason City, president of Lee Radio Inc., president, and H. R. Duncan, of Des Moines, an attorney, vice-president.

Shortwave Transmitters Are Opened by Canada

FIRST CANADIAN international shortwave transmitter went on the air at Sackville, N. B., on Christmas Day with five hours of programs for Canadian troops overseas. The transmitter had been planned for some years, but early in the war inability to obtain equipment halted development. The two 50 kw transmitters, using RCA equipment, with directional antenna to give coverage to Europe, Latin-America and Australia, are being operated by Canadian Broadcasting Corp. for the Canadian government, with a joint committee of the CBC and Dept. of External Affairs looking after programs.

First programs are routed to Europe in English, French, German, Flemish and Dutch. Peter Aylen, formerly CBC liaison officer with government departments at Ottawa, has been named supervisor. Roy Cahoon, radio facilities engineer in charge of transmitter operations for CBC at Sackville, with Victor J. Bowe, broadcast operator of CBC Watrous, Sask., as assistant engineer. Stations were built at a cost of about $1,000,000.

Frequencies and call letters of the two 50 kw transmitters follow:

CKOB 6.09 mc; CKLO 9.36 mc; CKXX 11.705 mc; CKKX 15.19 mc; CKNC 17.82 mc; CHAC 6.16 mc; CHLS 9.61 mc; CHMD 9.64 mc; CHOL 11.72 mc; CHTA 15.22 mc; CHLA 21.71 mc.

EMIL CORWIN, formerly radio director of the CIO Political Action Committee in New York, leaves for the West Coast shortly to join Famous Artists Corp., Beverley Hills, talent agency and film producer. Mr. Corwin will work with Ruby Cowan in the radio section.
Little Elmer says: "There's no fooling about WGN's leadership in local and national spot business among the major Chicago stations."

A Clear Channel Station

CHICAGO 11     ILLINOIS

50,000 WATTS   720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.
Allied Radio Preparing Final Coup

Potent in Liberation, ABSIE Working on Morale Collapse

HAVING PROVED a potent weapon in liberating occupied countries, radio is now poised for its biggest job of the war—complete breakdown of German morale. Already there is sufficient evidence to demonstrate that the job can be done, according to Phil Cohen, who was in Washington last week to confer with O.W.I. Overseas Branch officials prior to returning to London to resume direction of the American Broadcasting Station in Europe (ABSIE). Relentlessly hammering away with incontrovertible testimony of Allied victories, sowing distrust in Nazi internal propaganda, the Allied radio has embarked on an intensive campaign to make it clear to the Germans that “the game is up,” said Mr. Cohen. The O.W.I., the BBC and the Psychological Warfare Division (P.W.D.) of the Army are coordinating their radio facilities to this end.

Many Techniques

The Allied radio, he explained, is tearing away at the very vitals of the Nazi octopus—the propaganda department—until recently so effective an instrument in creating disunity among the enemy and keeping the home front in the dark. The Goebbels technique doesn’t work any more, or not nearly so well. No longer do the German people accept the Goebbels line at face value, for the Allied radio, now easily heard throughout Germany, is constantly giving them:

Bona fide interviews with German soldiers in Allied prison camps, identifying names and home towns of prisoners.

Reports by German prisoners in America, contradicting Nazi propaganda of destruction of U.S. war plants.

Unmailed letters to families of German soldiers who had left them behind in hasty evacuation.

Views of distinguished and respected Germans, now living in Allied nations, on plans for the rehabilitation and reeducation of Nazified children.

And the people of Germany are listening, sometimes under the very heels of the Gestapo. They no longer have to tune in shortwave stations. The powerful transmitters captured from the Germans send in strong signals on medium wave which come in as clear as local stations.

In captured towns, Mr. Cohen reported, the inhabitants told of adjusting their listening habits to the sound of a Gestapo officer’s heavy boots. When his steps were heard they quickly set the dial to a German station; when the coast was clear, they tuned in BBC or ABSIE or other Allied broadcasts.

The Allied radio gives the German news that anxiously awaits—news of their sons and brothers and husbands. It brings the voices of these men to their families. Their messages, broadcast at the microphone or through transcription, are carried continuously.

In the first conquered towns, Mr. Cohen revealed, the O.W.I. found among the Germans an impressive credibility in the Allied radio. A survey of 600 civilians in Aachen showed 50% believing that everyone listened directly or received news indirectly from listeners. Projected for the whole of Germany, the survey indicated that 70% of the population is covered by the Allied radio. Among foreign workers, where news spreads like wildfire, the coverage is even greater. Incidentally, it is this group which, when Germany is more deeply penetrated, may produce one of the biggest radio stories of the war—the effectiveness of Allied instructions to leave the factories to prepare for the liberation.

The Aachen survey also showed a surprisingly high ratio of listeners to American broadcasts. O.W.I. now has six listeners to BBC’s 10, which considering that ABSIE is but seven months old, that BBC has more powerful transmitters and was for a long time the only Allied voice, is indeed a tribute to The Voice of America, Mr. Cohen pointed out.

ABSIE goes on the air from 5:30 p.m. to 2 a.m. with straight news, SHAEF communiques and instructions and rebroadcasts of American shortwave programs. The station, comprising two 50 kw medium wave and three 50 kw shortwave transmitters, serves as America’s official channel in Allied psychological warfare. Its principal function is to facilitate the defeat of Germany. Its secondary role is to inform the people in the European theatre on American affairs. A rebroadcast of the election, originating in various languages from O.W.I. offices in New York, relayed by Radio Luxembourg, was a major service provided by ABSIE.

An interesting fact about ABSIE and one little realized, Mr. Cohen brought out, is that the station is partly a British reverse lend-lease (Continued on page 25)
WHY PORTLAND, OREGON PEOPLE PREFER KGW

MRS. HARRY GEORGE......PRESIDENT OF THE OREGON CONGRESS OF PARENTS AND TEACHERS

SAYS... "We are very proud of Mrs. Della Rogers and her award from the Chicago School Broadcast Conference, for her classroom use of one of the series of special school broadcasts. Social studies become warmly alive to the children through the work done by Mrs. Rogers and other Portland teachers in cleverly utilizing the radio programs. The in-school listening programs written and produced by station KGW for release every day through our official school station KBPS are an invaluable aid to learning. This is a use of radio that makes a very real contribution to the community, and is, I believe, public service of the highest type."

Students in Mrs. Rogers’ class listen to one of the special school broadcasts produced and written by station KGW, released over the official school station every Tuesday.

As part of language and art work, the students rehearse for an episode of "Story Book Land" which they will present over KBPS for primary and kindergarten pupils.

Mrs. Della Rogers, eighth grade teacher in Alameda school, Portland, who recently won the first award in the ANNUAL CLASSROOM USE OF RADIO COMPETITION from the 8th annual School Broadcast Conference held in Chicago.
WHEN YOU GO
A HUNTIN'
Don't Scatter Your Shot

Signal and Mail Map

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

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

WHEN YOU GO
A HUNTIN'
Don't Scatter Your Shot

arrangement. Some of the equipment was sent over by OWI but the station was built largely by the British and British engineers operate the transmitters. When the war ends, ABSIE's functions will cease and the station will probably revert to the British.

Radio Luxembourg, captured intact in October through the ingenuity of Robert M. Pierce while serving with OWI as Chief Engineer in Europe, is now being used essentially as a tactical weapon by the PWD in conjunction with military operations, Mr. Cohen said. The Germans have been exerting desperate efforts to jam the station, with some success.

American radio men attached to the station, Mr. Cohen reported, include: Lt. Col. Sam Rosenbaum, former manager of WFIL Philadelphia; Wendell Adams, formerly with CBS; Don Drenner, chief engineer; Ed Codell, former manager, Atlantic Network.

Among the personnel on ABSIE are Robert T. Pennebaker, chief engineer; Oliver Nicoll, program director; Sgt. Marc Blitarstein, in charge of music; Jack Stapp, formerly with WSM Nashville, in charge of sports events.

Another AFN Station

AMERICAN Forces Network, moving up with the AEF on the road to Berlin, opened another station on the continent Dec. 9, according to word just received from the European Theatre. This brings the number of AFN stations on the European Continent to four, all bringing entertainment to the Allied armies in the field. The relays air the top programs of the AFN in the United Kingdom and, in addition, also broadcast their own "local" programs. Personnel of the latest AFN station includes announcers: Sgt. John McNamara, Cpl. Ben Hoberman, and engineers Phil Erwin, Guttery Jr., Paul Cutting, Vernon Wexler.

Republic Drive

REPUBLIC PICTURES Corp., New York, backed up the New York premiere of "Lake Placid Serenade" with spot announcements and a transcribed five-minute program over WNEW WINS WOR WAAAT WOHN WBVN. The ice-skating extravaganza, opening at Lake Placid, New York sports result, Dec. 26, is being advertised via a total of 45 one-minute spots on WMBZ Saranac and WMFP Plattsburgh, with three special quarter-hour shows made at the Lake Placid Club and the Olympic Arena broadcast three times Dec. 18-Dec 25 on both stations. Agency is Donahue & Cee Inc., New York.

CAB Reports

AGREEMENT? to cease representing that the storage battery compound he sells permits the playing of an automobile radio without battery failure, was included in a stipulation made last week by H. E. Stewart, trading as Champion Co., Los Angeles, with the Federal Trade Commission.

P&G Announces Shifts In Network Schedules

PROCTOR & GAMBLE Co., Cincinnati, in a reorganization of its network schedule, has discarded plans to sponsor a test program for Ivory and Cheer. "Let's Listen to Spencer," on 13 CBS stations, Monday through Friday 7-7:15 p.m. With P&G discontinuing I Love a Mystery on 73 CBS stations five times weekly from 7-7:15 p.m.

P&G on Jan. 8 will shift its Camay soap program, Perry Mason, heard on 46 CBS stations, Monday through Friday, 2:45-3 p.m. to the 2:30-2:45 p.m. Monday through Friday period, currently occupied by Young Dr. Malone program, which is being discontinued by General Foods Corp on Jan. 5. According to a spokesman of Benton & Bowles, New York, P&G is considering Young Dr. Malone, but no decision had been reached as of last week. Agency for P&G's Camay soap is Pedler & Ryan.

CIBC Hits Horror Shows

CANADIAN broadcasting stations are being urged by the CIBC not to renew "horror program" contracts. There has been considerable public opinion in recent months in Canada against this type of program, most of which are heard by children. The Parliamentary Radio Committee in its 1944 report urged the elimination of horror programs, soap operas and medicine shows. The CIB is making a survey of children's programs through its program committee, headed by Gerry Gaeta, CKRC Winnipeg. The CIB is also endeavoring to find concrete cases of this type of program contributing to child delinquency.
"Sunday at 4:30," sponsored by The First National Bank of Boston, being broadcast over WBZ from the Boston Opera House, which seats 3,000 people. The program is on WBZ for a half-hour with a half-hour carry-over for the benefit of the studio audience. Entire hour is carried on WBZ-FM. A symphonic orchestra of 45 pieces with Arthur Fiedler conducting... Boston's largest live-talent program... presented by an advertiser new to radio.

The First National Bank of Boston (New England's oldest and largest banking institution) and its advertising agency (Batten, Barton, Durstine & Osborn) wanted a dignified type of program... something of network quality to be broadcast locally.

WBZ supplied the idea and produced the program called "Sunday at 4:30," which bids fair to set a new high in non-network broadcasts. The bank's depositors clamor for tickets to the opera house each week, which is filled before air time.

The First National Bank of Boston is one of the country's 10 largest, with branches in Latin America, and 22 offices in Boston alone. WBZ is proud to cooperate with the sponsor and the agency... pleased to bring such a program to countless music-lovers in New England.

Information on other availabilities from NBC Spot Sales
THE BUSINESS OF BROADCASTING

PLANTERS EDIBLE OIL Co., Suffolk, Va., on Dec. 10 began sponsorship of a half-hour show Musical potpourri, Sunday on WGES Chicago. Contract for 62 weeks was placed by Goodkind, Joles & Morgan, Chicago.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., has started participation in Feature Fonda, half-hour show. 5 times weekly on WLS Chicago. Contract for 62 weeks was placed by Goodkind, Joles & Morgan, Chicago.

Levin Appointed

CHICAGO SYMPHONY ORCHESTRA has appointed the W. Harry Levin Orch. Chicago, radio agent and producer, to handle commercial radio commitments.

Merry Christmas
... to all of you ... from all of us!

We know everything can’t be as you’d like it, to feel it’s a truly Merry Christmas. But each and every one of us still has much to be grateful for — even in this year of war and sacrifice. So season’s greetings to you and may your next Christmas be a ... Christmas of Peace.

Merry Christmas

Nationally Represented by
WEED & COMPANY

BUFFALO Courier-Express Station

Page 26 • December 25, 1944
The Brands that sell are those advertised on WBAL
NEWS TIME IS

KXOK
SAINT LOUIS - 1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK
Owned and Operated by the St. Louis Star-Times
AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NE'
News time holds a place of high importance in the life of every American these days . . . for what American isn't news-hungry? That's one reason why Dr. Bertram L. Hughes, news analyst, commands the attention and respect of KXOK listeners.

Dr. Hughes possesses a rich and varied background of education and experience . . . another reason why listeners appreciate his news analyses.

Born in England, educated in America, a world traveler, lecturer and instructor of English Composition and Literature at three well known Eastern colleges, Dr. Hughes started his radio career in 1929. His ability to analyze and present the news has attracted a large and consistent audience to his broadcasts.

When big news is breaking, Dr. Hughes is ready with his news analysis for an extensive audience of appreciative listeners. With a program as important as news, small wonder

Dr. Hughes is such a welcome visitor in thousands of homes in the rich, Mid-Mississippi Valley KXOK listening area . . . homes to which you want to carry your message and sell your product.

You can make Dr. Hughes' program your entrée to this extensive home audience. Ask a KXOK or JOHN BLAIR Representative for complete details.
Measurement Bureau, Postwar Planning
On Agenda for NAB District Meetings

WITH a tentative agenda announced last week, the forthcoming NAB district meetings will devote considerable time to the new Broadcast Measurement Bureau, labor and music problems, broadcast advertising and postwar planning.

Hotels for the first group of district meetings, opening Jan. 15 in Memphis and closing Feb. 16 in Pittsburgh, have been arranged. In several cities NAB officials have been invited to address chamber of commerce and civic organizations at luncheon and dinner meetings.

Ryan to CAB Meeting
President J. Harold Ryan of the NAB who will attend all sessions except those in Minneapolis and Pittsburgh, is scheduled to address the Kansas City Chamber of Commerce at a luncheon Feb. 7 and Lewis H. Avery, director of Broadcast Advertising, will speak at the Kansas City Rotary Club luncheon Feb. 8.

Mr. Ryan will leave the district circuit at the Kansas City meeting to attend the annual convention of the Canadian Assn. of Broadcasters in Quebec Feb. 12-15. C. E. Arne Jr., NAB secretary-treasurer, will take over the president's spot at the Minneapolis and Pittsburgh meetings. Scheduled to participate in a combined network broadcast starting of the annual Mile of Dimes, infantile paralysis fund on Feb. 14, it was still uncertain whether Mr. Ryan could arrive in Memphis in time for the first day's meeting, or whether arrangements could be made for him to broadcast from Memphis.

District directors will preside at all meetings, with district chairmen of the public relations, program and other committees whose problems are discussed, leading their respective conferences. In notices last week to district directors, Mr. Arney urged all those planning to attend the sessions to make hotel reservations immediately. Following are the hotels for the first group of meetings:

District 6, Memphis, Jan. 15-16:

- Peabody: District 13, Dallas, Jan. 17-18
- Baker: District 16, Los Angeles, Jan. 22-23
- Hildebrand: District 18, San Francisco, Jan. 26-27
- Fairmont: District 17, Portland, Ore., Jan. 29-30
- Benson
- District 14, Salt Lake City, Feb. 1-2
- Club: District 10, Kansas City, Feb. 7-8
- Muehlebach: District 11, Minneapolis, Feb. 12-15
- Neolelli: District 3, Pittsburgh, Feb. 15-16
- William Penn.

The following tentative agenda has been set up, subject to minor changes.

First Day
9 a.m.—Registration.
10 a.m.—Call to order by district director and appointment of committees.
10:15 a.m.—President Ryan presents NAB postwar plans.
11:15 a.m.—labor discussion (to be led by John Morgan Davis, NAB labor relations counsel, or meetings he is able to attend).
12:30 p.m.—Luncheon.
2 p.m.—Broadcast Measurement Bureau.
4 p.m.—Public relations (to be led by district public relations chairman).
4:30 p.m.—Program Directors (to be led by district from planning).

Second Day
10 a.m.—Engineering session (tentative).
10:45 a.m.—Mistletoe IBBF, BMI SESAC, AFM and related problems.
11:30 a.m.—Election of directors in odd numbered districts. Open discussion in even numbered districts.
1:30 p.m.—Luncheon.
5:30 p.m.—Sales conference, led by Lewis H. Avery, NAB Director of Broadcast Advertising.

CAB Meeting to Discuss
Broadcast Measurement
PUBLIC RELATIONS, public service broadcasting and the Bureau of Broadcast Measurement will be discussed at the annual convention of the Canadian Assn. of Broadcasters to be held Feb. 15-14 at the Chateau Frontenac, Quebec. A report on the operations of BSM, started at the 1944 convention of the CAB, will be made at an open meeting of the BBM during one afternoon of the three-day meet. About half the Canadian broadcasters are now members of BSM and reports are being received now on the surveys made by the organization.

Other Canadian broadcasting problems will be aired at the meeting, including plans to further develop public service broadcasting.

A feature of the forthcoming convention will be that there will be only one dinner speaker.

OWI PACKET, WEEK JAN. 15

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 15. OWI transcriptions contains six 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

See OWI Schedule of War Message 143 for names and time of programs carrying war messages under National Spot and Network Allocation Plan.

Broadcast Advertising
Fadiman to the Farm...

Clifton Fadiman is a smart guy.
That's why he's in the question and answer slot of Information Please.

He and his jovial colleagues know all the answers to a lot of questions never before raised by most of the audience served by WSM.

This isn't because WSM's country audience is illiterate. They've just been busy, on the farm, and in rural America.

Most of our rural audience had never heard of the New Yorker (except when Fadiman was billed as its book-reviewer on Information Please). Few of them had ever heard of the Cincinnati REDS or the New York YANKEES, until their sons went off to pitch a couple of World Series victories and they were given two-way tickets.

But along came radio.
Clear-channel radio.

Now they know

... about OPA and inflation; the Opera and Bob Hope, and his horse-loving friend, Crosby; bonds and Barrymore; weather and markets; Fibber McGee and Molly; war and peace; facts and knowledge never before heard, or available, in rural America.

Fadiman has come to the farm ...
Through clear channel broadcasting.
He can get there through no other means.

That is why clear channel broadcasting has such an important social mission to perform.

To bring the interests and culture of city people to the farm; to bring the problems and culture of the farm folk to the city; to unify the two great segments of our nation through mutual understanding of urban and rural.

That is our great mission as a broadcaster.

This is WSM.
Advertisers write our ads!

"I have been delighted, amazed and flabbergasted many times in the past by how well your station has pulled mail returns, but never have I been more excited over what you have done than when I saw your reports for Wednesday, October 25. I not only want to congratulate you but also want to express my sincere thanks for producing such terrific returns."

Thank you and Happy New Year to all!

NAB Backs Council On Air Journalism Educators, Men in Industry Named to 10 Man Committee

MARKING the first formal alliance of educators and broadcasters looking toward better newscasts, a Council on Radio Journalism will be formed in Chicago Jan. 25, following the first 1945 meeting of the NAB News Committee, it was learned last week.

Five educators and five members of the radio profession will comprise the Council, which is the result of nearly two years of study and planning. Purposes of the new organization include the study of newscasts and recommendations for improvements in radio news reporting, writing, editing, and presentation. The Council also hopes to establish acceptable minimum standards for education in radio journalism.

Group Meets Jan. 21

Karl Koerper of KMBC Kansas City, chairman of the NAB News Committee, has called his meeting for Jan. 24 at the Palmer House, Chicago. The Council will be formally organized the following day at the LaSalle Hotel, Chicago.

Members of the NAB News Committee, in addition to Chairman Koerper, are: William Brooks, NBC New York; L. H. Carpenter, WHK Cleveland; Rex G. Howell, KFJK Grand Junction, Colo.; L. Spencer Mitchell, WDAB Tampa; E. R. Vadeboncoeur, WSYR Syracuse; Paul White, CBS New York.

Educators on the Council on Radio Journalism will be: Floyd Basquette, Emory U., Atlanta; Mitchell Charnley, U. of Minnesota, Minneapolis; Wilbur Schramm, State U. of Iowa, Iowa City; F. S. Selbert, U. of Illinois, Urbana, president of the American Assn. of Schools & Depts. of Journalism.

Representing radio on the Council will be Messrs. Koerper, Brooks, Vadeboncoeur, White and Arthur Stringer, NAB Director of Promotion.

Radio News Is Well Read Cleveland Poll Shows

RADIO programs and radio news in the Cleveland News "are exceedingly well read," the Advertising Research Foundation reported in its analysis of that newspaper's readership, the 75d study of the continuing study of newspaper reading. The column of comment established a new high (Men—39%, Women—60%) for this type of news, the report said. The previous top rating was recorded at 38% for men and 41% for women. The radio program listings also established a new high for women. Radio programs or news were read by 69% of the men and 83% of the women interviewed, well the median figures of 45% of the men and 52% of the women for all studies of radio. Radio also rates high in the reader's paper's national advertising columns, with the ad best read by women that of WGAR, which attracted 36% of the women readers.

Peabody Deadline

DEADLINE for the 1944 George Foster Peabody Awards is Jan. 10, 1944. The awards, which will be made under seven classifications [BROADCASTING, Sept. 11] may be submitted by stations, networks, radio editors of publications, listener groups, or any person or organization wishing to direct attention of the Peabody board to a special program. Committee headquarters are at the U. of Georgia, Athens, Ga.

duPont Deadline

DEC. 31 is the last day on which entries for the Alfred I. duPont Radio Awards can be received for 1944, it was announced last week. Prizes consist of three $1,000 awards, one to a large station, one to a small station, and one to a commentator. Entries should be addressed to W. H. Goodman, Secretary of Committee of Awards, Alfred I. duPont Radio Awards Foundation, P. O. Box 729, Jacksonville, Fla.
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.
A RANGEMENTS for a weekly series on WJZ New York to pro-
mote the services of "Your Friend for Health—the Druggist" and for a
station promotion campaign whereby WJZ and its programs will be adver-
tised by posters and other display material in 1,500 independent drug
stores, including approximately 25% of the drug stores in the New York
metropolitan area, were concluded last week by Don McNeil, WJZ manager
and Fair Trade Merchandising.
Plan calls for two WJZ posters in the window of each store served by
the merchandising organization. One will promote the druggist's program and its star, Ross Shaw. The
other will promote other programs of WJZ and the Blue Network for which
WJZ is in New York key. First will feature T he Alais Young Show, sponsored by Bristol-Myers and will also
promote Lazia Kitchell and Ed East & Polly. Posters will be changed monthly
when Fair Trade Merchandising decorates the windows in the stores.
Engaged jointly by the retailers and by a number of manufacturers of drug
products including Vick Chemical Co., Bristol-Myers, Lever Bros., In-
ternational Celulotton Products and others, the company plans window

![Merchandising & Promotion

Drug Trade Plan—Youth Series Promotion

Disc Reference—Listener Bonus](image)

KWK Data

KWK St. Louis has issued a promotion

tie titled "A Whale of a Job" which

shows the audience loyalty, ratings, and ratings for sponsors of

Rush Hughes' Song & Dance Parade,

heard 10-12 noon daily. Brochure also
gives data on Hughes' First Five even-
ing program, 6:15-7 daily.

WMBD Promotion

THROUGH medium of a promotion brochure, WMBD Peoria outlines post-

war possibilities stressing the backlog of savings which the people can

buy products when they are once more available. Booklet has cartoon-type

illustrations used as a pattern for similar mer-

chandising in the retail food field.

El Paso... a 175,000 market, prefers KTSM

KTSK Morning KTSK Afternoon KTSK Night

KTSM Day 500 Night

KTSK, El Paso, Texas

Ameri
cas N 01 NIGHT

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BROADCASTING * Broadcast Advertising

Youth Series Promotion

NBC Radio Recording Division's series based on the Leather Stocking Tales
of James Fenimore Cooper, was cre-

ated in response to agitation by edu-
cational groups, women's clubs and

other organizations campaigning for

better programs for children, accord-
ing to Claude Harrer, manager of sym-
dicated sales. There are 39 programs

on The Deer and the 39 on The Last of the Mohicans in the series titled

Destiny Trails by arrangement with the publisher of Classic Comics, full-
color comic books as each of the stories are being supplied for use as promo-
tional aids to station and sponsors. Additional promotional materials

include counter and window display cards, poster

stamps, recording announcements,

promotions, "spotlight" ads, mats and

photos of all members of the cast and a promotion and publicity
guide.

Disc Reference

IN "Disc Data," a loose-leaf book-

prepare for its licensees by Broadcast

Music Inc., each page is given over to an individual artist whose

recordings are BMI-licensed, easing the task of the station building a program around one band-leader or

jazz group. Each page gives a brief biogra-

phy of the artist and commentary on his work, listing the BMI tunes he has recorded, disc manufacturers

and number. Initial batch of 23 sheets

will be followed each month by ten additional leaves. New recordings will

be listed on gummed paper, which may be attached to the artist's sheet.

* * *

WQXR Presentation

WQXR New York has released a double-fold presentation tied in the

station ads which appear daily in the

New York Times, WQXR owner. Au-

dience-building promotion in the Times,

the folder points out, is one of the station's three-way services to adver-

tisers, in addition to AM broadcasting and FM service on WQXQ which car-

ries all WQXR programs between 5 p.m. and midnight. Title is "3,519,600

Impressions a Week," representing the number of readers reached by the ads.

on the basis of Times circulation aver-

ages for the first half-year ending last September.

* * *

WJW Listener Bonus

WJW Cleveland in a Christmas con-
test is inviting its listeners to send in postcards telling what they think of

the station, with suggestions as to im-

provements. A total of 3,000 will be

distributed to Clevelanders whose

suggestions are judged best. Grand prize is a $1,000 War Bond, plus 222 other

prizes, the last 100 being awards of $8.50 each, standing for 500 on the
dial.

Fifteenth Edition

FIFTEENTH EDITION of the WLS

Chicago Family Album is a 48-page

pictorial view of the entire WLS orga-
nization and is now being mailed to

listeners who have requested the 1945 book. Published contain 150 black and white photographs and a four-
color cover signifying the average

young family to the present-day char-

acteristics of one of Canada's largest

and richest markets.
Seasons Greetings
for the 15th Year
WROL
KNOXVILLE
Crack Down Crackup?

is the crack-down era in radio regulation over? Is that question being answered by deed rather than word at the FCC these days?

Last week the FCC announced in a routine release that five applications involving local stations in Virginia had been granted—two of them for new stations, and the remainder for improved assignments. The laconic release did no crowing.

What wasn't told was that the Engineering Department, through Assistant Chief Engineer John A. Willoughby, who recently assumed that post, saw a way of improving Virginia radio service. The applications as filed, however, couldn't be granted because of technical conflicts. So, a consultation with Ross E. Hyde, assistant general counsel for broadcasting, and with the Commission's consent, each applicant was called in for conference. Each was told what could be done. The assignments were revised by consent. And all were granted.

That's regulation by cooperation. It's a far cry from what has happened in the past. A week before the FCC adopted an interpretation of the sponsor identity rule in collaboration with the NAB. It wasn't so far back that mere mention of the trade association was anathema at the FCC.

A spirit of cooperation helps the public, saves time, money and manpower, and avoids injured feelings, frayed nerves, back-biting and sundry controversy.

There has been so much bickering at home in the midst of great striving toward a common goal of peace that to find harmony within our own sphere is to uncover a lodestone vein worth working.

Broadcaster's Business

Every Broadcaster—NAB member and nonmember alike—should attend sessions of the forthcoming NAB district meetings dealing with the new FCC Report and Order. After years of contention as to the best method of measuring audience, the NAB, ANA and AAAA have agreed upon a plan that promises to provide the long sought yardstick.

Radio's most important days lie ahead. President J. Harold Ryan will unfold the story at the district meetings. He will be flanked by experts—men who participated in the development of the plan.

Since announcement of BMB, certain newspaper groups have been taking pot-shots at it. That's a hopeful sign that we're not only on the right course, but pretty close to the destination.

There may be bugs in the plan. There's still time to catch them. Who better to tackle the job than the broadcaster himself? Broadcasting is his business.

Out of these district meetings and forum discussions will come ideas for improvements. One would like to see develop a term more descriptive of the proposed "local color" or "local station" as applied to radio. There may not be a word for but certainly one could be coined. Any ideas?

Specious Talk

Precise function of the advertising agency in the development of programs—network and station alike—has been a serious bone of contention since radio's early days. The agency that knows its radio has been much in demand. The simple answer is that radio has outstripped all other media in results.

Thus, many agencies have gone to ends unthought of in their efforts to exploit radio business—ends never even approached in the printed media. They have set up studios and transcription laboratories and fullscale producing and programming units. They have gone into the show business.

As a result, an understandable seal and enterprise. But some of the agencies essay to go beyond. They want to control the very time they use. There they lose sight of the difference between radio and the older, more prosaic media. The station, as licensee, is responsible for what goes over its assigned wave. It must publish the schedule.

The independently-owned affiliate cannot permit its program structure to be built in New York or Chicago or Hollywood. (A newspaper can't publish with syndicated features alone.) There must be the local identity and the civic enterprise and the self-expression of the community which give the station stature and prestige locally.

Happily, there is a trend away from the agency "repeater-station" concept. More and more stations are declaring their independence.

The move away from overdoses of transcription stations is significant. Programming of departmental interest is another. Recent moves of the networks to balance schedules are heartening.

The agency has a definite and important role in radio. Giant strides made by radio in the quarter-century of its existence in no small way can be ascribed to agency know-how and admitted genius of some experts. The question is the limit to which they should be allowed to go in the interest of good radio.

The topic is revived with the imminent advent of television, offering as it will a new but vastly more intricate medium. Should agencies become the producers of television programs across the board? Will they be in a position to perform even the most simple program assignments?

That's regulation by cooperation. It's a far cry from what has happened in the past. After years of contention as to the best method of measuring audience, the NAB, ANA and AAAA have agreed upon a plan that promises to provide the long sought yardstick.

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There has been much bickering at home in the midst of great striving toward a common goal of peace that to find harmony within our own sphere is to uncover a lodestone vein worth working.

Our Respects To—

WILTON EARLE HALL

WHEN Congress adjourned sine die last week, Sen. Wilton E. Hall, Anderson, S.C., concluded another impressionable, ever-achieving, ever-idealizing career after a month's brief political career but he won't pass out into oblivion, his friends say. His interest in public affairs resulted in his appointment by Gov. Olin D. Johnston to fill the unexpired term of the late Sen. Ellison D. (Cotton Ed) Smith.

Owner of WAIM and publisher of the Anderson Independent and Daily Mail, Sen. Hall has served his State as presidential elect. His interest in civic affairs as well as his news sense are reflected in the station and the papers to such an extent that the Independent and the Daily Mail twice have won the U. of Mississippi's Ogden Hill Award for outstanding community service. They are the only papers ever to receive the award twice.

Nine years ago Wilton Hall established the first CBS outlet in South Carolina, WAIM Anderson. WAIM uses the same formula employed by the Hall newspapers for the ultimate in service—localized usefulness. The emphasis is on local news, local events, happenings of local interest. Although WAIM was the first station in South Carolina to use CBS network programs, it never misses a chance to cover outstanding local happenings, to build a program around the taste of the listeners in the immediate area. Results show that the listeners depend upon this type service, and are loyal to it and to the advertiser as well.

Two years ago, Northwestern U. selected WAIM for its first listenership study. "The results lend weight to logic that newspapermen have made a contribution to the radio industry," Sen. Hall said at the time the results were published, "and that a local station cannot be duplicated. Just as the metropolitan newspaper cannot take the place of the well-edited community dailies... there is a growing conviction that a well-managed local radio station can build up and maintain a loyal audience which depends upon it exclusively for a comparable service in the field of radio."

In 1924, when Sen. Hall started the Anderson Independent, he was the youngest newspaper publisher in South Carolina—22. Later, the Independent acquired the Anderson Daily Tribune and the Daily Mail, morning and afternoon competitors.

His Scotch-Irish-English forebears settled in Anderson County, S. C., in the pioneering days, and Hall township was named after them. His grandfather was a captain in the War Between the States and his father helped (Continued on page 40)
the thrills of the concert...

the comfort of home........

WHEN WISCONSIN TUNES TO WMFM

Wisconsin listeners have found a new meaning in radio since WMFM pioneered the first FM station west of the Alleghenies. The living room easy chair is now a front row seat at the concert. Tones and overtones never before heard on radio now come full and rich and clear. Static and interference have vanished.

With this technical superiority has come a new and improved programming plan. Together, these factors have made WMFM a pleasant listening habit in thousands of Wisconsin homes.

To the facts about WMFM and its listener loyalty, must be added the prestige-building, sales-promoting job that WMFM is doing for an impressive list of national and local accounts in a variety of fields.

To know the full story of Wisconsin radio, you must know the facts about WMFM. Get the complete story.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Streibert Elected President of WOR

JOINED STATION IN 1933 AS

THEODORE C. STREIBERT, vice-

president of Bamberger Broadcast-

ing Service Inc., owner and oper-

ator of WOR New York and its

FM affiliate, WBAM, and general

manager of the Mutual Broadcasting

System, was elected president of the

corporation at a board of directors

meeting last Monday. Mr. Streibert

succeeds Alfred J. Cohn, who was elec-

ted chairman of the board, filling a

vacancy created by the resignation of

Jack I. Straus. Mr. Straus, who is

president of R. H. Macy & Co.,

owner of the Bamberger Broadcast-

ing Service, continues as a member of

the board.

Mr. Streibert joined WOR in 1924 as

assistant to the president, leaving the

post of assistant dean of the

Harvard Business School, which he

had held for five years. In 1928, he

was elected to the board and in 1936 he

became vice-president and general

manager. He is also executive vice-

president of the Mutual Network.

Mr. Mutual started with WOR as

publicity man at its inception in 1922.

In 1926 he was made gen-

eral manager and in 1933 was

elected president. When Mutual

was formed in 1934, he was chosen

chairman of the board, which post he

has held since that time.

Our Respects to

(Continued from page 38)
Beginning Monday, the first day of 1945, United Press will bring to its radio news clients another new first-flight feature—the first of its kind in its field—"Under the Capitol Dome"—a daily 5-minute script of expert and lively report, interpretation and comment from and about Washington.

The writer is George J. Marder. For the last nine of his 17 years with the United Press he has, as New York radio bureau head, won distinction for his handling of both national and international news. This record, following an earlier high reputation earned by discerning and brilliant direct coverage of legislative and other political affairs, qualifies him eminently for his new and responsible assignment.

Since its start in 1935, the United Press radio news service has steadily added clients. Because—for one reason—it constantly has been first to add advantages. "Under the Capitol Dome" is a new case in point.
NORTH CAROLINA IS THE SOUTH'S No.1 INDUSTRIAL STATE

NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES

$1420.6 (MILLIONS)
$536.5 (MILLIONS)

WPTF (CARRYING N.B.C. WITH 50,000 WATTS AT 680 K.C.)
IS NORTH CAROLINA'S No.1 SALESMAN

WPTF • RALEIGH

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BEHIND THE MIKE

WILLIAM F. BROOKS, NBC director of news and special events, was prepared to leave momentarily last week for Europe. While there, Brooks will network representatives and discuss postwar plans with NBC personnel and Government officials.

STERLING V. COUCH, educational director of WBBB-Charlotte, has been named to the radio committee of the department of radios of Congregational and Christian Churches of America.

FLT. LT. DON MACMILLAN of the Royal Canadian Air Force, former production manager of CKAC Regina, Sask., is author of a current Canadian best-seller only the Silver Promise, a book on the men in the RCAP. All proceeds from the book's sale go to the RCAP Benevolent Fund. He is senior public relations officer of RCAP at Cairo.

LARRY MARTIN, recently discharged from the Canadian Army where he was in the radio public relations division, and formerly of CKRF Montreal and CKCO Ottawa, has joined CKY Toronto as newscaster and announcer.

BILL ROYAL has returned to WYCA New York as staff producer, having received a medical discharge from the Army.

CECIL W. SECREST, production manager of WITI New York for the past year, has resigned to join Bruce Cherryman Co., New York, radio production firm, Jan. 1, 1945. Mr. Stice has served as producer at WNBC Inc., New York, and more recently as radio director of Bundles for Britain and as writer-producer for the Treasury Division.

DICK GILBERT, m.c. of WBNY New York, will tour service centers in the East during his two-week vacation Dec. 23-Jan. 8 and will make record shows at other stations for the benefit of war-victim agencies. EARL HAGUE and DON LYNCH are substituting for Mr. Gilbert at WBNY.

JOHN BRYSON, London war correspondent of the BBC-News, is the father of a boy, born in Chicago Dec. 19.

KEITH CLARKE, announcer of KUTA Salt Lake City married GERALDINE FARRER.

RCA AIR, night producer manager of KUTA Salt Lake City, is the father of a boy.

LOUISE WINSCHELL, former traffic director of KUTA Salt Lake City, has been appointed head of the accounting and secretarial departments of the station. HELEN PINGREE, new to radio, has been added to the traffic staff.

DICK BROWN, formerly of WHAM Rochester, N.Y., has joined WHN Louisville production manager.

Leroy Finley, program director of WWTN Asheville, N.C., has been re-elected to the board of directors of the Universal Radio Club for the sixth consecutive year.

HARRY JORDAN, chief announcer of KEVE Seattle, has been promoted to program director.

RICK VOLLARERTS, chief writer on CBS Forum, Alimony Show, and ROSALIND LEANE were married in Las Vegas on Dec. 9.

LARRY SHIELDS, former chief announcer of WBT Buenos Aires, Cal., is now an Army private.

LURA BROWN, former assistant director of Great Lakes Players and Coral's Theatre, Mansfield, has joined WMAN Mansfield as public relations director.

GIL BABBITT has resigned as director of publicity and special events of WCAU Philadelphia. BOB PRYOR, coming from RKO Pictures, took over his post.

J. JEFF RADLEY, WCAU and WIP Philadelphia advertising department to the production staff of WIP Philadelphia.

LEE BABBITTS, with medical discharge from Navy, has joined Blue Hollywood sales promotion department as research assistant.

JOSEPH C. SPERRY, air cadet medically discharged from the Navy, has joined the WMAQ Chicago sound effects department.

RICHARD WIERA, formerly with WOC Des Moines, has joined the announcing staff of the Blue Network central division.

STEVE HOLLIS, announcer of WHN Cincinnati, has married GLORENA GARAFALO, a student at Hunter College, New York.

Resigns WFD Post

MAURICE H. KAPKA with Treasury since the Third War Loan at head of the War Finance Division Music Promotion Unit, has resigned effective Dec. 25 to return to his packaged show agency, it has been announced by Robert J. Smith, chief of the WFD Radio Section. Mr. Kapka has been responsible for the development of more than 350 Treasury, network and transcribed programs, all War Bond songs and the ASCAP America's Music Sixth Loan series in addition to obtaining many of the top personalities to radio and music fields for Bond promotion.

Leaves Treasury WFD

T. SGT. NORMAN H. AGATHON, formerly with Trans-Radio Press, INS and AP, has completed his special assignment with the Treasury War Finance Division, returning to Office of Technical Information, Army Ground Forces, Washington.

MARIE INGRAM, former OWI writer, has been joined by ROBERT W. WILSON as publicity director of KFRC San Francisco.

RAY HUTCHISON, formerly of NBC central division promotion, has joined Noblett Radio Productions, Chicago, to head a new promotion office.

GASTON VOYER, announcer of CBC Chictleu, Q. is the father of a girl.

GORDON BARKER has joined U. S. French announcing staff of CBS Montreal.

A. F. B. STANDARD, formerly of CBL Toronto, has been promoted to captain in the Canadian War Finance Section to the directorate of operational research, Ottawa.

MARGUERITE CHARLESBOIS, former announcer of CBC Ottawa and recently secretary to PETER AYLM, supervisor of CBC international services, has resigned to go to Paris for the Canadian War Information Board.

FLETCHER MARKLE, formerly of CBC Vancouver, has returned to England where he served as a radio public relations officer with the Royal Canadian Air Force.

ESSE LUNI-JOHNSON, Canadian Broadcasting Corp., drama producer for the province of British Columbia, formerly with Trans Radio Press, has been named as the new executive director of the Canadian Wartime Music Division.

JEAN RUSSELL, formerly in the promotion department of the New York Daily News, has been added to the Blue Network as assistant manager of the music division of the network's promotion and entertainment department.

KEN STUART, former assistant producer at KOIR Omaha, is now with KFON Lincoln in charge of programming and production.

FLORENCE MEYERS, has resigned as women's director of WMAM Marquette, Wis., to enter radio in Chicago. Her daily program, Woman's Corner, is being handled by CAROL OLIVIN, WMAM continuity editor.

B. R. BRIDEN, junior news editor of the Canadian Broadcasting Corp., Toronto, has been transferred to the CBC Montreal radio as senior writer.

CORMIN EDWARDS has joined CKBI Windsor, Ont.: replacing MONA MILLER who has resigned from the staff department.

STANTON KRAMER of the WGN Chicago publicity department resigns Jan. 1 to join the publicity department of Warner Bros. Co., Chicago.

RAY HUNG and BETTY KIMMERS are new additions to the continuity staff of WKBW St. Louis.

JAN. 1, 1945, Beckley Smith will have been broadcasting ten years, twice daily, for the same sponsor, program, time and station. His initial broadcast on WJAS Pittsburgh for Kaufman's department store on the program Kaufmann's 25th Year it was the first commercial news summary in the country.

BROADCASTING • Broadcast Advertising
With every best wish for a brighter happier 1945

Season’s Greetings
Cotton is "ginning" right along down in Memphis.

It's a big business in Memphis, this cotton; the value of cotton and cotton seed sold in the Memphis area will total more than $660,000,000.00!

That's a lot of buying power for you to shoot at over the Mid-South's pioneer radio station, WMC. *

*It's the station most people listen to most in Memphis.

GREETING George Burns and Gracie Allen when they came East to sell War Bonds were (left): Gordon Cates, vice-president of Young & Rubicam, just appointed general manager of the radio division; (2d from r) Carlos Franco, associate director, Y&R radio division supervising station relations; William C. Gittinger, CBS vice-president in charge of sales.

Media Men Elect


Erickson to BBDO

LEONARD F. ERIKSON, network sales manager of CBS, on Jan. 15 joins BBDO New York, in an executive capacity associated with radio and other fields. Mr. Erickson, sales manager since April 1948, has been with CBS since 1930, shortly after its organization, when he was appointed western sales manager, with headquarters in Chicago. Before joining CBS, he was engaged in sales and advertising on newspapers and magazines in the midwest. He is understood to have been instrumental in bringing to CBS its first automotive accounts.

Reach Names Ferry

ROBERT R. FERRY, formerly assistant director of the Domestic Branch of the Office of War Information and previously an account executive of Geyer, Cornell & Newell Inc., New York, has joined Charles Dallas Reach Co., Newark, as vice-president in charge of the New York office. Mr. Ferry replaces Sidney Senzer who joined Poole, Cone & Belding, New York, as copy director several months ago. Thomas E. Maytham, formerly account executive in the New York office of Reach, has joined Maxon Inc., New York, as media and research director.

Kimball L. A. Office

ABBOTT KIMBALL Co., New York, has opened a Los Angeles office to service clients on the Pacific Coast. Blaisdell Gates, who has been serving as account executive at New York headquarters, has gone to the West Coast to act as Los Angeles manager for the present. Office is at 3655 Wilshire Blvd. Telephone: Fairfax 1403.

Pvt. John B. Davis

PVT. JOHN B. DAVIES, 35, former timebuyer, office manager and one of the key men of Schwimmer & Scott, Chicago for 10 years, was killed in action overseas Nov. 18. He is survived by his wife, Elizabeth, and two children.

RICHMOND, VA.

5000 WATTS
"Howdy Ev'ebuddy!
Happy New Year

This is
UNCLE EZRA
At the Mike-a-phony, spoutin' off from the Powerful little 5 watter, Station E-Z-R-A, down in
ROSEDALE!"

At Last...

Uncle Ezra, whimsical old cloud-sweeper with his silver-lining credo, has been prevailed upon for the first time to transcribe a series of five minute broadcasts. They are now "on the air", and are offered, for the first time, to all stations, on an exclusive basis per city. Each broadcast is timed from 3 min. to 3 min. 20 sec., thereby allowing ample time for commercials.
WRITE—WIRE—or telephone for audition transcription.

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING, BROADCASTING • Broadcast Advertising

CHICAGO 4, ILLINOIS

TELEPHONE WABASH 6243

December 25, 1944 • Page 45
R. L. LENHART has been appointed account executive of Marchalk & Pratt Co., New York, to handle contact on the IT&T accounts, including Federal Telephone & Radio Corp., MacKay Radio & Telephone Co., All Americas Cable & Radio Inc., and Commercial Radio & Television Co. He previously was assigned copywriter on these accounts. Replacing Mr. Lenhart in the copy department is John M. Keyrey, formerly of Young & Rubicam, New York.

HUGH C. VOGEL, former account executive of Kenyon & Ehrhardt, has joined BBDO, Chicago, as account executive.

GEORGE MAHER, former engineer with WMAQ Chicago, has joined Schwimmer & Scott, Chicago, as producer.

LEONARD DREYFUSE has been re-elected chairman of the board of United Adv. Agency, Newark, having resumed his duties after a year's leave of absence as New Jersey director of civilian defense. Emmanuel London, former vice-president, has been elected president. Max Green, radio director, has been re-elected executive vice-president, Benjamin C. Green, secretary-treasurer, and Max Gans and William B. Hawkins, account executives, vice-presidents.

TAYLOR STOOKES CASTELL, general manager of Kenyon Research Corp., New York, has been appointed vice-president of that organization. Mr. Castell has been associated with the Research Co., a subsidiary of Kenyon & Ehrhardt Inc., New York, since it was founded 12 years ago.

ERWIN, WASEY & Co. has opened a Canadian branch, Erwin, Wasy & Co., Ltd., at Toronto, with offices at 740 Yonge St. E. Henry J. Wasy, with Wadl Adv. Co., Toronto, is manager. Oliver Jennings, Commercial Cable Co. He previously was the Canadian branch, and the past year by MacLaren Adv. Co. Toronto, is radio director of the agency. Offices were opened Dec. 18.

JANET McCROY, timebuyer of Ollan Adv. Agency, Chicago, retired last week to make her home in California.

PAUL WINANS Adr., Los Angeles, taking name of agency head, drops former title of Advertising Arts Agency effective Jan. 1. Firm is located at 510 South Spring St., Los Angeles in Michigan 1944.

JAMES FISHER Co., Toronto advertising agency, celebrates its 25th anniversary in January. Founder James Fisher went to Toronto about 40 years ago and after serving on a number of agencies founded his own agency in 1920.

ROBERT T. COLWELL, former vice-president of J. Walter Thompson Co., New York, and radio copy chief, who is now back in the radio department of the agency on leave of absence from the Office of War Information, may be assigned to a newly created executive post at JWT. He returned recently from Europe where he served as radio chief of the 12th U. S. Army group.

SIDNEY J. ABELSON, formerly of Peddy & Ryan and Joseph Katz Co., New York, has rejoined Raymond Spector Co., New York, in charge of radio copy, a new position. Mr. Abelson was previously associated with Raymond Spector Co. in an executive position.

HOWARD KORMAN has been appointed vice-president in charge of merchandising and sales promotion of McCann-Erickson, New York.

THOMAS E. WALSH was appointed chairman of the board of Walsh Adv. Co. and W. George Akins was elected president of the agency, at a special meeting of the shareholders held at Toronto Dec. 6.

FRED P. FIELDING, a partner of Fast Finders Institute, has joined Neal D. Ivey Co., Philadelphia, as vice-president in charge of research.

CLARK COILARD, with the Chicago office, and before that head of Clark Collard Co., his own agency, has joined W. W. Garrison & Co. as copywriter.

FAY MORSE M. PETTERMAN, former account executive of Ralph L. Power Adv. Agency, Los Angeles, has been returned to the United States and is stationed at Camp Haan, Cal. He is holder of four bronze battle stars and the Silver Star for gallantry in action at Cassino, Italy.

Agencies

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Agency Promotes Winsor, Stanton

Dancer-Fitzgerald-Sample in Realignment of Radio Dept.

ROY WINSOR has been named the director of radio, and Carl Stanton, radio account executive of Dancer-Fitzgerald-Sample in a realignment of radio department personnel announced last week involving the main office in Chicago, and the New York branch.

Mr. Winsor has been with D-F-S and its predecessor Blackett-Sample-Hummert as a radio supervisor for the past five years, and was previously a CBS producer. He will continue at Chicago headquarters, in charge of all radio programs for General Mills, Falstaff Brewing Co. and Procter & Gamble Co. in the United States and Canada.

New Post

The post of radio account executive is a new one for Mr. Stanton, who has been with D-F-S for a year and a half as radio director. Devoting less time to the actual mechanical operations connected with each program, Mr. Stanton will serve in an executive advisory capacity and will devote a portion of his time to the development of new programs. Before joining the agency, Mr. Stanton was with Lord & Thomas and its successor Foote, Cone & Belding. He was in charge of all radio for the American Tobacco Co. account at one time, later became the account executive, and for the last two years with the agency was the radio director. He has produced and directed a number of network shows on a freelance basis, and for the agency. His programs include the Bob Hope Show for Pepsodent Co.

Mr. Winsor will be assisted in Chicago by supervisors George Stelman, Charles L. Hotchkiss, James West, formerly manager of the Hollywood office; Harry Bingham, who has been handling continuity writing and other lines in the Chicago office, and Evelyn Ecke, of the D-F-S radio department.
This vast generator hall is the symbol of the tremendous power created by Tennessee Valley Authority, a project that has become the wonder of the entire civilized world. These giant generators produce annually more than ten billion kilowatt hours ... greater than that of any other hydro-electric power system in the world.

TVA has made of the Tennessee River one of the newest and finest inland waterways in America with a nine-foot navigable channel all the way to the sea. Freight and passenger water-borne traffic are expected to enter the Port of Chattanooga with rapidly accelerating momentum after the war. Chattanooga, largest consumer of this power, stands at the very heart and center of the Tennessee Valley power empire, enjoying the lowest "round-the-clock" power rates east of the Rocky Mountains.

WDOD leads in Chattanooga
IN ♦ AUDIENCE
IN ♦ ADVERTISING VOLUME
IN ♦ PUBLIC SERVICE

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT
National Representatives
PAUL H. RAYMER CO.
In its history of nearly five hundred years, the trombone has been called many names. The Italians christened it trombone—the augmentative form of "trombino," or trumpet, from which this instrument was derived.

The 15th Century English called it the "Sackbut"—a corruption of the French "saquebout" or pull-pump. And today—in five circles—it is insulted by such names as slip-horn and sludge-pump.

By any other name...

Paying no attention to what people call it, the trombone has changed little since 1600. With the exception of trombones and drums, every instrument has gone through many structural alterations and modifications in that time. But the trombone—probably because players like its easy adjustability that produces a singing style unique among wind instruments—has never been streamlined or mechanized!

Classical and Hot!

As long ago as 1505, the trombone was widely used in town bands and in church choirs. "Tromba Marina," published in 1586, contained from four to six trombone parts. Hendel and Bach used the trombone—Gluck and Mozart wrote for it in operas—Beethoven introduced it into symphonic works. And where would the Dixieland Jazz Bands have been without it?

Call it what you will—the trombone plays an important part in music to suit most any taste!

Recording the voice of the trombone with full range and intensity means much to the listeners' enjoyment of selections. The most nearly perfect transcriptions you can get today are: VERTICAL CUT RECORDINGS! 

Electrical Research Products Division of Western Electric Company 95 Broadway, New York, N. Y.
Let's Listen to the RECORD

In the course of a recent prize fight in Hartford, Connecticut, Willie Pep* was floored with a smashing right to the jaw. The bell, ending the round, rang before Willie Pep picked himself up. After the usual minute of rest, Pep came back to pound out a decisive victory.

However, the claim was made that the round lasted only two minutes instead of the regulation three.

All was confusion in fistic circles until WTIC's sports broadcaster Bob Steele brought out the recording of the blow-by-blow broadcast of the fight. On his regular program "Strictly Sports" Steele played the recording of this round and all the sports fans in Southern New England proved by their own watches that the round lasted three minutes.

The result: Enthusiastic listeners who themselves confirmed the fact that all was well with the bell, and a State Boxing Commission satisfied with the recorded proof that the timekeeper had done his job.

WTIC's role in this precedent-making episode is just one small example of our desire and ability to serve the public interest. Perhaps that explains why in Southern New England people are in the habit of listening to WTIC.

*Willie Pep, World's Featherweight Champion, and a Hartford product, has won 83 out of his 84 professional fights.
**Catholic News Aid**

CATHOLIC Institute of the Press, formed recently in New York, and comprised of practicing Catholics in the newspaper, radio, magazine, advertising and allied fields, plans to set up a clearing house for the convenience of commentators and others in checking and obtaining news concerning the Catholic faith, according to Edward A. Mahar, assistant editor, N. Y. Journal-American, who was elected president of the institute last week. Forums are planned to offer press, radio and advertising members instruction in political, religious and personal matters. Officers include Max Jordan, NBC religious director, who has been elected to the executive board.

**'Fibber' and 'Molly' Again Lead Hope Second Week Running in Hooper Report**

LEADING the list, Fibber McGee & Molly for the second consecutive time last week replaced Bob Hope in the "First Fifteen" evening programs in the Dec. 15 report on evening network ratings released by C. E. Hooper Inc., while the comedian, who has habitually ranked first in recent reports, holds second place, followed by Walter Winchell third, and Jack Benny fourth. Joan Davis with Jack Haley in fifth place, are followed by Radio Theatre, Bing Crosby, Screen Guild Players, Mr. District Attorney, Kay Kyser (first half-hour) Take It or Leave It, Eddie Cantor, Aldrich Family and Abbott & Costello in that order.

Radio Theatre showed the highest sponsor identification index with 90.1 naming the correct product; 0.9 giving the wrong identification, and 7 unable to name a sponsor.

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<th>Rank</th>
<th>Program</th>
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<tr>
<td>1</td>
<td>Parker Pen News</td>
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<td>2</td>
<td>Fannie Brice</td>
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<td>4</td>
<td>Jack Benny</td>
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<td>5</td>
<td>Sammy Kaye</td>
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SPOT radio checking service conducted by Radio Reports Inc., New York, has been extended to cover more than 100 major markets in 45 States, according to Edward F. Loomis, president.

**B&B Food Account**

BENTON & BOWLES, New York, will be handling the entire Best Foods Inc., New York, account March 1, when advertising of a group of cereal and flour products shift from Arthur Kudner Inc., New York. Products involved in the shift include H-O Oats and Presto Cake Flour, radio advertisers; also Hecker's Cersota and Aristos all purpose flours, Force and Hecker's Cream Farina. B&B already handles Hellmann's Mayonnaise and Nucoa.

**WENR Ban Widened**

WENR Chicago will not accept chain breaks or announcements advertising laxative, deodorant or diuretic products during all hours of the day or evening effective Jan. 1, according to Roy McLaughlin, manager. Announcement follows the station's policy on banishment of commercial station break-periods 7-9 p.m. except for time signals [Broadcasting, Dec. 18].

**First in Prestige! First in Audience! First for Advertisers!**

PORTLAND, OREGON

FREE & PETERS - National Representatives
Unless you are using the Don Lee Network on the Pacific Coast, you're overlooking half your coverage of this $16,000,000,000 market. For 50% of all retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this outside half.

No other network but Don Lee can cover both halves completely. Here's why: Most markets in the outside half are walled in by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks won't work. Don Lee, however, has a radio station in every market (38 in all). More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station.

How well Don Lee's method works is shown by a special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast). This survey revealed 60 to 100% of listeners in many of these "outside" markets were tuned to Don Lee stations.

As to Don Lee's record on covering the "inside half" of the Pacific Coast, regular Hooper reports give some surprising information. For instance, during the past year all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, don't forget to cover both halves. Buy Don Lee!
Alert, as always, to the new developments in broadcast advertising, KDYL has already given the people of the Utah market a foretaste of the coming wonders of television. The picture shows one such recent demonstration, where a prize steer was televised at the State Fair.

A LONG-TIME LEADER

Radio homes in this market — and 970 of every 1000 Utah homes have radios — for many years have recognized KDYL leadership in radio entertainment. A staff of talented announcers, trained in the art of showmanship, assure advertisers of full effectiveness for their messages over this station.

WARTIME PROBLEMS confronting NBC western division affiliated stations were discussed when these executives met in two-day session at Los Angeles Biltmore Hotel on Dec. 6-7. Conference attendants charting course of action were, front row (l to r): William B. Ryan, KFI Los Angeles; Richard Lewis, KTAR Phoenix; Donn Tatum, NBC attorney; Joe Alvin, Frank Berend and Jennings Pierce, news and special events manager, sales manager, and station relations manager, respectively; Sid Fox, KDYL; Second row (l to r): Hal Bock, NBC press manager; Harold Ritter, KYCA; Prescott; R. B. Williams, KVOA Tucson; Joe Walberg, NBC; John Baldwin, KDYL Salt Lake City; Florence Gardner, KTFI Twin Falls; Mrs. O. P. Soule, KTFI; Sidney N. Strota, NBC western division vice-president; Mary Butler, NBC; William Brooks, NBC. Back row (l to r): Henry Maas, NBC program and sales traffic manager; Gil Pahkbridge, KPF; Keith Collins, KMJ Fresno; Ray Smucker, KYUM Yuma; Ed Graney, KGIR Butte; Paul Gale, NBC traffic manager; Franz Robischon, KGHL Billings; Tom Sharp, KFSD San Diego; W. B. Stunt, KOMO Seattle; Walter Wagstaff KIDO Boise; Frank Ford, NBC sales promotion manager; Don McNamara, KPI; Myron Fox, KDYL Salt Lake City; Lew Frost, NBC program manager; O. W. Fisher KOMO Seattle; George Whitney, KFLO Los Angeles; William S. Hedges, NBC New York vice-president; O. P. Soule, KTFI Twin Falls; Arden X. Pangborn, KGW Portland; Henry Fletcher KSEI Pocatello; John Elwood, KPO San Francisco; Marian Harris, KFSD San Diego.

Ed Mason Out as Farm Head in WLV Shakeup

SEVERAL changes involving the farm, continuity, copyright and merchandising departments have taken place at WLV Cincinnati, Robert E. Danville, Crosley Corp., vice-president and station general manager, disclosed last week.

In the shakeup Ed Mason (Wallace Mosier in private life), who has been farm program director since 1938, was transferred to the continuity department and Roy Battles, associate farm director since last June, was made head of the farm program department. Leighton Mitchell, continuity director, was shifted to the research and marketing department of the merchandising division. The continuity and copyright departments were consolidated with Bernie Mattheson, former copyright chief, named director of the new setup.

FALSE representations with respect to the number of tubes contained in certain radio sets will be discontinued under a stipulation entered into last week with the Federal Trade Commission by the Manhattan Auto & Radio Co., Washington, D. C.

National Representative:
John Blair & Co.

Page 52 • December 25, 1944
Good as CBS is... and we think it’s tops in talent, public service and news... we know we need even more than the best in network radio to tick in tune with the heartbeat of Charleston. We need locally planned, locally produced public service programs ... education and entertainment to capture the spirit of fast-growing Charleston; to keep WCSC the strong civic force it is in the life of our community.

We think we have them.

Programs like our “Good Neighbors”, produced by WCSC and broadcast under the sponsorship of the Southern Furniture Company.

Every Monday through Saturday morning, at 8:45, our good neighbors turn to this program to hear a musical tribute (accompanied by flowers) to the “Good Neighbor” of the day. It may be the woman who took care of her neighbor’s children in time of illness; the man who rushed out to take in his neighbor’s laundry when a storm blew up unexpectedly; the little girl who helped an old lady across the street. It’s a nice gesture to nice people (our people) for the nice things they do every day.

“Good Neighbors” is the kind of program WCSC likes to do. Wants to do. Our listeners expect it. It sells furniture (in quantity) for the Southern Furniture Company, too!

WCSC
CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
STOVIN & WRIGHT PARTNERSHIP SPLIT

PARTNERSHIP of Stovin & Wright, station representatives at Toronto and Montreal, formed in 1941 has been dissolved and the two principals will return to business individually as station representatives on Jan. 1. Horace N. Stovin & Co. will continue with the bulk of the stations; C. W. Wright will continue to represent a small number of stations.

Mr. Stovin, a radio veteran, was supervisor of station relations of the CBC Toronto, when he went into the representative field in October 1940, with offices at Toronto, Montreal and Winnipeg. The following year Joseph Hershey McGilvra sold his Canadian representative business to Mr. Stovin and Mr. Wright, who was manager of the Toronto McGilvra office.

The break-up of the firm will see Mr. Stovin with 22 station and Mr. Wright with two stations, CKAC and OKCO. No special reason was given for the split, except that Mr. Stovin wishes to expand further and Mr. Wright wants only a small operation. For the time being they will share the same office space in the Victory Bldg., Toronto, because of office space shortage.

Mr. Stovin has announced that Jim R. Knox will be sales manager at Toronto with J. R. Pearcey from the Montreal office transferred to Toronto as assistant sales manager.

W. West, recently discharged from the Royal Canadian Air Force, will be on the sales staff. He was with Pacific Coast stations in the United States before the war. G. E. Rutters heads a new research department at Toronto. The Montreal office will be in charge of Ralph Bowden, recently discharged from the Royal Canadian Navy, and will be located in the Keefer Bldg. The Winnipeg office will continue in charge of A. J. Tony Messmer, and a Brandon, Man., office has been opened in charge of Wally Grigg.

PABST CHANGE

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on Jan. 6 replaces Kenny Baker Show with Danny Kaye Show on CBS stations, Saturday 8-8:30 p.m. Series will star the film comedian and feature Harry James with a 26 piece orchestra. Lionel Stander, film comedian, completes the cast. Ken Niles is announcer. Dick Mac, Hollywood producer of Warwick & Legler, has been assigned to the program.

SURVEY FINDS HIGH VIDEO ATTENDANCE

AN AVERAGE of 8.2 persons per television set viewed election returns as telecast by the three New York video stations Nov. 7, according to replies to a blind questionnaire sent out by NBC to check on public interest. 4,652 questionnaires were mailed Nov. 22, 883 had been returned by Dec. 12, of which 596 or 25.4% viewed their returns on their television receivers.

Of the 596, 60.2% reported watching all stations, 14.4% saw programs of two stations and 25.4% viewed all three. Of the 394 who listened to the radio, slightly more than half (56.9%) thought television was better, but answers to the question as to the most interesting video feature of the evening gave first place to entertainment interludes, with 25.7%. News commentators were rated first by only 11.1% of the viewers and other features somewhat less.

New Chicago Agency

TRADE Developments Corp., Chicago, a new advertising agency, is headed by Jay C. Williams, president, former partner of Cowell, Crane, Williams & Co., Chicago; Morris F. Swany, vice-president, formerly with U. S. Adv. Corp., Chicago; and George F. Drake, secretary-treasurer, former account executive and vice-president of Hill Blackett Co., Chicago. Club Aluminum Products Co.; Chicago; G. Barr & Co., Chicago (Balm-Barr); Victor Mfg. & Gasket Co., Chicago (automotive); and the accounts listed by the new corporation. "Plans are being formulated for use of radio." Mr. Drake announced. Offices are in the Field Bldg., 135 La Salle St. Phone is Dearborn 6650.

SPORTS Ethics Code

SPORTS Broadcasters Assn., New York has adopted a code of ethics pledging its members to refrain from attacking an established sport without full evidence; to observe commercial contracts for coverage of athletic events; to abjure from personal animosities; and to respect news release deadlines at all times. The four-point code is prefaced by a pledge to maintain high standards of accuracy in reporting. The Association also voted to establish a national associate membership. The code was drawn up by a committee composed of Ted Huing, CBS; Bud Watson, UP radio sports editor; and Bill Slater, freelance.

Cards Promoted

GIBSON ART Co., Cincinnati (greeting cards), Dec. 5 began participation in Mildred Carlson's Home Forum, quarter hour show, 3 times weekly on WBNZ Boston and WBZA Springfield; Dec. 6 Martha Dean, half hour participation show, 5 times weekly, WOR New York; Dec. 11 PoW Women Only, quarter hour participation show featuring Ruth Chilton, 3 times weekly on WCAI Philadelphia. Contracts for 26 weeks were placed by Christiansen Adv. Agency, Chicago.
EXCLUSIVE because of the enormous pouch that hangs from its lower bill, used like a scoop-net to capture and store food, the Pelican likes company and lives in large communities. Best known is Pelican Island, Florida. In flight, the Pelican flaps its wings and sails alternately, staying close to water, diving for fish, often traveling 50 miles in search of food for its young.

EXCLUSIVE because of its constant campaign to provide EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING, FM Radio Station K-O-Z-Y . . . Pioneer FM Voice in the Kansas City Area . . . is a fixed quality habit with Kansas City’s first quality audience. KOZY is ready today to immediately assume added community leadership with FM expansion tomorrow. Don’t overlook this extra value! Ask for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
EVELYN
STARK
Director of Radio
MacFARLAND,
AVEYARD & CO.
Chicago

"The flexibility of spot broadcasting solves a maximum number of radio advertisers' problems."

John Eaton
General Mgr.

KTUL
5000 Sales-Productive
Watts in Tulsa
CBS . Free & Peters, Inc.

Now Is the Time
(Continued From Page 15)
terial. When such an announcer, however, presents so-called news items, colored to give the listeners wrong impressions, belief of listeners in radio news is undermined. Most of the above comments refer to network broadcasts, but spot business presents acute problems. During the campaign, many independent committees are created. The names of these committees are often confusing. For instance, the American Democratic National Committee was bitterly opposed to the re-election of President Roosevelt. The Independent Republican Committee endorsed President Roosevelt.

One-minute political transcription may contain material that is dynamite. The misuse of Gen. Her- shey's quotation in the past campaign is only one example. The fact that we, in radio, do not have the right of censorship, but yet may be held responsible for political broadcasts is just another reason why we need a new radio law.

Provision should be made in any revision of the statute to save stations and networks harmless for any slanderous statements made by a candidate or a speaker appearing on behalf of a candidate.

Many stations refused one-minute political spots. This is a policy that might well be considered for universal adoption.

Networks rightfully barred the use of dramatics by political advertisers. Some individual stations likewise barred political dramatics. The question of what constitutes dramatic presentation, however, varies considerably. To avoid difficulties in the 1948 campaign, radio should develop a generally accepted definition.

As one who has been lucky enough to have been on both sides may I suggest that we, in radio, carefully consider how we are going to handle the 1948 Presidential campaign—not in August, 1948, but sometime soon.

Instead of handling a political campaign as a necessary evil, let's do something positive that will win us friends in the home and in Congress.

Joan Steele to WHN
JOHANNES STEELE on Jan. 1 will transfer his nightly news commentaries from WMCA New York to WHN New York, following eight years on the former station. Plans for putting Mr. Steele, who has had the highest Hooper rating of any local commentator in New York, on the Blue Network for an unidentified sponsor fell through when the network declined to add another commentator to its already lengthy list. J. Raymond Walsh, director of research and education of the CIO, succeeds him at WMCA.

BRAND NAMES GROUP IS EXPANDING SCOPE
BRAND Names Research Foundation, New York, formed last spring by a group of clothing manufacturers to promote better public understanding of the role of brand names and trade marks in providing consumer protection, employment and business growth, is expanding its representation into the food and drug field and has under way a two-way radio promotion program.

Major effort is the distribution of seven radio flashes each week to 510 stations, the list representing mainly women commentators, with some program directors and men commentators also requesting the service. The bulletins combine colorful human interest material relating to trade-marks with arguments on the value of brand names.

The foundation recently sent some 3,500 retail stores a second series of flashes written so the name of the store and product can be incorporated in the copy. Some 70 department stores have requested the material.

Standard Brands Inc. and Sterling Drug Inc. are among the latest to join the foundation.

WHOM Acquires Space In 711 Fifth Ave. Bldg.
CRAIG LAWRENCE, vice-president and general manager of WHOM Jersey City-New York, last Tuesday signed long-termm leases for 35,000 ft. of space in the building at 711 Fifth Ave., New York, which has been renamed the Look Bldg., following the lease of 100,000 sq. ft. by Look magazine, which like WHOM is a Cowles property [Broadcasting, Dec. 11].

Second and mezzanine floors will be turned into offices and studios for WHOM and its proposed FM affiliate and for the national sales offices of the Cowles stations as soon as building materials required for extensive alterations are again available. Former headquarters of NBC until that network moved to Radio City, the 711 address has retained its place in the radio atlas as the headquarters of World Broadcasting System.

Tube on Display
A 100 kw water-cooled tube which has had 12,001 hours of service at CBC Watrous, Sask., will be on display in the Winnipeg offices of Canadian Broadcasting Corp. in a special display cabinet being built by George Brockman, CBK operator.

CHNS
HALIFAX
NOVA SCOTIA

The Busiest
Commercial
Radio Station of the Maritimes

350 Madison Avenue, New York

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

Page 56 • December 25, 1944

BROADCASTING • Broadcast Advertising
Red Galluses... or White Tie?

"They're all the same to me! You see, I represent WTCN and when the folks in the flannel shirts want to hear programs they like, we've got 'em scheduled at those times... And when the boiled shirts tune in we're airing out shows that they like. So, all in all, it's a safe bet that WTCN reaches all of 'em sometime in the 18 hours!"

Look at WTCN's program schedule and you'll see what Zeke means. Shows are presented at the times when the people we want to reach can listen best — whether they wear "red galluses" or "white ties." That's the reason WTCN delivers for advertisers in the great midwest.

WTCN
THE BLUE NETWORK
MINNEAPOLIS • SAINT PAUL, MINNESOTA
FREE AND PETERS... National Representatives
FCC Refuses to Ease Net Rule
(Continued from page 14)

morning segment. In lieu thereof, petitioners will arrange for an additional half-hour in each weekday evening segment and an additional hour in the Sunday evening segment.

4. The proposed modification will not result in any greater amount of daily time being under option for network programs than is now permissible but, on the contrary, will result in a smaller amount of total hours being optioned.

5. Your petitioners believe that the public interest, convenience, and necessity will be promoted by the requested change.

The Commission's letter to NBC denying its request follows:

"In the event a station does not option the full three hours permissible under this Regulation in the 8 a.m. to 11 p.m. segment of the broadcast day, it may, in addition to options, option three hours in the 6 p.m. to 11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 11 p.m. segment; provided, however, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed 2½ hours on any weekday or four hours on a Sunday.

One purpose of Regulation 3.104 was to leave 14 of the 25 evening hours in each week free of network option, in order to foster the development of local programs. It appears, however, that even under the present regulation your network now sells to commercial sponsors some 7½ of the 14 evening hours reserved from option; and that even without an option you are still able to deliver to advertisers substantially all of the network, with only a handful of stations substituting local for network programs.

The result of permitting an additional two hours of network option in the evening segment would appear to be, at least in the case of NBC, to leave practically no time in that segment available for local programs. Clearly, this would not be in accordance with the policy of the chain broadcasting regulations.

With reference to the number of hours in the morning segment which are subject to network option, the Commission is of the opinion that your present policy of restricting the number of option hours to less than the maximum permitted under the regulation is commendable. The Commission likewise concurs fully in your statement that interference with local programs which have met the public acceptance which are sought for use by local civic, patriotic and religious groups, local church services, and other highly important local program schedules of years standing is to be avoided.

In the light of the opinion expressed in your petition that these local programs serve a recognized local need and are in the public interest, the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulation.

Letter to Cowles

Text of the Commission's letter to Cowles Broadcasting Co. follows:

"The Commission today denied the petition, submitted by Iowa Broadcast ing Co., requesting an amendment to Section 3.104 of the Regulations in order to permit a station to enter into a new network affiliation contract more than six months prior to the effective date of such contract.

The Commission finds that a station which is affiliated with one network may not enter into an affiliation contract with a second network until its contract with the first network has expired. This is not to say that a station affiliated with one network but desiring to change its affiliation to another network may, under the Regulations as presently drawn, enter into an affiliation contract with the second network.

Dalton Appointed

BENDIX Aviation Corp. radio division has appointed Jack T. Dalton as eastern district manager for the New York territory, Leonard C. Truesdell, general sales manager for home radio, announced. Mr. Dalton, who was formerly eastern sales manager for the Crosley Radio Corp. and Grigsby-Grunow (Majestic) radio companies and more recently associated with RCA-Victor, also will handle special assignments in connection with the company's expanding nation-wide organization.

Blue's New Rate Card

BLUE Rate Card No. 32, dated Jan. 1, 1945, has been issued in a new booklet format with a pull-out strip that shows all stations listed alphabetically on one side and the network groups on the other. In addition to a 2½% reduction of discounts the card shows a change in the standardization of rebates so that the daytime rebate is the same as the nighttime one, 12½% for 52 consecutive weeks of broadcasting.

at any time, provided that the effective date of the contract shall not be more than six months from the entering into of the contract by the Commission.

Nothing in the regulations prevents dual affiliation. As a matter of fact, Regulation 3.104, governing exclusivity of options, does not mention option time and prohibiting exclusive options, were designed in part to make sure that affiliation with a second network would be impossible. Various stations have in fact met the problem of transferring from Network A to Network B by affiliating with both during a transitional period. Accordingly, no amendment to Regulation 3.103 appears necessary in this connection.

The petition further alleges that an applicant for a new station cannot enter into a contract with a network more than six months in advance of the date upon which he receives a license. This is not the case. An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the beginning of such period. If the contract can provide for extension of the two-year period when it covers shall begin six months from the date upon which it is entered into, but that actual broadcasting of network programs shall begin when the station is first authorized to go on the air.

It is, therefore, the view of the Commission that the problems raised in the petition can be fully solved by appropriate contractual provisions within the present regulations.

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

WBNX reaches...

- 2,650,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,235,000 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.

BECKLEY, WEST VIRGINIA

Expands its market!

* Daytime coverage increases 1,390 square miles with 110,741 additional potential listeners (FCC survey).

now at 560 on the dial

CBS NETWORK
Represented by Burn-Smith

Page 58 • December 25, 1944

BROADCASTING • Broadcast Advertising
RADIO KEEPS UP
FIRE NEWS FLOW

WGAR First on Scene With
Mobile Transmitter

Radio here yesterday was doing
its share in keeping the public in-
formed of the fire and explosions
at the East Ohio Gas Co. liquid
gas storage tanks at the foot of E.
61st Street. WGAR was the first
station with a mobile transmitter
at the scene. Manny Eisner of
WGAR reported members of the
staff saw the fire from the station's
studios on Hotel Stadler.

Eisner, Sutherland Dewitt, Clyde
Vortman and John Saunders hurt-
ried to the scene by automobile.
Reporting back to the station they
were informed the mobile truck was
already on the way.

Sid Andorn and Engineer Dar-
ry Taylor got the mobile unit on the
air around 3:45 p.m., yesterday.

WGAR supplied its sister station,
WJR, Detroit, with a direct broad-
cast of the tragedy with Andorn
at the microphone.

At approximately 9:15 last night,
John F. Peti, manager of WGAR,
called to report that An-
ouncer John Saunders was in a radio-
equipped plane over the burning
area. WGAR was able to pick up
and rebroadcast Saunders' word de-
scription of the scene. WGAR was
also supplying the Columbia Broad-
casting System with bulletins on
the fire.

Excerpt, Cleveland Plain Dealer

Tragedy descended on Cleveland when giant liquid gas storage tanks exploded, set fires, took a toll of 130 dead and 32 missing. Staff
members of Radio Station WGAR volunteered, entered the stricken area to help save lives and property . . . another example of the
station's philosophy - "in service of home and nation."
Probers Clash Over Report to House

Defense of Commission Foreseen After Inquiry

By BILL BAILEY

DISAGREEMENT over legislation as a result of this two-year inquiry marked the final days of the House Select Committee to Investigate the FCC, as the Committee staff worked feverishly last week to prepare a report to be filed with the clerk of the House by midnight Jan. 2, when the 78th Congress expires.

Reports were that the Committee, often split over procedure, would pass out of existence divided as to whether the FCC should be curbed or given even broader powers. There was general agreement that new legislation is needed, but indications were the majority report would tend to defend the Commission, while the minority report would demand sweeping revision of the Communications Act to spell out the FCC's powers.

Uniform Accounting?

It was learned that the Committee report will contain a recommendation that Congress enact legislation requiring a uniform system of accounting for all stations as recommended at the closing session by Charles R. Denny, FCC general counsel (see story page 62). Whether the Committee also would recommend supervision over sale prices was problematical, although Rep. Richard B. Wigglesworth (R-Mass.) has contended that high prices amounted to "trafficking" in frequencies.

Whether or not the investigation, undertaken through resolution (HRes. 21) introduced by Rep. E. E. Cox (D-Ga.) in January 1943, accomplished anything, it did cost the taxpayers a quarter-million dollars. Of the $110,900 appropriated by the House, $4,700 remained after December salaries were paid. Only a few outstanding bills were unpaid, according to Robert R. Barker, general counsel, who said more than $4,000 would be returned to the Treasury. At the FCC it was estimated that the investigation cost well over $100,000 in man-hours alone, aside from exhibits and photostats prepared for the Committee (see page 62).

The investigation formally closed at 10 p.m. Saturday (Dec. 16) after an all-day inquisition into the 1937 sale of WLVL New York by the Paulist Fathers to Arde Bulova was held. The sessions, however, branched out into various phases of Mr. Bulova's activities, both in radio and other business affairs.

Concluding the Bulova inquiry shortly before a pair of sub-committee went into executive session on a final phase of the WMCA case in which Donald Flamm had charged he sold WMCA New York to Edward J. Noble in 1940 "under duress." At the conclusion of the brief session Chairman Lea (D-Cal.) announced the Committee estimated that the investigation would demand a "fair and impartial investigation."

Eugene L. Garey, Cox-appointee" general counsel, had been sniped at from time to time. It was no secret that Rep. Lea desired Mr. Garey's resignation, but a majority of the Committee refused to accept it. Then last February the Committee, after two days of hearings, voted 3-2 to postpone further inquiry into the WMCA sale pending the report is filed.

It was understood, however, that the Committee's report will contain nothing more than a passing mention of the WMCA sale, despite the furor that phase of the House inquiry caused.

In a last-minute telegram to Chairman Lea, Handelman & Ives, New York counsel for Mr. Flamm, charged the Committee with "whitewash" in conducting part of the WMCA investigation publicly and the remainder underground. "The conduct of your investigation has been highly irregular and improper," wired the attorneys. At the same time they telegraphed Speaker Rayburn (D-Tex.), alleging the Committee had "resorted to star chamber procedure" and that the investigation had "deteriorated to a whitewash." As in previous wires from Mr. Flamm's counsel the Committee took no action.

Garey Charged 'Whitewash'

Punctuated by denunciation both inside and out of its ranks, the Select Committee has had two chairmen, three general counsels and several changes of staff members since its inception. Rep. Cdx. resigned in late September 1943, shortly after Commissioner Clifford J. Durr demanded in an open letter to Speaker Rayburn that the chairman be removed.

Following the appointment in early October 1943 of Rep. Lea, charges that the investigation would be "whitewashed" were heard in Congress, but the venerable Californian, also chairman of the Interstate & Foreign Commerce Committee, met such charges with indignant denial. He contended he would demand a "fair and impartial investigation."

Eugene L. Garey, Cox-appointee" general counsel, had been sniped at from time to time. It was no secret that Rep. Lea desired Mr. Garey's resignation, but a majority of the Committee refused to accept it. Then last February the Committee, after two days of hearings, voted 3-2 to postpone further inquiry into the WMCA sale pending...
Biscuit Addition

MANCHESTER BISCUIT Co., Sioux Falls and Fargo, will begin sponsorship Jan. 9 of quarter hour shows Monday through Friday on WDAY KFYR WEBC WHLB WMBF in addition to their programs now on WDGY WNAX KRNT KMA. Contract for 52 weeks was placed by George H. Hartman Adv., Chicago.

Barker's resignation

Garey resigned, denouncing the mal-

tigation in New York courts. Mr. Garey resigned, denouncing the ma-

iority for what he termed "sheer

t Whitewash". His entire legal staff

walked out with him.

Harry S. Barger, chief investiga-

tor, was appointed acting general

counsel and hearings were re-

sumed. John J. Sirica, Washing-

ton attorney, was named general
counsel in April. Mr. Barger

resigned in August to join the Re-

publican National Committee re-

search department and Mr. Barker

was named chief investigator.

Latest hearings in the WMCA sale began Nov. 22. On the same day Rep. Warren G. Magnuson (D-Wash.), Senator-elect, wired his resignation as a Committee member to Speaker Rayburn and Rep. Percy Priest (D-Tenn.) was named to succeed him. Six days later the Committee, by a 5-2 vote, went under
dground to complete the WMCA hearings behind closed doors. In open session Mr. Sirica, also charg-
ing a "whitewash", resigned. Mr.

Barker was named general counsel on

Dec. 1.

Although the Committee had an-

ounced that the Dec. 16 hearing

would be into the 1937 sales of

WLWL and WVOY to Mr. Bulova,

little testimony was given in that

connection, save by Rev. Edward

Judge Curran, president of the

Catholic Truth Society, and James

P. Kiernan, former business man-

ager of WLWL. Considerable in-

quiry was made, however, into Mr.

Bulova's other enterprises until ob-

jections by Rep. Louis E. Miller

(R-Mo.) were sustained.

Chairman Lea several times re-

marked that the hearing was called

specifically to investigate the sales of

WLWL and WVOY and that other

stations acquired by Mr. Bulova and

his affiliations with the Bulova

Watch Co. were irrelevant.

Barker's resignation

Marks Clears Bulova

Witnesses included, in addition to

Father Curran and Mr. Kier-

nan: A. Edward Masters, attorney

for the estate of the late John

Iraci, former owner of WVOY and

WPEN Philadelphia; Hyla Kie-

zales, former manager of WVOY and

time executive to Mr. Iraci; Rose H. Hyde, FCC assistant gen-

eral counsel in charge of broadcast-

ing; Leonard Marks, chief of the

new facilities section, FCC Law

Dep't.; Ben S. Fisher, Washing-

ton counsel for Mr. Bulova and presi-

dent of the Federal Communications

Bar Assn.; Harold Lafaount, general manager of the Bulova ra-

dio interests; Sanford Cohen, New

York counsel for Mr. Bulova; Mr. 

Denny.

Father Curran hinted that Mr. 

Bulova had held hidden ownership

in several stations including WORL 

Boston, but Mr. Marks testified that

the FCC had conducted a thorough

investigation, and although no de-

cision has been handed down, in-

vestigators could find no evidence

where "Bulova money was routed to

WORL through Lafaount". With

reference to charges by Miss Kiez-

ales that a secret agreement had

existed between Mr. Bulova and

Mr. Iraci concerning WPEN, Mr.

Marks said statements taken by

FCC investigators "indicated that

no such contract existed, with the

exception of one by Miss Kiezales".

He said the reason the Commis-

sion did not grant the WPEN sale to

the Philadelphia Bulletin until

Dec. 9, day before an option was to expire [Broadcasting, Dec. 11, 

18], was that investigators still

were attempting to find the pur-

ported "agreement".

Mr. Bulova testified that he kept

no personal records of accounts and

when Mr. Barker inquired about his

income tax, Rep. Miller pro-

tested that the Committee "has

never been authorized to go into

income tax; we're supposed to in-

vestigate the FCC." Rep. Lea

sustained the objection.

When Mr. Barker asked the

witness if he had made application

for a passport to Europe as a cor-

respondent for WOV, Rep. Miller

again objected and Chairman Lea

ruled: "It's unfair to go into mat-

ters not connected with the FCC

and give wings to charges."

Records Subpoenaed

As Mr. Bulova left the stand

Mr. Barker served him with a

subpoea duces tecum calling for all

business records pertaining to his

radio interests.

Rep. Miller indicated last week

that he would file a minority re-

port "if the Committee report
doesn't cover what I think it

should." Rep. Wigglesworth also

is expected to file a separate report.

Until Rep. Miller joined Reps. Ed-

ward J. Hart (D-N.J.) and Priest in

voting to discontinue the WMCA

hearings he had been aligned with

Rep. Wigglesworth in demanding

open hearings. Chairman Lea

joined Rep. Wigglesworth in dis-

senting against the executive ses-

sions.

Nancy Osgood

Good cook or sportswoman . . .

young mother or spinster . . .

Nancy's daily program holds

them all. And even men!

But, this is the usual

story for WRC.

First Continuously

Since 1923 . . .

WRC

Washington

December 25, 1944 • Page 61
Tighter FCC Control Over Business Advocated by Denny

General Counsel Urges Law Requiring Uniform Account System; Hints at Price Supervision

Dunn does not share in that construction and filed a separate statement of his own at the time that that construction was announced to the Congressional Committee. However, that is the construction of the majority of the Commission and, right or wrong, they have reported their construction and they are awaiting further instructions from the Congress on that point.

The present Act is undeniably difficult to deal with that problem because you do not have uniform accounts for these radio stations. You have a uniform station with which to determine what would be the proper basis for placing a price on one of these radio stations.

In the utilities that we regulate the Commission has specific authority from Congress to prescribe a uniform system of accounts, so that we know what every piece of property they have is worth, their original cost, etc., and the replacement value. With respect to radio stations we have no such power. We have no such uniform point at which to make a determination as to what the proper price for selling should be.

The answer is whether the Commission does need further instructions from the Congress upon this point. I think that the Congress, in making the recent report to Commerce, wishes to request the Commission to give it further instructions, if the Congress thought that the procedure was wrong, until the Commission gets that information.

On the point of a uniform system of accounts, I think there is this further impetus to our ambition and the GREATEST...
Regional WLB Panel Reaffirms Rule Denying Assigned Fee to Announcer

REAFFIRMING a position taken last August by the National War Labor Board in the WMAL case, a Chicago regional WLB panel has recommended unanimously that AFRA demands for assigned fees for commercials at seven Chicago B stations be denied. Instead, the panel favored a flat 15% increase in the salaries of announcers, retroactive to Nov. 1, 1943. Stations involved are WJJD WAAF WAIT WGSE WSBC WCFL.

"In its report on the dispute, the panel found that the union's proposal that announcers receive extra fees ranging from $8.50 to $10.50 for commercials (excluding spots) would increase compensation paid to announcers by $15 to $30 a week.

The panel took issue with AFRA's contention that the assigned fee system used on "A" stations should also govern "B" stations. On this point the report declared:

"The Panel . . . is of the opinion that a provision which in the case of A stations must be carefully scrutinized before it is applied to the B stations where its effect on wages would be substantial. The pattern generally established in the industry is that the A stations pay higher rates for the same work on the assumption that the larger stations require a higher degree of skill and talent. The Panel can see no basis on which it can recommend a provision which would have the opposite effect.

The precedent established with the A stations does not appear to the Panel to be conclusive in the first instance because the A stations are permitted 12 15-minute announcements before program fees become operative, second because the arrangement has in fact produced no supplementary revenue for the announcements on A stations. Had the union's request been exactly the same in this instance, the demand of the union might appear valid on the basis of principle but it must be recognized that the B stations carry many more commercial announcements than do the A stations and that it would be very difficult to develop a formula on this point that would be acceptable to both parties.

The panel expressed the opinion that the Board would probably be unwilling to set up any schedule of program fees in view of the decision in the WMAL case in which the Board reversed the recommendation of the hearing officer and denied the request for pay-within-pay. Even if the parties could reach some agreement for a schedule of fees departing from the established form of compensation, the panel observed, the Board "would find it necessary to scrutinize carefully the effects of the agreement in terms of the Stabilization Order and would limit increased earnings to those permitted under the order."

In recommending that the request for supplementary program fees be denied, the panel stated that the facts in the case "do not support the claim of gross inequality as between announcers in the A and B stations". In recommending a 15% increase in rates, as against a 10% increase in supplementary fees requested by AFRA, it declared that such an increase would be proper under the wage stabilization order since such as pay raises granted the announcers since the war were the culmination of negotiations which had been going on for several years.

In the WMAL case, the WLB denied AFRA's request for a schedule of fees for assigned commercial broadcasts but granted an increase of $60 a month in the base salary of staff announcers [Broadcasting, Aug. 28]. A petition filed by the union for reconsideration of the decision was granted by the Board on Oct. 29 but no action has yet been taken.

Overseas Xmas Show

WMCA New York, bringing holiday greetings for the second Christmas from New York, New Jersey and Connecticut servicemen stationed in far-off points of the world [Broadcasting, Nov. 27], expanded this year's broadcast to cover a 20-hour period, one of the largest and most elaborate programs of its kind in radio history. Estimated overall costs, including license charges for overseas pick-ups, may run close to $20,000. With all commercial programs canceled from noon to 7 a.m. the following day for a ten-hour broadcast and recorded repeat, Nathan Strauss, WMCA president, last week expressed special thanks to advertisers for cooperating in relinquishing their time. All of the commercial systems in this country, he said, as well as the BBC, Chinese News Service, and the Australian Broadcasting Co. gave unselfishly of their time to make the program possible.

WNOE Seeks Shift

PETITION was filed with the FCC last week by WNOE New Orleans for reinstatement of application requesting a construction permit to change frequency from 1450 kc to 1060 kc, increase of power from 250 w to 60,000 w and installation of a directional antenna for day and night use. KYW in Philadelphia is now on the 1060 kc clear channel assignment.

Porter Heads FCC

(Continued from page 12)

nee, Chairman Wheeler said.

Moreover, majority members of the Committee are said to hold the view that the Craven vacancy properly should go to a Republican, although technically it can go to one of any political faith. With the Porter appointment, there are three Democrats, two Republicans and one Independent (Mr. Jett) on the Commission. The law specifies that not more than four members of the seven-man Commission shall be affiliated with the same political party.

The 40-year-old Kentuckian comes to the FCC helm with an extensive background as a newspaperman, lawyer and Government official [Broadcasting, Nov. 29]. From 1937 until 1942 he was Washington counsel for CBS. After serving as deputy administrator of OP A in charge of rent control he became associate administrator of the War Food Administration in June 1943 and the following month became associate director of the Office of Economic Stabilization. Last March he became director of publicity for the Democratic National Committee and resigned that post to accept the FCC appointment. Since 1941 he has been a lecturer on administrative law at Catholic University.
People's Radio Stock

PLANS were completed last week for issuance of stock by the People's Radio Foundation, recently incorporated in New York State, to operate a community FM station under the support and control of labor and other progressive groups.

The People's Radio Foundation, Inc., was formed by members of the Stewardship Committee of the National Broadcasting Company and the National Academy of Television Arts and Sciences.

The People's Radio Foundation plans to issue up to 200,000 shares of stock, with a par value of $1 per share, to finance the operation of a community FM station.

Network Accounts

All Time Eastern Time unless indicated

New Business


BOSTON: Bleackley Ghee, W.B. & Co., Inc., Boston, has transferred the "Lyons Tele-Photo" account to a new independent agency.

Cleveland: 456 FM, KSU, 1,000 w.

Cities

E. R. MILLER of Cleveland, a member of the executive staff of General Radio Co., has been named chief engineer of the company's radio department.

POULTRY AREAS

M.S. TAYLOR, of the National Poultry Promotion Board, has been named executive secretary of the board.

Newspapers

The Blue Network Station

Then unbroken! Per- simmon isn't rich in business

CHAMPS ASSUMES WCAP OWNERSHIP

FORMAL transfer of controlling interest in WCAP Asbury Park, to its new owner, Charles Candy Co., of the late James R. Burley, appeared at a meeting of the board of directors to turn over to the former the WCAP estate 21 shares of stock, representing 56.3% of the total stock, for $25,000. Having been approved by the board of directors Stockholders, the WCAP estate was transferred to Charles Candy Co., of the late James R. Burley.

Charles Candy Co., was elected president of the board at a reorganizing meeting the same day; his son, Walter R. R. C. Candy Co., was elected vice-president of the company, and Charles Candy Co., was elected as president of the board. Special meeting was held at 2:30 p.m. to elect the new officers of the board.

MBS SALES UP 50%

TOTAL 20 MILLION

In a year-end review which admitted any possible decline in the price of the new product, the annual report last week reported that sales for 1940 topped $20,000,000, up more than 50% over 1940; that new sales were added during the year, bringing the total to 249, of which 146 are in one-station markets.

MBS was added to its broadcasts of the Detroit Symphony orchestra, to be expanded from 30 minutes to a full hour weekly in January; renewal of the Cleveland symphony series; Let's Face the Issue forum; its dominance in dance band broadcasts, and to the acquisition of Carlin as vice-president in charge of programs.

Report also cited the centralized news service established this year under direction of Harry Whitmore and establishment of radio news bureau in San Francisco. Exclusive World Series broadcasts highlighted the network's sports reporting, which covered 74 major events in 1944.

CBS Poster Award

FIRST prize, consisting of a wire Bond, in the full-color contest of WINS New York, was won by C. W. Dickie of CBS for the poster. The contest was a tie-in with the national "Complete the Drawing Contest" posted in "National Relief" national talent. Miss Ralke and other winners received their prizes on a radio program broadcast on WINS.
Disc Showdown
(Continued From Page 18)
not fight this issue the results can only be additional and more unreasonable demands.

From a 250 w NBO affiliate: We firmly believe NAB should take stand on the issue. The damming of the radio industry's financial power of Government orders must be clearly established if these rules are to mean anything, it is time for not only the radio industry but for every decent thinking person to speak and act.

From a 100 w NBO affiliate: We urge you to take a firm stand supporting NLRB. We will stand behind you 100%.

From a 50 w Blue affiliate: If Pettrillo wins in this fight we must all give him the same support. For once, let's fight through to the finish, avoiding any kind of compromise.

From a 250 w Blue affiliate: The radio industry is not made up of mice. Radio cannot observe an honest 20th anniversary in 1945 while bowing before little Caesar. We cannot pledge our listeners broadcasting that will continue to give vigorous expression to the American principle that made communications possible unless we stand up on this vital issue.

From a 250 w Blue affiliate: The prospective situation is impinging-as all on the past two years and wait for a rival music. Industry hardship. Industry must stand up and carry on. The radio industry should take a definite stand now against any and all such criminal labor racketeering practices. We urge you to take a firm stand upholding NLRB.

From a 50 w Mutual affiliate: NAB has another big chance to demonstrate industry leadership by calling upon broadcasters and networks to accept Pettrillo's challenge and fight issue to a firm and undivided stand.

From a 250 w Mutual affiliate: This means Pettrillo's fight—must be concluded. The radio industry must not fail on this one.

From a 250 w Mutual affiliate: Having a showdown now will be much less costly later. It may not even be possible later.

Small Stations Threatened
From a 100 w Mutual affiliate: Small stations especially interested in their very existence might be threatened if saddled with high-salaried turnover. Industry should stand firmly behind NLRB decision.

From an owner of a group of regional stations: I have seen the gradual encroachment of parasitical interests until we now face one of the greatest dangers of all, namely Pettrillo. A united front is essential.

From a nonaffiliate: If he gets by this time, additional burdens will be brought out. We urge NAB to fight this issue.

Approval of the position taken by Broadcasting in its Dec. 18 issue, in favor of "Stand Up and Fight: II," urging the networks to call Pettrillo's bluff, gave further evidence of the industry attitude. One midwest station owner who wired Mr. Ryan that "by Westinghouse, NAB and networks should stand up and be counted under NAB leadership for showdown with Pettrillo" wrote Broadcasting he was unable to foresee when this thing is going to stop when the networks keep knuckling to Pettrillo.

Declaring the industry has never been in a better position to fight on an "all-out basis," the broadcaster suggested that "someone should call on all networks to take a firm and undivided stand*.

Conley Is Named Manager of KEX
APPOINTMENT of J. B. Conley, manager of Westinghouse stations WOWO and WGL Fort Wayne, as general manager of the Starland, operation of which will be taken over by Westinghouse Dec. 29, was announced last week by Lee B. Walles, general manager of Westinghouse Broadcasting Stations Inc. Mr. Conley, a Virginia native and veteran in the radio industry, is an organization, and office manager, and auditor of the Fort Wayne stations, as Mr. Conley's successor. Mr. Mills had been with the station for 11 years, and was elevated from the sales staff to station manager three years ago. A native of Fort Wayne, he has managed KEX for three years.

Referring to the acquisition of KEX by Westinghouse, Mr. Walles said, "Purchase of KEX for $400,000 demonstrated again the confidence of the Westinghouse Co. in the business and industry of the Pacific Northwest and particularly of the important Portland area. It follows by only a few months the investment of approximately $100,000 by our company's manufacturing and repair department of Portand and facilities.

"Plans are under way for improvements and expansions of KEX, and we hope to so program and operate the station that it will render an even greater service to the Portland area."

An affiliate of the Blueutow’s on 1190 kc with 5,000 w power, KEX was purchased from the Griffith & Associates, also owner and operator of KGW. Its transfer to Westinghouse was approved by the FCC on Nov. 28. As the same time the Commission approved the application of WGL Fort Wayne to the Farnsworth Television and Radio Corp., for $325,000. The sale of both stations complies with the recent FCC order limiting ownership by a single operator to one standard station in a community.

Administrative office of KEX will be located at 815 S. W. Yamhill St., Mr. Walles announced. Headquarters there will be the general management, sales, auditing, traffic, continuity and program management activities. "Because of the wartime shortages, KEX will continue to use the present studios and facilities which are shared with stations KGW and KWW at 1011 S. W. Sixth Ave. until such time as we can completely operate a new and yet to be chosen location."

Under Westinghouse ownership, KEX "will keep pace with the rapidly developing and expanding radio broadcasting industry," Mr. Walles reported. Plans call for FM, and, eventually, television.

AFM's KSTP PLEA REFUSED BY BOARD
BREAKING its precedent of issuing no decisions while a strike is in progress, the Sixth Regional War Labor Board last Thursday denied AFM's request for a further hearing to be consolidated with a Board request to return to work. The Board denied the request that a minimum of eight staff musicians and that three record turners and one librarian be employed. It set up a wage schedule, retroactive to Dec. 1, as follows: $34.56 for a week of 15 hours, $40.42 for 16 hours and $46.40 for 20 hours. The union had demanded a wage of $52.50 for a 22-hour work week.

The Board's decision upheld the recommendation of the panel (Broadcasting, Nov. 13), which had been held up under WLB procedures when the musicians resumed their strike after originally complying with a Board order to return to work. Members of the Regional Board are Philip Marshall and Dale Yoder (public), J. B. Beardslee and W. W. Hartz (industry), and Samuel C. Evert and Stanley T. Joers (labor). Labor members did not vote on the decision.

WBAX Consolidated
A NEW climax in the much-liked WBAX (Wales-Barre, Pa.) was reached last week when the FCC designated for further hearing—to be consolidated with a hearing on the application of John H. Stenger Jr., licensee of WBAX for regular license—four other applications. They include those of Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., North¬ eastern Pennsylvania Broadcasters and Key Broadcasters, all seeking facilities in Wilkes-Barre. Decision in the WBAX case has been hanging fire a half-dozen years, station meantime operating on temporary license.

Pierce Honored
TRIBUTE was paid Robert Morris Pierce, chairman of the Board of Directors of WGBH, for his exploits while serving with the OWI in Europe and Africa, in a statement inserted in the Congressional Rec¬ ord last week by Sen. Burton (R-Ohio).
YOU CAN ALMOST see the canary feathers on the chops of the Blue Network officials in this post card of candid contract pictures. Gardner (Mike) Cowles Jr., president of Cowles Broadcasting Co., signs contracts affiliating three of his company’s stations—WNAX Yankton, KRNT Des Moines and WCOP Boston—with the Blue. Signing for the network is Chester J. LaRoche, vice-chairman. Standing are Keith Kiggins, vice-president for station relations, and Mark Woods, president.

FCC Approves Blue’s Change To American Broadcasting Co.

THE LAST formal obstacle in the way of a change in the name of Blue Network to American Broadcasting Co. appeared to have been cleared last week with the approval by the FCC of the voluntary assignment of licenses of the Blue Network owned stations and associated relays to American Broadcasting Co., heretofore the holding company.

Blue officials reported no immediate plans for adopting the new corporate name in identifying the network, but said that such a change would be made in the future if it could be done without losing the goodwill benefit built over the years by use of the Blue. No such change will be made, however, it was said, until affiliated stations are consulted for their approval.

The process of change could be gradual through use of both the Blue and American names. American Broadcasting Co. is the holding company established by Edward J. Noble, Blue chairman, which acquired the Blue from RCA in October 1943 for $8,000,000 cash. All of the stock of Blue is held by American. Mr. Noble holds approximately 70% of American, with Chester J. LaRoche, chairman of Blue’s executive committee, and Time Inc. holding 12½% apiece. Mark Woods, Blue president, and Edgar Kobak, former executive vice-president of Blue and now president of Mutual, also acquired small interests in American.

The FCC granted consent for voluntary assignment of the licenses of WJZ New York, WENN Chicago, KGO San Francisco, and KECA Los Angeles from Blue to American. There was no monetary consideration involved.

WJZ IS REFUSED TWO REHEARINGS

PETITIONS of the Blue Network Co., on behalf of its key station, WJZ New York, for rehearing in a special authorization grant to KWBV Corpus Christi, Tex., and for reconsideration by the FCC of its order in connection with a special authorization to KOB Albuquerque were denied last week by the Commission.

On Nov. 9 the FCC granted special authorization to KWBV to operate days on 1030 kc with 50 w power for six months, using directional antenna. WJZ contested the grant, contending that KWBV has plans for fulltime operation on the 1030 kc channel.

KOB, regularly assigned to the 1030 kc channel, has been operating under special authorization on 770 kc, the WJZ frequency. Previously KOB had operated under special authorization on 1180 kc. On Oct. 9 the Commission granted in part a motion of WJZ for enlargement of issues in the hearing on applications of KOB for modification of construction permit, for a license to cover construction permit as modified, and authority to determine operating power by direct measurement.

WJZ contended that if the KWBV grant is permitted to stand and KWBV eventually goes fulltime on 1030 kc, then KOB could not return to its regularly-assigned frequency of 1030 kc and would remain on 770 kc with WJZ. Last week’s action was the second time within a fortnight that the FCC had denied Blue Network petitions involving the KOB case. The network previously had been denied permission to consolidate its hearings to change frequency of KECA, Los Angeles from 790 kc to 770 kc, with that of KOB for modification of its construction permit [Broadcasting, Dec. 18].

Several Features Added To West Coast Hooper

C. E. Hooper Inc., New York, effective with the current report, incorporates new features in the “Pacific” network Hooper ratings and affects several change in coverage and sample size for this service. The Hooper ratings sample 3-10 p.m. is increased by 15½%, and the 8 a.m. to 5 p.m. sample increased 10%. Spokane has been added to the list of four network cities (Los Angeles, San Francisco-Oakland, Portland and Seattle) covered and distribution of the sample has been adjusted to approximate the distribution of population of these cities.

Report now indicates plus or minus change over the last report for sets-in-use, Hooper rating, share of audience and for each time period occupied by sponsored network program.

Seek Meridian CP

LICENSEE of WSLI Jackson, Miss., Standard Life Broadcasting Co., last week filed with the FCC an application requesting assignment of 250 w and unlimited time on 1450 kc for a proposed new standard local outlet at Meridian, Miss.

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Four Standard, Three FM, Television Outlets Sought in New Applications

TEN NEW applications were filed with the FCC last week requesting facilities for four standard outlets, a television station, three FM outlets and other miscellaneous services.

Licensee of WLXI Jackson, Miss., Standard Life Broadcasting Co., has applied for new standard facilities of 250 w unlimited time on 1450 kc for a proposed outlet at Meridian, Miss.

Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, owners of WEIM Fitchburg, Mass., are applicants for a new standard local station for Fitchburg, Mass., on 1450 kg with power of 250 w and unlimited hours.

Louisiana Petition

Frequency of 1240 kc is sought for a new local outlet at New Iberia, La., by Teche Broadcasting Co., partnership composed of Fred A. Robichaux and H. W. Poole, manager and program director of KVOP, new local outlet at Plainview, Tex., and his mother, Edna Capo LeMieux (50%). Power of 250 w and unlimited time is requested. Mr. LeMieux during the past five years has been affiliated with WJHO Opelika, Ala.; WAML Laurel, Miss.; WSBM New Orleans; WDSU New Orleans, and WCCM Gulfport, Miss. as announcer and engineer.

Fifth application for a new standard station in Peoria, Ill., filed by Mid-State Broadcasting Co., seeks 1,000 w unlimited time on 1560 kc. President and 25% owner of the new company is William J. Kutsch, radio director and advertising manager of Swift's Premium Ham & Bacon Division, Chicago. William A. Kutsch, vice-president and 24% owner, is general supervisor of A. S. Staley Mfg. Co., corn products firm. Remaining interest is divided among a number of other businessmen.

Channel 3 commercial television facilities are requested by Maryland Broadcasting Co., licensee of WHIS Baltimore.


WFAM Inc., Lafayette, Ind., owned by the same interests which operate WASK Lafayette, requests FM assignment of 49,700 kc. Approximate cost is $12,860.

Memphis Pub. Co., licensee of WMC Memphis, has filed for 48,100 kc and 19,640 sq. mi. coverage for TROPICAL TIME at the Army Expeditionary Station on Guadalcanal is tapped out on the coconut time signal rigged up by Pvt. Richard N. Sinclair, formerly of KSL Salt Lake City. He is an announcer with the station, a Mosquito Network outlet of the Armed Forces Radio Service.

Its proposed FM outlet to cost an estimated $117,500.

Shift of assignment from 1240 kc to 1550 kc is asked in an application filed by WSOC Charlotte, N. C., which also requests increase of power from 250 w to 10,000 w, using a directional antenna at night.

A new developmental broadcast station on 47,600 kc is requested by Georgia School of Technology, Atlanta, Ga., to use power of 1,000 w with special emission for FM. Georgia Tech is licensee of the Atlanta standard outlet WGST.

Control Transfer Granted to Four

Two Grants Involve Change From Corporate Ownership

CONSENT to transfer of control of four stations was granted by the FCC last week with two of the shifts involving changes from corporate form to direct individual ownership and having no monetary consideration. Stations are: WGGA Gainesville, Ga.; KGCU Mandan, N. D.; WNOE New Orleans and KNOE Monroe, La.

Charles Smithgall, president, treasurer and sole owner of North Ridge Broadcasting Co., licensee of WGGA, was granted acquisition of control through purchase of 20 shares (11.4%) capital stock for $5,376 from Austin F. Dean, former president now in the Navy who is unable to devote time to his interests in the station.

Mandan Grant

Consent to voluntary transfer of control of KGCU, to KGCU Radio Assn., licensee of KGCU, was granted from J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly of Grand Forks, N. D.,, through transfer of 146 1/2 % shares. (66 2/3%) capital stock for $3,667 to W. S. Russell, president and a group of businessmen. New owners are: W. S. Russell, W. E. Russell, W. W. Lanterman (each 27 1/2 shares), A. M. Femrite, W. H. Walton and F. M. Foster (each 12 1/2 shares).

James A. Nee assumes direct ownership of WNOE and KNOE through grant by the Commission of transfer of control from the respective licensee corporations in which he held total interest.

Marines’ Holiday Discs Are Sent to 30 States

MARINE Corps Public Relations, Radio Section, in special preparations for Christmas, sent out 116 shows to stations in 30 States, carrying holiday greetings from Marines in the Pacific. Recorded in the field on film, the messages were flown to Marine Corps Headquarters in Washington, processed and recorded on discs for distribution to local stations and the four networks. Most of the greetings were arranged so that groups of boys, from the same locality were interviewed together. USMC correspondents who made most of the holiday greeting recordings were: Sgt. Alvin M. Josephy, formerly of WOR New York; Sgt. Art King, of WEEI Boston and WHN New York; Sgt. Vince J. Lonerigan, of Head of the Lakes Broadcasting Co., Duluth; Sgt. Edward C. Stodel, who had his own advertising agency in Los Angeles; Sgt. Richard E. Mawson, of WBAX Wilkes-Barre. Processing the recordings at Headquarters were: Sgt. Bill Franke, former radio editor of the Washington Times-Herald; Sgt. Keene Hepburn, technician for the recordings of the Saipan invasion, and Pvt. Pete Meisinger, of the radio and television section, Dept. of the Interior.
Classified Advertisements

**PAYABLE IN ADVANCE**—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blinded box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

**Help Wanted**

**Classified Advertisement**

**Help Wanted (Cont'd)**

Available. Third class operator and announcer. 28 years old. Draft exempt. Experience with NBC RACK STATIONS. Box 924, BROADCASTING.

Chief engineer kilowatt wants better position commensurate with ability. Three years college, electrical engineering, eight years experience. 50 kilowatt low frequency, directional, FM. Box 10, BROADCASTING.

**Situations Wanted (Cont’d)**

Tester—Now employed small station. NBC affiliate; one of a few stations in track. Excellent record 15 years in advertising. Good experience in radio network national and sales station experience. Able to handle heavy load and complete second, practical, business-like idea for sales, programming and public relations. Good appearance. Family man. 36. Stable. Accustomed to substantial earnings. Box 16, BROADCASTING.

**Program, production director — announcer.** Available middle of January. Thoroughly acquainted with all phases of broadcasting. Excellent radio voice. For past two years, program-producer-director of fact moving three network station; in sales, production, and voice casting. Offers. Draft exempt. Wire Box 17, BROADCASTING.

**Situations Wanted**

**YOU CAN’T MISS WITH THIS MISS ANNONCING AND SCRIPTWRITING 1,000 LF, 650. VEHICULAR RADIO EXPERIENCE WITH NBC BACK- GROUND. Wire Box 914, BROADCASTING.**

Broadcast engineer, administrative and business background, with world-wide experience in United States government broadcasting stations. Desires position either at home or abroad for post-war foreign or domestic projects. Box 20, BROADCASTING.

**Help Wanted (Cont’d)**

Wanted—First class radio operator for old, established 5 kilowatt Florida broadcasting station. Excellent and permanent opportunity for experienced man. Advise age, draft status, background of experience, salary requirements. Box 28, BROADCASTING.

Wanted—First class radio operator for old, established 5 kilowatt Florida broadcasting station. Excellent and permanent opportunity for experienced man. Advise age, draft status, background of experience, salary requirements. Box 28, BROADCASTING.

**OPERATORS**

**EARN $50 to $75 WEEKLY**

Established scale of increases, annual vacations, sick leave, good working conditions at metropolitan non-IBEW station. Give qualifications and record of previous employment.

Box 23, BROADCASTING

**SOUND EFFECT RECORDS**

**GENNETH—SPEEDY Q**

Reduces Basic Library Offer Containing Over 300 Individual Sound Effects. 

Write For Details

CHARLES MICHELSON

67 W. 44th St.

New York, N. Y.

**VETERANS:**

Any veteran of the late war, under G. I. Bill of Rights. 

**ADVERTISING OFFICES**

**Without Canadian Connections**

**RECORDINGS REG’D**

633 Dominion Sq. Bldg., Montreal, Canada 

FOR COMPLETE PRODUCTION AND RECORDING FACILITIES 

Write Us

**SOUND EFFECT RECORDS**

GENNETH—SPEEDY Q

**Reduced Basic Library Offer Containing Over 300 Individual Sound Effects**

Write For Details

CHARLES MICHELSON

67 W. 44th St.

New York, N. Y.

**BROADCASTING**

**Broadcast Advertising**

**The School of Radio Technique**

(America's Oldest School Devoted Exclusive Radio Instruction) 8 Weeks' Evening Course

JANUARY 8

6 Weeks' Day Course

JANUARY 9

Tuition and Books: Professional, for Beginner & Advanced students, include:

- Sound Development
- Newscasting
- Acting
- Photo Studio & Printing
- Light
- Lighting
- Voice
- Commentaries

**Admission rates: Federal Cell or Booklet B.**

Write for catalog.

RKO Building

Radio City, N.Y.

Circle 7-0193

**December 25, 1944**

Page 69
SALES of controlling interests in two more stations, made necessary under the FCC duopoly regulation (Sec. 3.35), were approved last week, leaving only 15 of the 20 stations still pending before the Commission.

Transfer of KROW Oakland, Cal., from Educational Broadcasting Corp. to KROW Inc. for $250,000 plus net quick assets and sale of controlling interest in WILM Wilmington by J. Hale Steinman and John F. Steiman to Alfred G. Hill, Chester, Pa., for $125,000 were given formal approval. Commissioners Paul A. Walker and C. J. Durr voted for a hearing in the WILM case.

Dumm Seeks KPAS Interest

With the KROW transfer, Wesley L. Dumm, principal stockholder in Educational Broadcasting Co., retains control of KSFO and the two independent stations KWID and KWIX. New owners of KROW are Sheldon F. Sackett, Oregon publisher and owner of KSWR Springfield, Mo., and Philip G. Lasky, vice-president and general manager of KROW the last five years, 35%. Still pending before the Commission, which must act by May 4, is Dumm to acquire 25% interest in KPAS Pasadena, of which J. Frank Burke is principal stockholder. Mr. Burke also operates KFVD Los Angeles, and must divest himself of control of one station.

In the WILM transaction, the Steinmans, who control 25% interest in the station, sold 404 shares (66-2/3%) of the voting stock and 68 shares (66-2/3%) of the non-voting preferred stock to Mr. Hill, editor of the Los Angeles Daily News and Chester Times. Plans are to move WILM to Chester [Broadcasting, July 8]. The Steinman brothers, who head the Mason Dixon Group, own WDEL Wilmington and five other stations.

Pending Cases

Duopoly cases still pending include:

- WOW-WNEW New York, Application of Arde, Bulova, and Harry D. Henschel to sell control of WOW to Murray and Metz Master for $300,000, pending following hearing.
- WEDC-WRAD Reading, Pa., Application of Educational Broadcasting Co., licensee of WEDC, to transfer license to George J. Feinberg, Joseph M. Nausau and Milton J. Hinde for $250,000.
- WPAP Fort Worth, WFAA Dallas: KRGX Fort Worth-Dallas. Selzer petitioning finding that duopoly regulation is not applicable pending.
- WMWS-WMC Memphis. Application by Service-Radio Broadcasting Inc. to assign WMWS to Plowish Inc., Memphis phosphor dist., is supported by approximately $500,000 pending.
- KQGQ-KELO Los Angeles: KQGQ Los Angeles, licensee of Mal. Lewis Wommer, owner, to shift KQGQ from 1500 to 1540 on pending. Negotiations for sale of one station reported under way but no figure.

PROBLEMS SOLVED

New Video Type Amplifier

Used at TBA Exhibit

THE MORE THAN 1000 people attending the banquet of the First Annual Television Broadcasters Assn. Conference in New York two weeks ago and watching entertainment from two video stations, WNTB and WABD, on 28 receivers in the banquet hall of the Commodore Hotel, probably did not realize that in providing for that entertainment's reception F. J. Bingley, chief engineer of Philadelphia Radio & Television Corp. and engineering chairman of the conference, had solved one of television's more troublesome problems—of providing service to many receivers in a single building without covering the roof with a mass of antennas.

Two antennas were erected on the roof of the Commodore, one for WNTB and one for WABD. These fed to a new type of amplifier, designed and developed by Mr. Bingley and his staff, which in turn fed the signal to each of the sets. Whether all received one station, or whether some received WABD and some WNTB, there were no evidences of interference or interaction. Cost of the equipment is said to be low enough to be easily amortized by charging tenants a nominal fee for the service.

Blue Rearranges Evening Schedules

Ten Programs Shift to Allow More Balanced Schedule

MAJOR realignment of the Blue network's evening program schedule will be put into motion Jan. 1 and probably be completed by the 10th of the month. It was announced last week by C. F. Jaeger, Blue general sales manager. As the schedule lined up last week, the shift will involve time changes for 10 programs. The move is designed for retaining for the most part the same size network for each show.

Move is in line with increased attention at the Blue to programming, and follows shortly after announcement of a reorganization and expansion of cooperative programs (Broadcast, Dec. 18). In rearranging the programs, Mr. Jaeger said the Blue network aims to present better balanced programming; to give the advertisers the competitive time segments; and to make available to advertisers the specific time periods they have requested. The primary reason for the realignment was, to offer sponsors the spots "in which their programs can attract the largest possible audiences and offer the greatest potential to programs on other networks."

Programs affected, their sponsors and agencies, date of swap, the new times they will be heard, together with current broadcast time, follow:

- Guy Lombardo, Larus Bros. Co. (Waring Sausage Co.) 10-10:30 p.m. from Sat., 10 p.m.
- Baby Faces, show of the National Watch Co. (J. Weller, Thompson Co.), Sun., 7-7:30 p.m. from Sat., 8:30 p.m.
- Fred Warner, Oregon-Illinois Glass Co. (JWT), Jan. 4 to Thurs., 10-10:30 p.m. from Thurs., 7 p.m.
- The Marx Called X, Lockheed Aircraft Corp. (Vanderbilt-Breese), Sat., 10-10:30 p.m. from Sat., 8-8:30 p.m.
- Godwin, Haskell Mfg. Co. (Keeley & Co.), 6-6:15 p.m. from Sat., 5-5:15 p.m.
- Ed Wyder's Happy Island, Borden Co. (Young & Rubicam), Jan. 15 to Mon., 9-9:30 p.m.
- Ralph Heidt, Wico Foods Co. (Lehman & Leidholdt), Jan. 17 to Wed., 8-8:15 p.m. from Mon., 9 p.m.
- Strayama Ampy, Manhattan Soap Co. (Reilly, Ralston & Reynolds), date undetermined to Fri., 10-10:30 p.m. from Wed., 10-10:30 p.m.

Salvation Army Renews

SAVATION ARMY has renewed its service in Philadelphia for 26 weeks. The program is presented over Mrs. Samuel Hepburn, wife of Salvation Army Maj. Alfred B. Hepburn, Brigadier General. Directed toward a woman's audience, Mrs. Hepburn discusses the work of charitable organizations both at home and abroad. Individual Salvation Army members are highlighted on the program. Service is at the Hazel Johnson Agency, Philadelphia, and broadcast, in addition to WFIL, over WEMP in Hackensack, WIGN in Lancaster, WEEU Reading, WSAN Allentown, Pa., on Saturday morning.

Drawing for Broadcasting by Bob Heis

"All Right, I'll Tell You What I Want for Christmas... But I Hope My Old Man's Listening!"

BROADCASTING • Broadcast Advertising
F. L. Schlagle, president of National Education Association and superintendent of schools for Kansas City, Kansas, says this in behalf of broadcasting, "To appreciate fully radio's influence upon society, one has only to work with students of all ages, from all home environments. Its broadening of the student's understanding of worldly matters is a subtle influence in the home that supplements importantly classroom teachings. We in education look forward with great anticipation to utilizing full potentialities of radio, placing it alongside textbooks and other working tools of modern schools."

Broadening radio's service to education is a fundamental tenet of station operation at KMBC. Noteworthy among this station's projects in education is the KMBC Schoolhouse. Three times weekly, the bell in the schoolhouse tower calls the class to order—on Mondays, the upper elementary and high school grades, for Inside the News with Erle Smith and his student newscaster of the week; on Wednesdays, the upper elementary grades, for Fun with Facts, Edwin Browne, KMBC's Educational Director, as radio schoolmaster; and on Fridays, the primary grades, for The Magic Book with Caroline Ellis. All this—and the Columbia School of the Air, currently in its 15th season over KMBC!
IT'S TIME YOU KNEW THE FACTS!

THE Santa Claus mask has been lifted from Oklahoma radio data.

Today, the facts of radio listening in Oklahoma stand revealed by the study conducted under the supervision of Dr. F. L. Whan of the University of Wichita.

Dr. Whan, who for years has been measuring radio listening in other states and is today quite well and reliably known in the industry, has made the first impartial, statewide survey of radio listening ever made in Oklahoma. He has brushed aside old legends without fear or favor and, as a result of 6,422 interviews, has developed a true picture of radio listening in Oklahoma based on facts.

The picture shows WKY dominating the Oklahoma scene in practically every respect. It is the station to which more Oklahomans listen than to any other; it is the most popular station with farm listeners; it is the state's most listened-to station for news and market reports; it dominates morning, afternoon, and night in coverage of the state's greatest buying power.

If you want to know what stations Oklahomans like, what programs they prefer, when they listen and how much, and many other vital facts about radio listening, consult "The Oklahoma Radio Audience of 1944". A copy will be sent on request.