The Evening Bulletin
Largest Evening Newspaper in America

ANNOUNCES

the Ownership of

Station WPEN
Philadelphia

Through an understanding of the life, habits and interests of Philadelphians, The Evening Bulletin has grown from small beginnings to a daily circulation of well over 600,000—the largest evening circulation in America.

In taking over the ownership and operation of Station WPEN, it is our intention to follow the same principles of service.

We have full confidence that the response of Philadelphians to an understanding of their needs and desires will result in an ever increasing circle of WPEN listeners in the Philadelphia area.

THE EVENING BULLETIN

In Philadelphia It's

WPEN
At the Peace Table!

While men of great genius explore the perplexities of achieving a just and lasting world peace, others gathered at peace tables everywhere bow their heads to petition the Divine Peace Maker that He hurry along home their missing "delegates."

If, through any service of ours during 1945, just one such "delegate" returns who might otherwise join the countless silent heroes who roam the Eternal Halls of Peace, ours will, indeed, be a Happy New Year!

May we wish for you the same opportunity for the same superb Happy New Year!

THE FORT INDUSTRY COMPANY

WSPD — WWVA — WMMN — WHIZ — WLOK — WAGA — WFTL
CLEAR THE SALES BARRIERS

IN THE NASHVILLE AREA

Among the WSIX thorough-breds there are two that are capturing the attention of numerous agencies and advertisers — "NO WASTE COVERAGE" and "LOW UNIT COST". They clear the sales barriers in the Nashville Market and have that lift necessary to make sales campaigns profitable. A varied schedule of popular local and choice network programs carefully selected from both The Blue Network and Mutual Broadcasting System are responsible for their popularity. For more information on "NO WASTE COVERAGE" and "LOW UNIT COST" wire or write

THE KATZ AGENCY, INC.

National Representatives

5000 WATTS • 980 K. C.
BLUE MUTUAL

WSIX
"The Voice of Nashville"

NASHVILLE, TENN.
ANNOUNCING . . . .

- A GREAT NEW
- OPPORTUNITY IN
- WESTERN MICHIGAN

This month a brand new radio station goes on the air in Grand Rapids.

It’s WJEF—CBS, owned and operated by the Fetzer Broadcasting Co., and sold in combination with WKZO, Kalamazoo, at a bargain rate per thousand radio homes covered.

As you know, NO Chicago or Detroit station gives adequate coverage of Grand Rapids, Kalamazoo or Western Michigan. Furthermore, no Grand Rapids station gives even minimum coverage of Kalamazoo, Battle Creek or Southwestern Michigan. . . . Now the new combination—WKZO plus WJEF—for the first time offers complete coverage of all Western Michigan, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay! We would be happy to send you all the facts—or just call Free & Peters!

WKZO
CBS-FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

Both owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
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.

BROADCASTING  *  Broadcast Advertising

January 1, 1945  *  Page 5
Starting at 5 a.m. with WWL's Farm Program

Speed up at 7:30 with WWL's "Dawn Busters"

Folks turn first to –

WWL
NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
This is
The WEST VIRGINIA NETWORK

Parkersburg
WPAR
CBS
250 on 1450

Clarksburg
WBLK
NBC
250 on 1400

Huntington
WSAZ
BLUE
1000 on 930

Charleston
WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK
JOHN A. KENNEDY
PRESIDENT

HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY

January 1, 1945 • Page 7
LARGEST of the “pig tribe” and one of the heaviest of living mammals, the Hippopotamus is EXCLUSIVE because of the horselike appearance of its head and its championship swimming and diving. Lard made from the Hippo is of excellent quality and is called “lake-cow fat”. Its weight exceeds four tons, it lives on grass and weeds and its name means “river horse”.

EXCLUSIVELY FM is again KOZY’s New Year Resolution, as it steps forward into its third year of EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING, sure of its audience, confident of its ability to increase its value to the Progressive Community it serves. KOZY’s Popularity in the Kansas City Area, Pioneered and Proved, can become YOURS EXCLUSIVELY in 1945! Ask for Full Details.

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
Back in 1940, before Pearl Harbor, the Studebaker Corporation signed a 13-week contract for three newscasts weekly.

Everyone knows that it's no trick to sell automobiles today if a dealer is lucky enough to have any for sale.

Yet, every 13 weeks for almost four years, Studebaker has renewed.

For this wise, far-seeing policy, looking forward to the greater post-war Detroit an orchid!
At Deadline ... 

NEGOTIATIONS between the NBC and Blue networks and the National Assn. of Broadcast Engineers & Technicians (NABET) are to be resumed this Wednesday in New York, with likelihood that the union will force the companies into signing or refusing to sign contract covering jurisdiction over platter turners.

LEAF GUM Co., Chicago, Jan. 20 begins sponsorship for 52 weeks of a series of musicals, Saturday, 4:45-5 p.m. CWT (repeat 5:30 p.m.) on 79 NBC stations covering Midwest to New York. Agency is Bosell & Jacobs. Show replaces Starring Curt Massey, dropped by Schutter Candy Co., Chicago, for spot campaign in 22 markets. Agency, Schwimmer & Scott, announced plans may include half-hour Hollywood network show.

NEW APPLICATIONS filed with the FCC: WFTC Kinston, N. C. for shift of assignment to 5,000 w on 590 kc from 250 w on 1230 kc. KFBI Wichita for power increase daytime from 5,000 w to 10,000 w (1070 kc). KGW San Francisco for new FM station on 44,300 kc with 15,800 sq. mi. coverage and estimated cost of $132,050.

SELLERS of SALES

MURRAY CARPENTER literally learned the advertising business from the ground up. He started ten years ago, just out of school, as personal messenger to Richard Compton. With a decade of solid agency experience behind him, Murray's current job is that of media supervisor in charge of all time and space on the Procter & Gamble account, working under Guy Richards, vice-president in charge of media.

In a short time, after joining the agency, young alert, affable Carpenter was advanced to the media department where he did clerical work. Later he became assistant to Roy Shults, who then was spacebuyer on the Seagram account, and now a CBS account executive.

In 1936 some of the Compton accounts developed a wider interest in spot radio. P&G, already a large network user, expanded its placement of both spot announcements and transcribed quarter-hour shows for some of its products, including Crisco, Lava and P&G White Laundry Soap. Murray worked with Roy Shults on this spot placement. P&G pioneered spot radio in Canada—there were no Canadian networks and the company was placing its U. S. network shows on a transcribed basis throughout Canada.

It was and still is one of the largest U. S. advertisers in Canada.

After indoctrination into the account end of the agency as assistant to Chauncey Landon, executive on the Crisco account, Murray took over, in the early part of 1942, the buying of newspaper and supplement space for Duz. The following year he was made supervisor for all media on that account, and in mid-1943 he became agency radio supervisor in charge of time placement. He was recently appointed media supervisor on Procter & Gamble.

No agency executive will talk in terms of billing—especially in the highly competitive soap field—and Murray, who is cordially but cautiously discreet, is no exception. However, a study of lineage, radio, and media reports shows that P&G accounts under the Compton wing—Crisco-Fluffo, Ivory Soap and Flakes, and Duz, spent about $10,000,000 in advertising in the U. S. and Canada during 1943, giving some idea of the scope of coordinating those media expenditures. About 50% of it went into radio, the remainder split between magazines and newspapers, but every dollar—wherever it was spent—was tabbed and results accurately checked.

Murray is an active family man. He was married in 1938 to Harriet Lang, a Compton alumna. They have three children, Carol, Nancy, and Robin. When he has time, he relaxes with easel and brush. He's pretty good at it, too.
Most radio advertisers who know Iowa also know that Iowa people prefer WHO to all other stations heard in the State, combined. But do you know the why of this preference?

We think Iowa people prefer WHO because WHO does more for Iowa people. Just one small instance: During the past Summer and Fall, farm labor was scarce as hens' teeth in Iowa. WHO's Farm Editor, Herb Plumbeck, decided to do something about it—started a campaign of appeals for extra help in behalf of the hard-pressed farmer (directing his appeals to folks in towns and cities, where you would expect a small audience to farm programs).

A plan was developed in cooperation with the Iowa Agricultural Extension Service and the State Farm Labor Placement Service. Prizes were announced for those devoting the greatest number of hours to farm work. Entrants were nominated by someone else and were designated "Victory Farm Volunteers". A total of 3,921 workers took part, turning in an aggregate of 165,763 hours of good hard farm work—20,721 full, eight-hour "man days"!

Entries came from all sections of Iowa and "Iowa Plus"—Illinois, Wisconsin, South Carolina and even New Mexico! WHO awarded prizes throughout the season amounting to more than $1600 in cash and War Bonds.

What did WHO get out of it? Mainly the gratitude of over-burdened farmers for this unexpected assistance. Just one more reason why WHO has such a great influence with Iowa people. They know that whenever there is a public service need, WHO can be counted upon to deliver.

+ WHO for Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, President J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
"Hooray! F&P got us everything we wanted!"

- We're not magicians. There are still only 24 hours on our stations' clocks. But every one of those stations will bust a button to find a place for the business that our F&P Colonels dig up.

Why? Well, not solely because they l-o-v-e us! Principally, we guess, it's because they're well-managed stations, and they know the surest way to keep us on our toes! Whatever the reason—try us and see!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Radio Ready to Make 25th Year Its Best

Increased Revenue, Improved Service Pave Way for New Achievements

By BILL BAILEY

IT’S HAPPY BIRTHDAY to radio—in the form of its greatest potential year in history—on the art’s 25th anniversary.

Increased net revenue in 1944 came as radio’s Christmas present. Gross billings last year were estimated at $300,000,000, as compared to about $4,800,000 in 1927, first year in which statistics were gathered and the first full year of network broadcasting. For a birthday present business leaders—advertisers, agencies, networks, station representatives, broadcasters—predict that 1945 will be the greatest of all years.

Another anniversary gift—the Broadcast Measurement Bureau—radio’s attempt to outline to the advertisers its greatest potentialities, will be delivered this year. Through the BMB, established by the NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers, a standard method of measuring broadcast coverage will be evolved. The BMB gets into full swing within a fortnight.

Little Time Available

Only one factor will prevent radio from skyrocketing beyond the ken of prophets—lack of available time. Already advertisers are signing long-term contracts in both the major and secondary markets to assure themselves time on the air. Late-comers, squeezed out of newspapers because of the newspaper shortage, and manufacturers of new products find it increasingly difficult to buy time.

Surveys conducted the past fortnight by BROADCASTING staff members in the major markets point a rosy outlook in 1945, despite the war. As to the major networks, both CBS and NBC New York reported a sellout of time. Blue and Mutual anticipate bigger business on the 1945 horizon, what with recent changes in management.

CBS estimated its 1944 gross billings would exceed by 10% the figure of $57,951,144. Two additional discounts for advertisers were added in 1944. Fourteen new affiliations brought the total network to 143. NBC reported a net revenue increase of 12% in 1944 over 1943, with 111 commercial programs using the full network against 89 in 1943. Advertisers increased from 73 in 1943 to 80 last year. Seven more stations became affiliated with NBC, bringing the network to 149.

Spot sales reached an all-time high, 21% over 1943, although there was a drop in one-minute spots. Gross network time sales of the Blue Network for 1944 totaled $41,300,000 compared to $24,870,000 in 1943, up 66%. Chester J. LaRoche, vice-chairman of the Blue announced Friday in a yearend review. Local and spot sales in 1944 were $2,600,000, up 33%. Network affiliates increased from 174 to 194.

Spot Billings Up

Because the networks can offer little to newcomers, spot billing increased 25% in 1944 and the continued upward trend is anticipated this year. The past year saw greater activity in program selling, with creation of local programs for local sponsors slated to become one of the year’s major developments.

Many advertisers turned to radio last year for the first time and indications were that future budgets would include the medium. Among these were theatres, night spots, restaurants, industry seeking help. Used cars which furnished a lucrative income to radio in 1943, dropped to virtually nothing last year in the East but on the West Coast, where thousands of war workers buy and sell used cars, radio still held a major share.

With the move to the suburbs, the number of radio’s listening audience outside the major markets is increasing. The well known Blue Network, for example, said its net audience in the last year was up 20%.

Department stores which had used radio prior to 1944, increased their 1944 use to a 12% last year, and many others, sold on the NAB retail promotion plan, gave broadcast advertising a try, with the result that 1945 should see some more retail outlets in the radio fold.

Eye Spot Reaction

There was a variety of opinion on spot announcements. Agencies and representatives alike were critical of the WWJ Detroit ironclad ban on transcribed commercials. They felt that stations could handle the situation better by using editorial judgment in accepting transcriptions, rather than casting them aside.

There was criticism, too, of the WJZ and WENR abolition of nighttime spots except time signals. By and large, however, advertisers and agencies were watching the profession, wondering if other stations might not follow the leads of WWJ WJZ WENR, now that radio is fully grown.

Some stations increased rates the last year to help absorb some of the higher cost of operation and increased listening. Generally it is anticipated others will follow.

Foresee Global Advertising

While radio’s anniversary slogan is Pledged to Victory and the profession looks with pride on its all-out assistance in the war last year, leaders are not unmindful of the future and the possibility of an end to the European war this year. In the East thoughts are turning to television. In the West, potential new advertising outlets. On the West Coast, however, the postwar planning is still in the conversational stage.

Since the war with Japan is expected to continue some time after European hostilities cease, and because the West Coast is a strategic military and naval area, little thought is given to anything but winning the war. Television and FM are regarded as something for the future—not immediately. With virtually all stations in the major West Coast markets hanging out the SRO signs for the first quarter of the New Year, advertisers who have not signed up for air time are in a quandary.

Banner Year

Nonetheless manufacturers are thinking of West Coast radio on a global basis. They point out that scores of newcasts and entertainment programs in English are being beamed by international shortwave to our troops overseas. What’s to prevent the Australians, New Zealanders, and English-speaking peoples in New Guinea and the many islands of the Pacific from listening in and enjoying American radio? Then, the intercontinental broadcasting a fertile field, when distribution problems are worked out.

Canada enjoyed a banner year in 1944, with revenue up 10-15% and prospects even brighter for 1945. Last year saw more advertisers and the broadcast by Canadian stations of more commercials from U. S. networks. Radio in...
Canada has expanded annually since the war began in 1939. With two East-West networks in operation, greater growth is expected this year.

Little thought is given, however, to television and FM. There are no such stations in the Dominion and little discussion has been allowed. Some may be filed, the Canadian Broadcasting Corp., which controls all radio, so far has established no regulations governing the new services. Canadian broadcasters are concentrating efforts now on increased power, promised them with the thaw of equipment freezes.

Following is a survey of the major markets, conducted by Broadcasting:

NEW YORK

By BRUCE ROBERTSON

FROM a purely business point of view, 1944 was the best year American broadcasters have ever had. Whatever their differences of opinion on other matters, station and network commercial managers, agency timebuyers and station representatives queried by the New York office of Broadcasting agreed on this.

They also agreed that as far as can be foreseen now, 1945 will be even better than 1944, with the reservation that in time of war no one can see very far ahead. But from the present day to December, 1945 will get off to a start several notches ahead of 1944.

New Business a Factor

Four basic reasons were advanced for the year's increase in radio billings: First, the major part of the industry's revenue comes from home-used housewife-bought merchandise, items consumed year in and out and advertising the air with the same consistency. Second, the paper shortage and the resulting curtailment of publication space has forced many advertisers to try out radio, with results so promising that, it is believed, most of these new advertisers will continue with radio even after unlimited space in printed media is again available.

Third, the present tax situation encourages the maintenance of advertising, even by companies with nothing to sell to civilians now, to keep their brand names alive for the postwar period.

And finally, station rates widely increased during 1944. Some agency objections were registered to what they termed taking advantage of a wartime situation, whereas the station representatives upheld the increases as justified by increased audiences.

The end of the war in Europe, generally expected sometime in 1945, probably will permit a limited consumption of production of luxury goods, with a concurrent shift from home-sold to fast selling. A temporary slackening or stoppage of advertising may accompany the conversion period for any particular product, but differences in time and duration of the conversion of various products is expected to prevent any general advertising decline.

In the network field, CBS and NBC probably will continue their present SRO condition, showing slight increases in revenue as station rates rise. With old-line advertisers consistently renewing their top-rating programs and few "war babies," much change in their position seems unlikely in 1945.

Spot Increase Expected

The Blue, with a new and aggressive program, improvement policy and a campaign to strengthen its station lineup off to a good start, looks to the new year as turning out even better than 1944, which was "away ahead of 1943." Mutual, whose 1944 billings were more than 50% greater than in 1943, is expected to take an even more important place in the network picture in the year to come, when its new president and his staff begin putting their policies into effect.

National spot radio billings for 1944 will run better than 25% ahead of 1943 and maybe higher than that, between increased volume of business and increased station rates. Smaller stations are benefiting by the business that larger competitors are either unable or unwilling to accept. Outside of motion pictures, which became a major radio advertising classification in 1944, the increase in national spot was due largely to greater expenditures by old-time spot users, notably proprietaries.

An increase in program selling, as contrasted with announcements, was reported by the representatives of some larger stations, particularly CBS Radio Sales and NBC National Spot Sales Dept. They pointed out that by building programs salable to advertisers these stations were both increasing revenue by selling talent as well as time and increasing listening by replacing announcement periods, which seldom obtain very high ratings, with programs which may attract a sizable audience.

Not yet widespread enough to constitute a trend, the creation of locally dramatized spots or possibly become a major development in 1945, especially if the drive to do something about announcements gains momentum. This cleanup campaign was considered a good idea by practically everyone interviewed, but there was little agreement as to what the method invoked by WWJ — completely eliminating transcribed announcements—is the proper one.

Some agency people declared that all spots should be removed from the air, calling them parasites on the commercial programs which build the audience by which the spots are sold. Others defended "good" announcements, with considerable diversity of definition of the term, and urged stronger commercial editing of copy by stations as the practicable solution. Most felt it unfair to label all announcements as bad just because they are recorded.

Reps Oppose WWJ Move

The WWJ edict was almost unanimously decried by the station reps, who were equally unanimous in expressing the hope that any other stations would follow suit. Nor did they think many stations would copy WJZ in removing network program announcements in the peak evening hours. It was pointed out that as a network key station, WJZ could follow a policy quite different from that which was practicable for an independently operated station. The ban on middle commercial in newscasts effected earlier by WJR was cited as the only successful move for stations that is applicable to most stations.

Some alarm was expressed over the lack of understanding some advertisers and agencies have of station economics, with one top sales executive pointing out that the elimination of between-program announcements alone would put most stations in the red. He stressed the need for an educational effort on the part of stations to explain to the buyers of time that without announcements the stations would have to greatly increase income from other programs and that any general fall-off in announcement volume would be followed by either a sharp rise in network rates or a large number of station bankruptcies.

Local Sales Up

Local business also flourished in 1944, with department stores the leading classification in increased use of radio, a fact so obviously resulting from the NAB retail presentations that many a skeptical station representative has changed his mind about the value of industry promotions. Motion picture theatres in many cities backed up the national radio advertising of the picture by giving with local programs or spots.

Jewelers, furriers and other luxury product retailers were prominent in the local picture, as were service delivery items such as milk and bread. Grocers and radio hardware dealers who enrolled personnel also was reported on the increase.

In New York, help-wanted ad-

(Continued on page 50)
VICTORY PARAMOUNT TO ALL ELSE IN RADIO

FCC Ready, However, to Tackle New Developments at War's End

By PAUL A. PORTER
Chairman, Federal Communications Commission

AS IN 1944, the coming year will see the continuance of all-out efforts by the communications industry and the Government to win the war. Wartime activities will continue to be the paramount business of those in Government concerned with communications. As the new Chairman of the FCC, I have no other thought or objective except for a continued mobilization of all the resources of Government and industry in the most effective way of the interests at stake.

In the brief time that I have had the opportunity to review with my colleagues the problems of the Commission, I am impressed by the high quality of work that is being done by the Commission and its staff. I have had the opportunity to become familiar with some of the preparations that are being made towards new developments that should swiftly follow the cessation of hostilities.

The primary responsibility of the Commission in devoting its full energies to wartime tasks has made it possible to develop in detail new regulatory and broadcasting regulations, although much preliminary work has been done. I am confident that in the event 1945 brings a conclusion to the war, the Commission will be ready to move rapidly into the work of discharging its responsibilities in postwar communications developments. However, emphasis will continue on wartime tasks until the principal job of all Americans is completed and victory is achieved.

CHAIRMAN PORTER

FCC to Announce New Allocations

25-30,000 mc Report Jan. 15; Recording Rule Deferred

PROPOSED allocations between 25-30,000 mc will be issued by the FCC "on or about Jan. 15," the Commission disclosed late Friday following a meeting. At the same time the FCC announced that consideration of Order 119 to require networks to record all programs was postponed indefinitely due to material and manpower shortages.

When the proposed allocations report is made public, it will provide approximately 30 days for the filing of briefs and oral argument before a final decision is announced. A similar report will be issued later covering frequencies below 25 mc.

Two other broadcast actions were taken by the Commission Friday. Transfer of control of the Pacific Coast Broadcasting Co., licensee of KPS Pasadena, to Wesley I. Dumm, Loyal K. King, Thomas L. Bailey, Clarence A. Nisson, John K. Evans, Emer D. Bates, Maurice Enderle and John A. Smith through purchase of 43.78% or 1.116 shares of outstanding common stock, from J. Frank Burke Sr., J. Frank Burke Jr. and W. M. Burke for $178,640 was approved. (Earlier duopoly story on page 62.)

Petition of the Blue Network Co. on behalf of WJZ New York and KECA Los Angeles to enlarge the issues in hearing on applications of Albuquerque Broadcasting Co., licensee of KOB, for modification of construction permit, for license to cover construction permit, and authority to determine operating power by direct measurement, was denied. KOB is broadcasting under special service authorization of 770 kc. KECA seeks to change from 790 to 770 kc. WJZ is the dominant station on the 770 kc channel.

FARM RADIO COUNT STARTS THIS WEEK

Census of Agriculture Will Measure Rural Audience

RADIO'S rural audience is being counted this week by an army of 26,000 enumerators who have set out to interview 6,000,000 farmers for the 1945 Census of Agriculture, taken every five years by the Bureau of the Census.

Of the 205 questions to be asked is one on radio ownership. Another question on electric facilities will enable the Bureau to compute the number of battery as well as electrically operated sets.

Important to Advertisers

Other data include population, farm acreage and value, mortgage debt, housing, labor, facilities in machinery, field crops harvested in 1943, livestock on farms, dairy products sold, irrigated land on farms, automobiles, telephones, and timber sales. (See Broadcasting, Dec. 27.)

Correlation of the data will provide information important to advertisers and marketers in determining best markets for a variety of products, according to E.W. Court. Stations will be able to assemble facts on the social and economic characteristics of the farm population in their respective coverage areas.

Preliminary tabulation of the enumerators' schedules will begin in about two months but reports by counties and states will be held up unless a supplementary appropriation for the work is provided by Congress (See editorial on page 38). The entire census is to be completed by 1945.

Plans for the Census Bureau for four other projects to obtain information for Government and private industry in planning for postwar reconstruction, has been approved. It was to be placed before Congress when the 79th session convenes. Appropriations for some of the work, as well as a $5,600,000 supplementary request to complete the Census of Agriculture, were refused by the last Congress. The program comprises the biennial Census of Manufacturers, the 5-year Census of Business, a sample expanded Labor Force Survey, and a sample Survey of Consumer Income. (Broadcasting, Dec. 18.)

Blue Sells Stock

A FEW executives of the Blue Network have been invited to purchase stock in the company which is authorized to issue 100,000 shares. Plans are being drawn for the transaction. Price and names of potential purchasers are not being disclosed.

Hymes Joins WNEW

JOHN D. HYMES who resigned Dec. 22 as deputy chief of the OWI Domestic Radio Bureau (Broadcast, Jan. 3), has joined WNEW New York Jan. 2 as an account executive. Mr. Hymes for eight years was the radio and station relations chief of Foote, Cone & Belding, New York, before joining the OWI in June 1943.

January 1, 1945 • Page 15
Bannister Defends WWJ Ban; Agency Heads Suggest Editing

Frank Palmer Commends ‘Courageous’ Stand
But Disagrees With Blanket Abolition

HARRY BANNISTER, general manager of WWJ Detroit, defended his station’s action in banning transcribed commercial announcements [BROADCASTING, Nov. 27] before an AAAA group in New York last week. Kenyon & Eckhardt, meanwhile, disclosed that its transcribed announcement broadcast would be placed on other Detroit stations after Feb. 1, when the new WWJ policy goes into effect.

The New York audience included about 20 members of the association’s Committee on Radio Broadcasting and a Subcommittee on Timebuying. Citing examples of “growing opposition” to commercial radio within Government and the profession itself, and referring to the “smoldering though as yet inarticulate resentment of large sections of the listening audience,” Mr. Bannister proposed that his station’s action was directed toward avoiding stricter Federal control of radio.

Palmer Suggests Plan
Agency representatives agreed with the motives behind the WWJ decision but disagreed with the methods employed. They suggested, as had Chicago colleagues when Mr. Bannister appeared before the Chicago Radio Management Club Feb. 11, that more careful editorial supervision of all announcements, live and transcribed, by the stations would accomplish the purpose the Detroit manager had in mind.

Meanwhile Frank Palmer, chief timebuyer for Kenyon & Eckhardt, revealed for the first time that the agency had written to Mr. Bannister in which he suggested a plan countering the move that announced by WWJ. His statement proposed that the creation of a continuity editorship on all stations to consider commercial spots and programs in the light of station policy “would be a more logical step to take.”

Radio station management must acknowledge, as you have done,” Mr. Palmer wrote to Mr. Bannister, “the presence of a most unhealthy situation. However, little will be gained unless station management accepts the responsibility of determining:

1. Basically is the commercial copy and its presentation in good taste?
2. Can it be manipulated so that it is not competitive with adjacent programs in the space, time and style in which it is broadcast and selected by the advertisers?
3. Is our schedule overcrowded with spot announcements?

According to Mr. Bannister’s comment that listener reaction to the WWJ plan had been favorable, Mr. Palmer suggested that perhaps listeners did not realize that “your plan contemplates the replacement of transcribed announc- cements by live on-the-air voices.” This type of copy, Mr. Palmer asserted, can be monotonous.

His letter concluded: “As an agency, we do not wish to penalize WWJ for placing a ban upon transcribed announcements. But, since 90% of our spot radio copy is transcribed, for what we believe is very good reasons you force us to place our business on other Detroit stations.

“I think your action was very courageous, but I don’t think you have gone all the way toward solving the problem.”

Mr. Palmer maintained that Mr. Bannister erred in condemning all transcribed announcements because a few of them were objectionable. This was in rebuttal to Mr. Bannister’s assertion that proper selectivity could not be exercised over announcements on platters.

Use of 300 mc Transmitter For Video Awaits War’s End

IN MEETING the challenges of war, radio performed services in 1944 believed impossible in 1940, according to Brig. Gen. David Sar- noff, RCA president on leave, in his year-end statement reviewing radio’s progress during the past year.

Telling of developments in RCA laboratories, Gen. Sarnoff, who is spending his leave working on a 300-mc television transmitter which he said was the first of its kind developed to use 5 kw for video broadcasting. Its development, according to Gen. Sarnoff, came about primarily through the creation of a special electronic tube and associated circuits. Full use of the new transmitter, Gen. Sarnoff explained, must wait until the end of the war.

Postwar Developments

As a result of radio-fascimile development, RCA research scien- tists were disclosed to have built a duplicator for making copies of letters, documents, drawings and pictures. The new apparatus, which may be used to supplement photo- stat or blueprint machines, can be operated by non-skilled personnel, Gen. Sarnoff said.

It was revealed that during the year more than 1,000 RCA research scientists and engineers have been working on wartime research, development and production of radio-electronic equipment to establish RCA as an “arsenal” of radio to supply the armed forces. Asserting that 1944 would be remembered in the annals of radio as one in which the research and engineering was moved into the present,” Gen. Sarnoff added that it was the year in which science, per- formed by the nation in a wartime endeavor, was turned against those who used it for ruthless aggression.

Pays Tribute

Gen. Sarnoff paid tribute to the many RCA engineers and officials called on special missions in science and communications by the armed forces, recalling that during the year RCA had passed its first 25 years of leadership and service to the public. “RCA enters its sec- ond quarter century,” Gen. Sarnoff said, “with virtually all forces contributing to the winning of the war. The gigantic task is to con- tinue unabated the drive to Victory.”

BROADCASTING • Broadcast Advertising

MAJ. GLENN MILLER
MISSING IN FRANCE

MAJ. GLENN MILLER, veteran orchestra leader and radio personality, is missing in action, his wife was advised last week by the War Dept. On Dec. 12 he boarded a plane in Europe to play his orchestra to France for American troops. No word has been heard from the plane since it took off and it is presumed lost.

Although over age, Maj. Miller volunteered his services to the Army. Once in uniform he organized a 20-piece band, composed of former well-known personalities, among them Warrant Officer Paul Dudley, former vice-president of D’Arcy Agency, in charge of the Coca Cola account; Lt. Don Haynes, its executive officer, and Sgt. Ray McKinley, a former bandleader.

It was through Col. E. M. Kirby, chief of the Radio Branch, War Dept. Bureau of Public Relations, while he was director of broadcasts for SHAEF that Maj. Miller was assigned to entertain soldiers in the European theatre. Of Maj. Miller Col. Kirby said:

Glen Miller volunteered in the service of his country even though he was beyond the regualr duty age for military service because he felt that American music had been under-represented during the war.

His record speaks for itself. His loss will be greatly felt not only by all Americans at home but by all Allied soldiers on the battlefield and in the hospitals of Europe.

Mr. Miller has been married for 20 years to the wife of his childhood, Mrs. Miller we hope will return to him.

Nets Unaffected By Racetrack Ban

CBS Will Lose Revenue From Kentucky Derby Rights

LITTLE disturbance is being caused the networks by the ban on horse races, effective Jan. 3. Broadcasting arrangements were canceled in advance of the announcement which is being taken in stride even by the few local stations broadcasting sponsored by CBS.

CBS, which has exclusive rights to the Kentucky Derby, sponsored for several years by the Gillette Safety Razor Company, probably will be the only network to lose revenue since other network coverage is usually on a sustaining basis. CBS also had lined up broadcasts from Hialeah Park last month but canceled them two weeks later.

Mutual’s schedule of seven events from the Florida track beginning March 30 was canceled about a day before the announcement was made public.

KKPAS, KKKW Affected

Among local stations sampled with the ban on the Kentucky Derby, KKKW and KKKW Pasadena will lose a sizable amount of revenue and afternoon audience, but many of the fans of other sports with better programming will be overemome. In most cases participat- ing time already has been requested by local and regional adver- tisers, a mass of the deference and increased coverage of the turf throughout the audidden stations are being allotted to them as well as to the others.

KRKD Los Angeles is substituting a 15-minute racing resume with a recorded sponsored musical show.

In the New York area, WBYN Radio is continuing its daily five-hour service sponsored by Armstrong Publications Inc., printers of racing information sheets, with news from tracks in Havana and Mexico. WHN New York which broadcasts a six-times weekly five-minute racing resume, may also shift to coverage of Mexican and Cuban tracks this week. New Jersey and Pennsylvania independent stations reportedly will feel the ban, however, from the audience- building viewpoint.

In Washington, Tony Wakeman, WWDC sportscaster, was of the opinion that the ban will not effect him to any appreciable extent. He is in Mexico, Cuba and Canada still will be carried with coverage supplied by UP and INS wires. Other sports, he said, provide a plethora of material and the problem is to edit it rather than worry about padding to make up for any decrease in racing time. Mr. Wakeman had no idea as to the number of listeners attuned to the previously made arrange- ments.

WAIT Chicago, carrying the same sort of variety show as Tony Wakeman, six days a week from one to 5 p.m., will simply drop the results and continue the program.
That's the Army's first fighting falcon. He can dive at speeds up to 300 miles an hour. He can spot a mouse a quarter of a mile away. He gets what he goes after.

That last phrase is the one we want to hang this ad on. "He gets what he goes after."

Down here in Baltimore, radio advertisers get what they go after IF they buy W-I-T-H, the independent station. Facts from outside sources prove that W-I-T-H produces more listeners per dollar spent than any other station in this 6th largest market.

If you have something to sell . . . W-I-T-H can sell it better. W-I-T-H gives you what you go after! Sales at low cost.

**W I T H**

Baltimore, Md.

Tom Tinsley, President  * Represented Nationally by Headley-Reed
KSWO Assignment, WKIP, KSKY Shifts, Acquisition of KFBC Control Granted

FOUR TRANSFERS of control were granted by the FCC last week exclusive of two duopoly actions as reported on page 63. Stations involved are WKIP Poughkeepsie, N. Y.; KSWO Lawton, Okla.; KSDK Dallas and KFBC Cheyenne, Wyo.

In the Poughkeepsie action the Commission approved voluntary assignment of license of WKIP from Poughkeepsie Broadcasting Corp. to Poughkeepsie Newspapers Inc., sole owner of the licensee corporation. No monetary consideration is involved. Poughkeepsie Newspapers, a Merritt C. Speidel interest, acquired control of Poughkeepsie Broadcasting last March through purchase for $10,600 of the 60% interest in WKIP held by Richard E. Coon, affiliated with the Speidel group in Poughkeepsie.

KFBC Transfer

Acquisition of control of Frontier Broadcasting Co., licensee of KFBC, by the Cheyenne Newspapers Inc. was granted by the FCC. Cheyenne Newspapers, of which Mr. Speidel is chairman of the board and minor interest holder, purchases 175 shares (75%) common stock for $2,275 from W. A. Corson for all of an option acquired in September 1941. Holdings now are Cheyenne Newspapers.

Westinghouse Expands

WESTINGHOUSE Electric & Mfg. Co., lamp division, Bloomfield, N. J. is adding WHN and WMCA New York to its spot schedule for lamps, incandescent and fluorescent lighting in starting a new cycle of station breaks from five to seven times weekly on seven East and Midwest stations, four of them Westinghouse-owned. Scheduled includes, in addition to WMCA and WHN, WOR, KDKA, WMAQ, WOWO, WBZA KMOX KYW.


Consent to assignment of license of KSWO Lawton, Okla. was granted from Willard Carver, deceased, and Byrne Ross, to Mr. Ross and R. H. Drewry doing business as KSWO Broadcasting Co., with Mr. Drewry purchasing half interest from the widow of Mr. Carver for $17,600.

McGuineas and Boggs Named in WGN-WGNB

IN A realignment of executive personnel in Chicago and WGNB, its FM adjunct, announced last week, through Frank P. Schreiber, manager, that William J. McGuineas, WGN sales manager since 1931, has been made commercial manager of WGN-WGNB and the company's proposed television activities. Mr. McGuineas with WGN since 1934. Norman Boggs, chief of the WGN New York sales office since 1940, has been named sales manager of WGN, succeeding Mr. McGuineas. Replacing Mr. Boggs is George Harvey, WGN manager since 1935. For one year he has worked with Mutual 1937-38.

Changes in the FM station personnel include appointment of Marion Claire (wife of Henry Weber, music director of WGN) as director of WGN. Miss Claire has been with WGN as lead soprano on the Chicago Theatre of the Air since 1940.

News Editors Club

RADIO NEWS Editors of San Francisco, a new organization, has been formed by editors of local stations with Alan Fanger of KSFO as the chairman. Meetings are attended by Chuck Pendleton, KJBS; Chuck Cooney, KPC-NBC; Grant McLaughlin, KIRO; Charles Ciolek, WSKW, KQCN; Marion Claire, WGN; Donnell A. McElveen, WCBS; Marguerite McElveen, WGN; Betty Halsey, KFRC; and John S. Soule, KABC. The group meets weekly at the Fairmont Hotel.

Luncheon Guests

NBC Commentators H. V. Kaltenborn, John Cooper, Stanley Richardson, Ralph Howard Peterson and Roy Porter were guests of honor at a luncheon given by the network last Thursday at the Waldorf-Astoria Hotel, New York.

WQXR Shifts News

WQXR New York on Jan. 1 abandons its schedule of AP news period five minutes before noon in favor of hour-long AP newscasts as a greater convenience to listeners. Several commentators whose programs begin on the hour now will lead into their analysis with a five-minute summary. Four women's programs which had begun on the hour will start five minutes later, and one three-quarter hour program will shift to a five-week ten-minute series.

Bob Hope Honored

ADVERTISING Club of New York will make its annual award in recognition of outstanding service to society this month to Bob Hope, NBC comedian sponsored by Pepsodent Co., for outstanding accomplishments in entertaining service groups throughout the world. Winner of the award in previous years have included Mayor La Guardia of New York, Commander Gene Tunney, Carole Landis, Doris Day, David Sarnoff, Westbrook Pegler, Quentin Reynolds and Robert Moses.

RMA SEES POSTWAR JOBS FOR 145,266

POSTWAR employment for about 68.5% more men and women than were employed in the last postwar year will be provided by the radio manufacturing industry, a survey for the week by the Radio Manufacturers Assn. disclosed.

Representing 64.9% of the industry, the 118 companies reported they will need 145,266 employees in the first postwar year, as compared with 86,178 in the last postwar year, a decline of 39.8%. In present employment, geared to wartime production, is expected, it was pointed out that the radio manufacturing industry has expanded its dollar volume 1300% since 1940.

Conducted by the RMA Employment and Personnel Committee, the survey disclosed that 23.6% of the men now in war work and 27.9% of the women will not seek jobs in the radio manufacturing business after the war. More than a third of the industrial employees, 33.7%, have entered the armed services.

Army Unit to N. Y.

THE 2001st Army Air Forces base unit, radio production, which moves from New Haven to New York the first of the year [BROADCASTING, Dec. 18 p. 1] to 1st Ave., with Capt. David Turnbull as commanding officer, Capt. Robert T. Jenkins in charge of production, and M/Sgt. Harry Bluestone. Staff which heretofore spent part of the week in each city, puts on weekly shows from New York: Army Air Forces, Mutual; First in the Air, CBS; I Sustain You, WNYO Symphony and Flight, Blue. Unit also prepares recorded programs for V Discs, and the Psychological Warfare Bureau, OWI.

KFPW to MBS

KFPW Fort Smith, Ark., operated by Southwestern Broadcasting Co., Dec. 21 became a Mutual affiliate. Station operates with 250 w on 1400 kc.

FOREIGN SERIES

WNEW 25th Anniversary to Show Radio Abroad

WNEW New York is contacting governments and broadcasters abroad and foreign embassies in this country for material for a 13-week series designed to show how radio operates in other nations. The series conceived in celebration of the 25th anniversary of the radio industry. From the BBC, the Australian Broadcasting Commission, Soviet radio officials, Radio Diffusion in France and similar sources in other regions, WNEW is attempting to secure recorded material such as program excerpts, opening and closing announcements, station signals, and general information on broadcasting operations, program schedules, listener groups. Material from each country will be woven into a quarter-hour show with a local complement and explanation locally. Series is scheduled to start sometime this month.

Page 18 • January 1, 1945
WITH the discovery of gold in 1858, mining became Colorado's first industry. Since then, 250 other useful minerals have been found of which 40 are being produced commercially—with coal, molybdenum, vanadium, tungsten, manganese, zinc, lead and flourspar leading in importance.

Even after 87 years, the potential mineral wealth of Colorado is practically unscathed. It has the nation's greatest bituminous coal reserves and billions of barrels of oil in its yet undeveloped oil shale deposits.

War needs have stimulated Colorado mining to record production but the coming of peace and the opening of the floodgates of civilian needs will keep Colorado miners digging busily for a long time to come.

The mining industry is one of Colorado's basic assets; as basic and permanent as its agriculture and livestock raising.

The Denver market is basic in any selling plans of a national or regional scope, both from the standpoint of size and productivity.

A basic selling medium in this area is KLZ, the station on which more advertisers, local and national, buy more time than on any other Denver station.

KLZ • DENVER
CBS Network • 560 Kilocycles
Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City
Represented by The Katz Agency

KLZ delivers the
DENVER MARKET
they called it "WIRELESS"

What we know today as radio began as “wireless telegraphy” — the transmission of dot-and-dash code through the air from sending-sets to receiving-sets. Unlike the telephone, the telegraph, and the cable, wireless used no wires...as the adjective implied.

Still without wires today, how are you sure of the “connection”?

In radio, the program determines who will receive it on a voluntary basis, and how many. The type of material, therefore, which goes out from a radio station over the air becomes the all-important factor in making the connection between sender and receiver.

Through the stations of Westinghouse pours the NBC Parade of Stars, integrated with local programs of equal merit. These programs are the advertiser’s assurance of voluntary reception, of a completed connection, just as surely as if they came by wire or cable.

A potential primary audience of 18,000,000 Americans is on the receiving-end of Westinghouse broadcasts, 19 hours out of every day. What have you to say to this vast group, with money in their pockets, and ideas of how to spend it in their minds... ideas put there by radio programs? Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEX - KYW - KDKA
Radio Highlights and Headlines: 1944
(Major Events of Year as Chronicated in BROADCASTING)
(See issues of BROADCASTING nearest each date given for full details.)

Jan. 1—Time Inc. and Chester J. LaRoche, former head of Young & Rubicam, each acquire 12% interest in Blue Network, chairman Ed-ward J. Noble, principal owner. Each paid price of $500,000 cash, with Mr. LaRoche becoming chairman of executive committee and operating head.

Jan. 1—Blackett-Sample-Hammond Agency dissolved with Dancer-Fitz-geral-Special for appointment to take over operations, including substantial radio business. Hill Blackett Agency also formed at same time.

Jan. 1—Rubicam, each

Jan. 2—NTA, Inc., acquired by

Jan. 3—1944 number of radio stations in history—32,500,000—estimated for 1944 despite wartime freezes and tube and parts shortages.

Jan. 12—E. K. Jett, Chief Engineer of the FCC, nominated by President Roosevelt, succeeding H. Payne as member of FCC. Senate confirmed nomination Feb. 11.

Jan. 13—FCC dismisses newspaper movement for government by unanimous vote, leaving way open for newspapers to participate in all licensed radio with news, sports and other material to be considered on individual merits. It thus terminates uncertainty which had existed since March 1941 when newspaper order originally was issued.

Jan. 17—FCC, following consultation with its Station and Advisory Committee, discloses it will make its programs, both commercial and sustaining, available to FM stations operated by present standards to affiliates with no additional sponsor cost until audience of both stations increase to point where rate adjustments become desirable. Other networks subsequently followed suit.


Jan. 26—FMC Broadcasters Inc. holds first annual meeting in New York with gross attendance of 750.

Jan. 26—Broadcast equip-ment freeze ordered by FCC and War Production Board in simultaneous announcement providing that conditional grants for new stations or change of facilities involving critical materials will be authorized, where it is shown that the “serve an outstanding public need or national interest.”

Jan. 31—Nearly a fourth of radio’s 20,000 regularly employed personnel listed as in the armed forces in Government service, according to Broadcasting Yearbook poll.

Feb. 2—New York Times enters radio field through acquisition of WQXR and WQXQ New York from John V. L. Hugan and associates for approximately $600,000.

Feb. 3—John Harold Ryan, Assistant Director of Censorship, and vice-president on leave of the Post Industry Co., operating companies, is unanimously elected NAB president by the Association’s board of directors to serve until July 1, 1945, he succeeded Neville Miller.

BROADCASTING

First Radio’s fares under new KFI Los Angeles FM-television trans- mission plans, according to this station executive-engineering group, guided a bulldozer over the site during recent formal ceremonies staged in November. Structure to house FM transmitter will be erected at estimated cost of $100,000 and take nearly a year to build. Construction on television transmitter will not start until waw’s end. Bulldozer operators (1 to 2, seated) are: William B. Ryan, general manager of KFI and Dr. Lee de Forest, pioneer scientist in radio and television; with super- visory engineering trio, R. L. Blatterman and Curtis Mason, station co-chief engineers; Seymour Johnson, consulting engineer.
coming less free as it demonstrates its value as an effective and extremely profitable advertising medium.

May 8—Networks pool facilities to cover impending European invasion. Facilities for most intensive news coverage in history devised by Col. (now Brig. Gen.) David Sarnoff, who later was awarded Legion of Merit for outstanding attainments.

May 8—Commissioner T. A. M. Craven indicates intention not to seek reappointment upon expiration of his term June 30. Later became executive vice-president of Cowles Broadcasting Co.

May 8—Petillo discloses plan for AFM to install "pancake turners" in all stations to make jobs for 2,000 AFM scale. Precipitated a fight with NABET, which resulted later in National Labor Relations Board ruling favoring latter except in Chicago, where musicians had been used as record turners.

May 19—Half-dozen station transfers involving $1,725,000 completed in week, subject to FCC approval. Deals included sale of WPEN Philadelphia by Arde Bulova to Philadelphia Bulletin for $620,000; WNBC Hartford by Bulova to W. O'Neil, General Tire president and Yankee Network owner, for $220,000; WHON Jersey City to Cowles Broadcasting Co. for $350,000, and KEB Portland by Portland Oregonian to Westinghouse for $400,000. All transactions subsequently approved.

May 23—Revised White-Wheeler bill to amend Communications Act, which would substitute a five-man commission for the present seven-man agency and drastically change radio's method of programming and operation, is reported by Senate Commerce Committee. Measure, which would ban sponsorship of news and commentators and curtail clear channel operations, died with the ending of the session because of opposition from all sides.

May 26—Blue Network purchases KECA Los Angeles from Earle C. Anthony for $800,000 cash as a result of FCC's duplicity order.

May 31—Acquisition of all of the outstanding capital stock of Broadcasting by Sol Taishoff and his wife, Betty Tash Taishoff, from Martin Codell and his wife was consummated. Mr. Taishoff became publisher as well as editor of Broadcasting.

June 3—History's mightiest military operation—invaded by Gen. Eisenhower's forces—found radio primed for its greatest spot news "documentary" coverage in its history. Simultaneously, the Allied Expeditionary Forces inaugurated a broadcasting service on the continent to all allied troops under the direction of Col. Ed Kirby, former NAB public relations director.

June 8—Neville Miller, former president of the NAB, named senior deputy chief of UNRRA, Balkan Mission, with headquarters in Cairo.

June 9—J. Leonard Reinsch, managing director of the James M. Cox radio stations, named radio director of the Democratic National Committee under Paul A. Porter, publicity director, who later became chairman of the FCC.

June 16—Radio listening for invasion week was well over normal according to special survey made by C. E. Hooper Inc. On-D-Day sets in use were 78% above normal, with the balance of the week (Wednesday through Saturday) averaging 10% above normal.

June 20—Failure of the Army or its advertising agency, Young & Rubicam, to include radio in its appropriation for WAC recruiting, with the entire budget earmarked for newspapers, results in campaign spearheaded by NAB to end discrimination. Controversy which ensued resulted in placement of portion of schedule on stations.

June 20—CBS and Blue advise FCC they favor common operation for AM and FM stations which are jointly owned. Stand supports position taken by NRC (Broadcasting, Jan. 17).


June 30—WMT Cedar Rapids, Iowa, (Continued on Page 24)

"The White House has its Fala, The Movies', Rin-Tin-Tin, Asta has his Thin Man, But here's where I come in.

My name is Spot, and I've a lot Of station information. You'll learn why we rate so high A selling reputation."

SIoux Falls, So. Dakota
1140 K.C. - 5000 Watts
National Representatives
Howard H. Wilson Co.

Page 22 • January 1, 1945
AT THE "HEART" OF AMERICA...

The exact center of population of the United States falls within the primary area of station WIBC. Here is the "heart" of America, the East North Central's richest market. The voice of WIBC, due to our low frequency and clear channel, is heard over a greater part of this area than that of any other Indianapolis station. Let us explain our intensive and unusually productive merchandising cooperation with advertisers.

Owned and Operated by the INDIANAPOLIS NEWS

A Mutual Station

INDIANAPOLIS

A Clear Channel  •  1070 Kilocycles  •  5000 Watts
and WOL Washington are exchanged without substantial monetary consideration. Cowles Broadcasting Co. acquired Washington outlet from Mrs. LeRoy Mark in exchange for the Iowa CBS outlet.


July 12—McKesson & Robbins votes largest appropriation in history—$2,500,000—with bulk to radio.

July 13—Ban on middle commercials in sponsored news broadcasts invoked by WJR Detroit, effective Sept. 1.

July 14—Ted R. Gamble, national director of Treasury War Finance Division, lauds radio's job as "bigger than ever before" in Fifth War Loan drive.

July 17—FCC Chairman James Lawrence Fly plans to resign to enter private law practice in New York. He subsequently resigned Nov. 15 and was succeeded by Commissioner E. K. Jett as interim chairman.

July 22—William S. Paley, on leave as president of CBS, returns to United States for short stay after having been in European theatre since November 1943 as chief of Radio, Psychological Warfare Division, SHAEP.

July 25—Congress is notified by FCC that unless there are specific legislative instructions it feels it is its function to approve sales of broadcast stations, irrespective of whether the prices are "ordinarily high".

July 25—D. E. (Plup) Kendrick, 46, owner of WINN Louisville and a veteran broadcaster, died in Louisville following a long illness.

July 28—National War Labor Board orders James C. Pettit to end strike of musicians at KSTP St. Paul—another ruling later ignored by the AFM head.

Aug. 4—Efforts of CIO to invade radio on all sides revealed in publication of Political Action Committee Radio Handbook, telling labor unions how to get free radio time and urging them to get in on ground floor of FM.

Aug. 11—Post-war preliminary allocations plan of Interdepartmental Radio Advisory Committee (IRAC) makes no provision for facilities for international shortwave broadcasting but proposes that programs be relayed to foreign countries for domestic distribution. IRAC plan also touches off controversy between FM and television for 50 megacycles area in spectrum.

Aug. 23—President Roosevelt and Gov. Dewey, as respective party candidates, hail radio's war service in letters to NAB Executives War Conference in Chicago Aug. 28-31.

### MEAT AND MONEY

More than a half million head of cattle and some 400,000 swine are growing and fattening for the market today in this tri-state area of Arkansas-Louisiana-Texas. The raising of purebred beasts and porkers has received added stimulus by the nation's wartime call for more and better meat. In the post-war years, the mounting wealth of high-grade meat animals will multiply buying power in the already prosperous Ark-La-Tex, whose people listen to powerful 50,000 watt KWKH, the No. 1 medium of the area.

Chamberlain Expands

CHAMBERLAIN SALES Corp.

Des Moines (hand lotion), effective Jan. 1, will expand its present spot announcement campaign, which began Dec. 1 for four weeks, from 100 markets to 125 markets, 155 stations. Contract for 13 weeks was placed through BBDO, Chicago.
Now as a new and, we hope, happier year begins, WOR would like
to look back, cogitate a bit, review, in brief,
some things important which have made WOR
that power-full station.

Come then and do a little
remembering with us, as we scan the pages of some
publications which dramatically mirror the progress
of a great station during one of the most colorful
decades in its history . . .

1935-1945
"It's a Small World" tumbles off the press in thousand lots. It's a gay, insouciant piece, but not all sugar. Cleverly entwined with its humor is the story of WOR's scientifically directed and penetrating 50,000 watt coverage of 7 great states. It told the story of WOR's night and day coverage, too; of Crossley's illuminating analysis of 50,000 letters received from listeners in 213 counties and 13 states.

"To Market, To Market" strikes a new and colorful note in radio promotion. In light verse and laugh-provoking prose, it presented 12 powerful examples of sales jobs done by WOR for grateful sponsors. Written today, the book would run Bible-size, for packed into WOR's files are more than 100 heart-lifting success stories; perhaps the most complete collection of success stories ever gathered by any station in the United States.
We look at our market and so does the continent. "Of These We Sing" breaks a new frontier in the compact and intelligent presentation of once dry as dust statistics. We count our homes with radios and find 3,961,884. Today, that total registers the more impressive number of 4,683,590. We discover that food sales in the WOR area equal 22% of the nation's total; drug sales 17% of the nation's sales. It was an impressive thing. The story is twice as compelling today.

H-mm-m, what's this story behind the use or non-use of radio by department stores? Conjecture and isolated cases are rife and ready, but nobody's really made a study of the thing. WOR immediately details a man from its staff to visit 14 great cities. He returns months later with a voluminous and exacting report. Writers boil it down and from the mass of material comes the entertaining, authoritative, enlightening booklet, "How Department Stores Use Radio to Sell." It was a typical bit of WOR pioneering.
1939

Of course we carried more food advertising than any major station on the Eastern Seaboard. Still do, as a matter of fact. But what did we know about the food market? Well, sir... Well, we found we didn’t know as much as we might. So WOR pioneered again. It had independent analysts visit grocery dealers, wholesalers, super-markets. It found the wholesalers advising their manufacturers, “Pick WOR first to sell your goods.”

60% picked radio above all other media; only 14% chose newspapers. It was a good story. It still is.

1940

How effective is the spot announcement? The 5-minute period?

What makes the most successful small time periods tick? WOR studied commercial construction, visited agencies and sponsors and then sat down and tapped out two books that have long been informing, authoritative, economical guides for agencies and advertisers throughout the United States. They are—“Big Sales in Small Packages,” and “Speaking of Spots.”
1941 Japan was still carting scrap out of Eastern ports. The America Firsters were talking very loud. But the rumble of industry in WOR's 16 great war-work cities was even louder. How did war workers listen? What were their favorite listening times and stations? WOR hired private investigators, had them visit cities like Dover, Bridgeport, Bethlehem and talk with workers, foremen, restaurant owners, grocers, cab-drivers. Out of this came "A Tale of 4 Cities," the story of WOR's great leadership as an all-night favorite. It's still the favorite.

1941 Another great event in a year packed with them. The "WOR Continuing Study of Radio Listening" is launched. Planned by WOR and conducted from month to month by Crossley, Inc., it was the first local continuing personal interview study of radio listeners' likes and dislikes ever attempted by any station anywhere. It took most of the guesswork out of radio ratings, covered that 60% of the New York population never sampled by telephone interviewers, answered hitherto unanswered questions regarding listeners' sexes, sizes of families, earning power, nationalities. It still does.
1942

FM is young. Conjecture's wide regarding the kinds of listeners it attracts, the programs they like, the hours they listen. WOR looks vainly for an authoritative answer, finds none. So WOR called in Paul W. Stewart & Associates and had them begin the first personal interview study of FM listeners ever attempted by any station anywhere. It was done for the industry and for WOR's FM station W71NY, now WBAM. Frankly it showed WOR's FM station as the station listened to most by all kinds of people in all kinds of homes. Industrywise, it substituted fact for fancy, served as a nationwide blueprint for FM engineers, station managers, prospective sponsors.

1943

The OPA smacks down tight. Gas is as scarce as a used tire. Vacations are few, if any, and the trend is to the backyard for fun and relaxation. Summer has changed! But how much? WOR industriously pokes into numerous sources, checks buying, vacation and other trends, comes out with a book that was a time and money-saving guide for hundreds of present and prospective WOR sponsors and their agencies.
Gosh, we’ve grown! But how much? From a staff of about 165 people in 1935, to more than 300 in 1944. And as we’ve grown, the folks find it a little harder to know what’s going on everywhere around WOR. So we plan a little station history and guidebook. It orients the new arrival, brings the veteran up-to-date; and, in the process, it sells WOR’s great story to hundreds of agencies and advertisers and stations throughout the United States.

— that power·full station

at 1440 Broadway, in New York

member of the mutual broadcasting system
Radio Highlights of 1944

(Continued from page 24)

in a democracy only "if it is free of all arbitrary restrictions, whether Governmental or private."


Oct. 28—Morrie Pierce, vice-president of WJR Detroit, WGAR Cleveland, KMPC Hollywood, on leave as chief engineer for Psychology War Hour, now serves as program manager for American coverage of Radio Luxemburg, marking his second conquest of the war. In September 1943 he ingeniously planned the radio operation which brought about surrender of the Italian fleet.

Nov. 2—FCC concludes five-weeks of hearings on postwar education, immediately plunges in to clear up conflicting space demands with likelihood of proposed report in early January.

Nov. 6—Sen. Burton K. Wheeler (D-Mont.), chairman of Senate Interstate Commerce Committee, asks industry to prevent "dollar hungry" in 10-point indictment published in The Progressive —La Follette weekly.

Nov. 7—Greatest audience in history hears final election returns which swept Franklin D. Roosevelt into his fourth term. C. B. says radio received 85.5% of audience over 15,000,000 for nightly radio coverage of election, giving 50.3% for the hours from 7-10:30 p.m. compared with previously heard peaks of 37.5% in 1936 and 48.9% on Pearl Harbor Day, Dec. 7, 1941.

Nov. 11—RCA and Columbia Records Co. capitulate to PetriIlo demands to terminate recording strike and accept voluntary order to operate under National Labor Relations Board's judgment, estimated at $4,000,000 per week. Surrender came after companies deserted of Government relief.

Nov. 19—Lee Porter, former CBS Washington counsel, Government official and public's defender of the Democratic National Committee, nominated by President Roosevelt to succeed FCB as FCC chairman. When Congress adjourned Dec. 19 without considering nomination, President Roosevelt gave Porter recess appointment as chairman and he took office Dec. 21.

Nov. 20—Robert E. Freer, Federal Trade Commission chairman, praises radio advertising in New York address but stresses their necessity for truth in advertising and for full disclosures on air.

Nov. 22—Wilton E. Hall, owner of WAIM Anderson, S.D., and newspaper publisher, is named president of the Sangamon County Chamber of Commerce by Gov. Olin D. Johnston to fill unexpired term of the late Judge N. W. Geis.

Nov. 24—WWJ Detroit bans all transistorized announcements effective Feb. 1 and stirs up industry-wide controversy. Other stations later follow.

Nov. 24—National Labor Relations Board smashes PetriIlo plans to force hiring of platter-turners at stations by giving NABET jurisdiction in all areas save Chicago. Strike threat immediately looms as PetriIlo again defies Board.

Nov. 28—House probe of FCC closed to public. John J. Sirica, general counsel of the Committee, denouncing the Committee's action, resigns in open session.

Dec. 1—Robert D. Sweeney, general counsel of the Blue, named vice-president and assistant general counsel of Mutual by its new president, Edgar Kobak. Phillips Carlin, former program vice-president of the Blue, moves to Mutual in similar position.

Dec. 4—WJZ New York following WW2 move across transcriptions, bans chainbreaks from 8 to 10 p.m., permitting only time signals.

Dec. 4—Senate Interstate Commerce Committee unanimously reports out bill (S-1967) by Sen. Vandenburg (Rep. Mich.) prohibiting AFM's PetriIlo from interfering with the broadcasting of non-commercial educational standards by educational institutions.

Dec. 11—James C. PetriIlo reported threatening to defy NLRB decision of Nov. 24 awarding jurisdiction over platter-turning at all but Chicago stations to the National Asso. of Broadcast Engineers and Technicians. Blue—NBC, as result, face double strike threat—by PetriIlo's union on one side if its demands are not satisfied, by NABET on the other side if NLRB decision is not respected.

Dec. 11—Lt. Noreen E. Kersta, USMCR, former master of the NBC television department, calls upon video interest to get together on compromise plan which will speed development of art. Plan he proposes in exclusive BROADCASTING story draws attention of NBC—CBS video policy makers.

Dec. 11—J. Harold Ryan, NAB president, calls upon radio to employ its ingenuity in the field of war art's 25th anniversary beginning on Jan. 1, 1945; issues special musical theme, projecting motif of "V for Victory" and symbolic banner to be employed by stations in promoting observance.

Dec. 13—FCC adopts sponsor identity rule, interpreting provision of Sec. 317 of the Communications Act of 1934, with amendments.

Dec. 15—Six major stations join Blue in re-signing with them switching affiliation from CBS and MBS. Six are KRNJ Des Moines, WNAX Yankton, WCPQ Boston, all properties of Cowles Broadcasting Co.; WPTL Miami of the Fort Industry Co., WSMQ Jacksonville and WFLAW Lawrence. Switches seen as presaging national scramble for major affiliates. Contracts signed Dec. 15, first date permitting such negotiations under FCC rules put into effect June 15, 1943.

Dec. 15—NBC—Blue give ultimatum by NABET that unless jurisdiction of turnable operations granted union immediately, there will be strike.

Dec. 15—Broadcast Measurement Bureau meets to approve charter.

Dec. 18—Rosal H. Hyde, veteran FCC counsel for Blue and general counsel of FCC, seen as best winter bet to succeed Condr. T. A. M. Craven to Commission.


Dec. 21—Paul A. Porter, sworn in as chairman of FCC after recess appointment by President Roosevelt; renomination to B. J. Ford, editor of the National Assn. for Broadcasters; elected president succeeding Allen B. DuMont of Rochester.


Dec. 23—FCC denies request of NBC and Cowles Broadcasting Co. seeking relief amendments to two of the network regulations, upheld by the full FCC in prior action May 10, 1943.

Dec. 25—J. Leonard Reinsch, Man-

TIDE WATER SIGNS BASKETBALL SPOTS

ANOTHER season of basketball spots on the Pacific Coast will be sponsored by the Tide Water Oil Co. according to an announcement by Harold R. Deal, the company's advertising manager. Approximately 60 contests already have been scheduled.

In the Pacific Northwest the team continues but both the Oregon and Washington State College, U. of Idaho, U. of Oregon, and Oregon State College. A special note has been made to area stations that young talent from the pool of Tide comprising KRLC Lewiston, KFIO Spokane, KRBD Portland, and KHCP Vancouver.

Sportscasters for the season will be Don Wike, Ted Bell, Hal Bever, Art Arendt, Tom York, Jack Mac-Donald and Frank Bull.

In an expansion of its original plans to sponsor collegiate basketball games, [BROADCASTING, Dec. 4] the company is now sponsoring the contests on WKGJ-BOB. COP s im u l t a ne ous ly turn wire, and also a two-station hook-up, with the third station to carry a separate market, in total of 34 broadcasts on each station 9:45 p.m. to conclusion under the new schedule, running from Dec. 27 to March 29, including the college tournaments during the final two weeks. Don Dunphy handles descriptions, consecutive square Garden; Far Murray from Convention Hall, Philadelphia, and Jim Rhine from Madison Square Garden, Boston. Coverage of many of the tournaments is then handled play-by-play. Agency is Lennen & Mitchell Inc., New York.

ag director of Cox stations and former radio director Democratic National Committee for 1944 presidential campaign calls upon stations, as noted for 1940's campaign, to support in the interest of better political coverage.

Dec. 25—NABET-Network-PetriIlo platter turner issue still spinning with Blue's president, John Woods, asking stations and NAB to keep out of controversy. Blue's strategy obviously to get matter into courts.

Move to Sunbury

HEADQUARTERS of the Westinghouse Electric & Mfg. Co. radio receiver division, located in Baltimore since its establishment six months ago, will move to Sunbury late this month to permanent quarters at Sunbury, Pa. Postwar production for present home receivers will be centered at the Sunbury plant and plans had been made to move the administrative offices there as soon as possible, according to a War Production Board to be held un-

Page 32 • January 1, 1945
Clear and Strong

A radio station's effectiveness starts with the power to be heard—*in the right places*. WAGA's 5,000 watts on 590 kilocycles assures dependable coverage of a market which, according to our latest figures, accounts for 41% of Georgia's population—49% of its radio homes and 49.5% of its retail sales.

Add to the *power to be heard* the appeal of something *worth hearing* and a tested plan for stimulating the *desire to listen* and you have the formula through which WAGA has become one of the South's most successful stations.

**WAGA**

*ATLANTA*

5000 Watts on 590 Kcs. • Blue Network • Represented by Headley-Reed
Refusal to Bargain With IBEW Union
Explained by W. H. Goan, WAYS Head

EDITOR BROADCASTING:
We note in the Dec. 11 issue of your magazine an article relating to a case now pending before the National Labor Relations Board involving our company and International Brotherhood of Electrical Workers. This article is so written as to do our company an injustice.

Your headline over the article is as follows: "Employe Shifting Is Adjudged Unfair". Now the truth is that there has been no finding whatever in the case to such effect.

Some months ago, the IBEW was certified by the NLRB as representative of our employees at our transmitter. Thereafter, for perfectly legitimate business reasons, which we explained at the Board hearing to which your article refers, we did make certain changes in the personnel at our transmitter. But the Union has not at any time claimed, nor has the NLRB or any of its representatives at any time made any finding, that these changes constituted unfair labor practices on our part.

The only claim against our company and the only finding against our company is that we have declined to engage in collective bargaining with the IBEW as representative of the employees at our transmitter. This we admit. Our explanation for refusing to bargain with this Union as representative of these employees is that our transmitter employees, by themselves, do not constitute, under the National Labor Relations Act, an appropriate bargaining unit. We take the position that we should not bargain with the IBEW unless and until it establishes that it represents the employees both at our transmitter and at our studios.

We make the further contention that we should not even be required to bargain with this union as representative of our transmitter employees—a majority of our transmitter employees having testified under oath at the board hearing that they are not now members of the union and do not desire to be represented by the union in any way and that this present position on their part has not been caused or influenced by any act or omission whatever on our part.

Under these facts, we believe you will agree that the article appearing in your magazine does not present an accurate or fair picture of this matter, and we will appreciate your doing whatever you can to rectify this situation.

W. H. GOAN
General Manager, WAYS

Leyte Station Operates
FIRST DIRECT voice transmission from Press Wireless' newly established 400-watt station at Leyte to the United States for network use, occurred Dec. 28, at 8 a.m. when CBS brought in William J. Dunn from Gen. MacArthur's PX, sent into operation Nov. 14 with direct radio-telegraph transmission. Haupter is George Lackey. Procedure is to transmit the material to Press Wireless terminals in Los Angeles for rebroadcast by the networks across the country.

Bendix Appointments
DISTRIBUTORS who will handle the forthcoming line of AM and FM radios and radio-phonograph combinations of Bendix Aviation Corp's Radio Division were announced last week by Leonard C. Truesdell, general sales manager for home radio of the Bendix Radio Division, Sampson Electric Co., 3201 S. Michigan Ave., Chicago, was appointed distributor for territory including Chicago, surrounding counties in Illinois and Indiana, and Illinois cities of Peoria, Aurora, Elgin, Rockford and Kankakee. Miller-Jackson Co., 111-15 E. California St., Oklahoma City was named Bendix distributor for Oklahoma and the Texas Panhandle area. Youngstown Equipment Co., 111 Beacon Street, Boston, has been named distributor for eastern Massachusetts, New Hampshire and Maine. E. B. Latham Co., 1010 Broad St., Newark, will handle Bendix Radio division products in northern New Jersey, while Graybar Electric Co. will handle southern California distribution from its Los Angeles office.
George Bernard Noble
Chairman....12th Regional War Labor Board
Says... “A well-informed public opinion was never more vital than now. Analysis and comment by men who have seen the trouble-spots of the world with their own eyes—who have talked as well to the “little people” of Europe—is exceedingly valuable because such men can make us understand what is ahead of us. For the future peace of the world we need plenty of understanding. Airing intelligent commentary is one of the biggest public services a radio station can give.”

Charles Barbe, KGW news analyst, was foreign correspondent in Berlin, Rome, Bern and London. He took the picture of General Goering at the Arc de Triomphe, the day the Germans took over Paris... Below, James Abbe, KGW and NBC network commentator, renowned world-traveler and ex-press-photographer. At Moscow University in 1932, he posed briefly with the Anthropological Museum’s world-famous collection of skulls.
TO WSAI
RATED FIRST BY HOOPER IN THE MORNING*

TO WSAI
LEADER WITH CINCINNATI'S DEPARTMENT STORES

TO WSAI
A BASIC BLUE STATION, RENEWED 'TILL '47

TO WSAI
REPRESENTED BY PAUL H. RAYMER

C. E. HOOPER REPORT, CINCINNATI
MAY THROUGH SEPTEMBER, 1944
Toward Victory

FOR WELL over a decade it has been BROADCASTING’s custom to issue a New Year forecast, looking into the approaching 12 months and reviewing the period just ended. Every year the round-up has shown an upward trend both in business volume and quality of service.

The most stubborn barrier to a broadcasting boom has been the basic fact that no day can have more than 24 hours. Yet even with radio hovering near the sellout point for several years the total income has continued steadily upward. The year just ended has been no exception.

With the increased income has come increased output due to higher operating costs. Even so, the number of stations in financial distress has dropped every year.

Natural result of this satisfactory business trend has been improved broadcasting service. The closing weeks of 1943 have seen the matter of public service dominating the thinking of executives and staff personnel. Such a trend is healthy, though the means of achieving the goal may involve debate and disagreement.

What could be healthier than a controversy over the method to be used in ridding the air of offensive and overly bizarre spot announcements. Or the inter-industry discussions that preceded establishment of the Broadcast Measurement Bureau.

While the industry has been striving to improve its service to the public it has continued to develop the all-important technique of furthering the war effort. A check of the Federal agencies involved shows how radio has moved ever forward in its contribution to the cause of freedom.

The business survey starting on page 13 portends a healthy business year. But each entity in the broadcasting field must take full advantage of this trend to devote all possible energy to public service. For only by this means can broadcasting command the respect that makes possible its forward movement.

Ten to One

IN THE LAST issue of BROADCASTING (page 18) we reported that the NAM plans to place commercial announcements on radio stations, coordinating the broadcast program with the newspaper campaign, had hit a snag—the NAB Code’s “controversial” issue clause.

BROADCASTING quoted an announcement alleging to have been submitted to NAB for its consideration in the light of the Code’s provisions. We reported, as the facts were presented to us, that this commercial was looked upon with disfavor at NAB and that, although officials there had made no formal suggestions regarding the copy, they weren’t likely to give it their blessing.

All of this was quite in order, except that the commercial presented to BROADCASTING and the one submitted to NAB for review were not one and the same. It develops that the one reprinted in BROADCASTING was not objectionable, but the one originally proposed certainly was.

Well, probably all of this sounds like a Robin Hood’s barn excursion, but it does bring one to the ultimate conclusion that what NAM intends to say over radio is not half so controversial, from the broadcaster’s viewpoint, as the schedule established for saying it.

NAB proposes to spend $1,000,000 in newspapers forwarding the Association’s aims for America. It has earmarked $100,000 for radio. The ratio is 10 for the press to 1 for radio. In 1945—we won’t even guess at 1944 figures—radio’s total income was about one-half the income of newspapers. However, in national advertising radio betters newspapers by about $30,000,000.

If NAB is handing out $100,000 to radio as patronage money, there’s no better way to demonstrate it than by the lopsided favoritism shown the press. If NAM wants to use radio effectively, it might tear a sheet from the books of those national advertisers who find it profitable to invest over $200,000,000 annually in the medium.

Perhaps the National Assn. of Manufacturers should restudy its advertising budget.

Complete the Count

A FIVE-POINT program to collect statistical information vital to government and business in planning for reconversion has been formulated—and some of it started—by the Bureau of the Census. Appropriations for the work have been requested by the Bureau of the Budget but were rejected by a lame-duck Congress bent on getting in a few licks before adjournment.

When the 79th Congress convenes this week, an effort again will be made to put through the program. The most pressing project, the quinquennial farm census, gets under way today (Jan. 1) as required by statute. An appropriation of $7,250,000 has been made for the enumeration but the necessary $5,500,000 for tabulating and publishing the information gathered was refused by the last Congress.

We do not believe Congress will waste funds already provided for a census required by law, but we urge that action be taken soon that the tabulation may go forward on schedule.

Two of the remaining four parts of the program have been abandoned by the Census Bureau. These were to provide a special survey of war production covering 1944 operations and a sample census of business. Instead the Bureau will ask to revive the regular biennial Census of Manufactures, abandoned since the war, and proceed with the Census of Business, taken every five years. The other projects desired by the Bureau are a sample survey of consumer income and a sample expanded labor force survey, which, when merged, would also provide an abridged census of population.

All of these projects are especially important to radio and of general value to advertisers and marketers. They deserve the support of broadcasters.

THOMAS GARLAND TINSLEY II

GIVE the people what they want. That's the success formula applied to broadcasting by Tom Tinsley, president of WITH Baltimore. Tom didn’t find out overnight what pleases the people. He acquired that knowledge through years of scrutiny, analysis and plenty of hard work.

Early in his career he ascertained that to sell time he had to deliver an audience to a client; to get an audience to station, the broadcaster must have programs acceptable to a select few, but to all.

A short time after his birth Feb. 23, 1893, in Nashville, Tom’s parents moved to Balti-
more. His formal education was acquired at the Hill School, Pottstown, Pa., and Yale, from which he was graduated in 1927 with a B.A. degree and a yen to get into the financial business.

He joined Dillon, Read & Co., New York brokers, later taking a job with Chase Secu-
rities. He began to hear a lot about radio—how it was growing, of its future as a profes-
sion. Tom liked people. This new business of radio seemed to offer an outlet for his likes, so into radio he went.

His first job was at WORK York, Pa., owned by the Mason Dixon Group of which his brother-in-law, Col. J. Hale Steinman, is head. That was in 1932. After two months he was made commercial manager of WDEL and WILM Wilmington, Del., also owned by Col. Steinman and his brother, John F. Steinman, who had Lancaster Newspapers Inc. It wasn’t long before Tom Tinsley was promoted to general manager of the Wilmington stations.

But Tom had been brought up in Baltimore. He wanted to go back home—to work in the larger city. That chance came when WCAO offered him a job as salesman. His next radio post was sales manager of WBAL. There he re-
mained until Hearst bought the station and Tom, with several others, had to make way for new blood.

He went to WMCA New York as a salesman, then to WFIL where he met Margaret Patricia McDord. At one time Tom knew he was going to marry her, but he had some ideas about first getting into business for himself.

So to Baltimore he went and opened a station representative office. His list included WTBO Cumberland, WFMD Frederick and WJEJ Hagerstown, comprising the Maryland State Network. As a station’s representative in Baltimore, Tom accomplished what the pro-

(Continued on page 40)
THE WAR TO WIN...
A FUTURE TO BUILD!

We Pledge
OUR THOUGHT
OUR EFFORT
OUR FACILITIES
to even greater use this year

KOIN PORTLAND OREGON
FREE & PETERS, National Representatives
Mr. Vinsonhaler in the ownership, and with Mrs. Chilton will constitute the two stations.

Simultaneously, the Arkansas Gazette announced the appointment of Roy Judge, associated with Little Rock, as KGHI manager. KLRA was sold to the Gazette by Mr. Chilton last June for approximately $275,000. The sale grew out of the FCC’s duopoly regulation by virtue of Mr. Chilton’s control of the two stations.

Our Respects to

(Continued from page 38)

Our Respects to

(Continued from page 38)

Vinsonhaler to KGHI;
Judge to Direct KLRA
AFTER 17 years as manager of KLRA Little Rock, Sheldon C. Vinsonhaler has resigned as of Jan. 1 to become manager and partner in KGHI in the same city. He joins his former associate, A. L. Chilton, in the KGHI ownership, and with Mrs. Chilton will constitute the two stations.

Mr. Vinsonhaler

CBS NAMES KAROL
AS SALES MANAGER

JOHN J. KAROL, assistant sales manager of CBS, effective Jan. 2 becomes network sales manager, replacing Leonard Erikson, who has resigned to join HBOO, New York Jan. 15 as an executive.

Mr. Karol

Mr. Karol was research director of Crosley Inc., for two years, before joining CBS in 1956. He was generally active in research and was a leader in promotion and then became market research counsellor in the network sales department. In March 1943 he took on additional duties as assistant sales manager, a post he has retained up until the present.

He has been secretary and treasurer of the American Marketing Assn., and a former president of the Market Research Council. When the Committee of Radio Research was organized by the AAAA the ANA and the NAB, he was named a member of the technical committee. He has contributed numerous articles on radio research to periodicals and conducted a course on the business side of radio at N. Y. University, and Adult Education.

WIZE WING RECEIVE
EXECUTIVE CHANGES

ADNA KARN was promoted to assistant manager of WIZE Springfield, Ohio, formerly was assistant manager of WARY Dayton, both effective today, John Patterson, vice-president of the stations announced.

Mr. Karns

Mr. Karns gets his first job in radio as an announcer on WING in July 1943, moved to WIZE the next month as production manager and less than a year later was promoted to assistant station manager of the latter. Miss Dykstra will be directly under Mr. Williams who also is general manager of WARY. She joined the WIZE sales staff in 1942 after having done retail advertising and display work.

Harold M. Prescott

HAROLD M. PRESCOTT, 58, an assistant vice-president in charge of traffic operations of the American Telephone & Telegraph Co., New York, died in New York Dec. 26. He is survived by his wife and two sons.

FOUR TOP MARKETS!

Central Kentucky
WLAP Lexington, Ky.

Amarillo
KFDA Amarillo, Tex.

The Tri-State
WCMJ Ashland, Ky.

Knoxville
WBBJ Knoxville, Tenn.

All four stations owned and operated by Gilmour R. Ross and J. Lindsey Ross Jr., has joined the Staff of P. CHARLES.
QUESTION: What Wisconsin Radio Audience Has Proved Itself Discriminating, Receptive and Eager to Try Better Things?

ANSWER: The WMFM Radio Audience!

EXPLANATION: The loyal family of WMFM listeners turns to FM and WMFM because they prefer its schedule of distinctive, quality programs keyed to the wants and needs of its audience.

Wisconsin listeners stay tuned to WMFM because they are anxious to avail themselves of better things. They do not represent any group or class. They are a cross-section of the state, but they are discriminating.

If such people would be attracted to your products (and if it is a good product they will be) then you belong on WMFM.

We repeat. If your product appeals to discriminating people, you belong on WMFM.
JOHNNY COX, released from the Army, has been named to handle promotion and publicity for WFOR Lincoln, Neb. W. RICHARD TUCK, chief announcer at KPFA Helena, Ark., married FAYE RICK- 
beck last Aug. 20.

W. TAYLOR TAPPAN is a new member of KPFA Helena, Ark., joining the station as program director Oct. 1.

NUMA FABRE, chief announcer of WAIJ Morgantown, W. Va., is new program director. JOHN B. GIBBS is new chief announcer. MITCHELL SIMON has joined the announce staff.

Sgt. ROBERT C. KAPPAS, former writer, actor and producer with WLW Cincinnati, is now producing shows and editing the camp newspaper for the Army somewhere in Italy.

DICK ALLEN and JOHN BOYER have joined KTMY Modesto, Calif. as announcers.

Sgt. FRANK TRAVERS, former San Diego announcer now at Fort Lewis, Wash., is working as part-time operator- announcer at KGY Olympia, Wash.

ELIOT JEFFORDS, of the sales promotion staff of KYW Philadelphia, has re- signed to join the American Red Cross for foreign duty. She is replaced by MARY WHITAKER.

HAL HALL, writer and commentator of KMTR Hollywood, is the father of a girl.

Hicks, Cassidy Escape Death in German Attack

GEORGE HICKS, Blue Network correspondent in the European Theatre, in a broadcast Dec. 24, told how he and other newsmen, including James Cassidy, NBC, narrowly escaped death when the front wall of a house was blown in on the Stavelot-Bastogne area, on a highway leading to the front. Four men, whose identity he did not give, were killed in the disaster, the result of strafing by Ger- man fighter bombers.

Mr. Hicks said, “I received only the tiniest cut on the left cheek and a scratch on the back of the left hand.” Occupants of the house were knocked down. A piece of debris fell across the back of Mr. Cassidy. NBC said last week that Mr. Cassidy apparently had not been seriously injured and had not missed a broadcast.
In Philadelphia
Sports means
WIBG
PHILA.'S MOST POWERFUL INDEPENDENT
10,000 WATTS  990 Kilocycles

The sales-minded station in the sports-minded third largest market! Listeners know "if it's sports, you can hear it on WIBG." Combined with alert news coverage, plenty of music . . . and announcers with sales-ability, that's the story of Philadelphia's Best Radio Buy!

Sponsored by
ATLANTIC REFINING CO.

Represented By (In New York) Joseph Lang, (Nationally) Spot Sales Inc.

News! Music! WIBG is the Station!

Broadcasting • Broadcast Advertising

January 1, 1945 • Page 43
The youngest of the 3 major networks

HAS A LOT TO

LISTEN: to the lullaby of Sardi's

Those six hundred radio editors who registered their opinions with the Motion Picture Daily: credit them with reminding us to bring up this Sardi story again.

As you probably know by now, they picked Sardi's as the best of all daytime programs.* Better than soap operas, commentators, variety shows, or anything else that comes to housewives while their hubbies work away at the office.

Not only radio editors, but people out in Iowa, where the tall corn grows, Dr. F. L. Whan asks the natives what programs they like well enough to try to hear regularly. Sardi's pulled more women's votes than any other variety show—day or night.

Hooper as you know says Sardi's is Number 1 among the first ten daytime programs. CAB ranks the Kellogg portion at the top of the first ten daytime programs in those sixty-eight cities that Mr. CAB keeps an eye on, and where a substantial portion of U. S. income-earners spend their money.

There isn't room here to go into all the mounting evidences of Sardi's leadership: the Crosley, the Cleveland Plain Dealer poll, and a few others.

But the important thing is that Sardi's is no sudden flash in the pan. It has long been a cornerstone upon which the Blue has built itself into the outstanding morning network from Coast to Coast. The Blue leads more quarter hours, 9 to noon, than all other networks combined. There's not a wiser buy in all of radio. There is no better proof needed that THE BLUE CAN DO IT.

*They picked The Breakfast Club as No. 2. That gives Blue two out of the first three.

LISTEN: to what 600 wonderful radio editors have to say

That Motion Picture Daily radio poll again: We think it is important because it shows up the Blue as the only network that's moving forward in the who's-and-what's-good-to-listen-to department.

As you know, they only made 26 awards this year. Last year they made 33.

This year we find ourselves with six firsts.

Not a tremendous figure but the Blue is the only network in the whole kit and kaboodle that made any gains at all! Another thing: we think we have a right to be proud of the people that were picked.

Take George Hicks, for example. For a long time he was on the staff handling varied assignments, getting better all the time, awaiting the big opportunity. Along comes the war, so out he goes and the first crack out of the box, he makes the most sensational strike in the business.

And Tom Breneman, another winner, out on the Coast, running "Breakfast at Sardi's." We put our chips on him a long time ago. Paid, too.

Milton Cross has been a part of the Blue so long that he is practically Blue's own voice on the air.

And Alan Young: in him we think we have radio's next Number 1 comic. He's new, fresh—and good.

And we are proud, too, of Swing (who has a lot of other awards tucked away in his cedar chest) and Lombardo. They're both stalwarts on the Blue.

Yes, we're glad to get those awards. We ought to be.

But what makes us happiest about it is the fact that here is further evidence that the Blue is going places.

The youngest, most virile of all the networks is off to the races.

Sponsors with franchises on the Blue can well afford to have a very Merry Christmas.

...The BLUE is doing it...proving that only a switch of the dial
LISTEN: to what is happening to the BLUE on Sunday night

We pointed out a few weeks ago that while Kate Smith and Jack Benny were floating through the ether on a raft of promotional dollars, each determined to corner the 7 P. M. Sunday night audience, our man Drew Pearson (without promotion) was doing very well in the slot opposite both of them.

Well, for your information, our man Pearson is still doing well. He and Benny now share an overwhelming chunk of the 7-7:15 Sunday night audience.

Now comes another demonstration of the Blue's capacity to deliver: The Hall of Fame (in the hour preceding Kate Smith) in Hooper's last published report has the same rating that Kate has.

Blue's 6-7 P. M. slot comes up with 7.5.

Kate Smith, in the CBS slot from 7-8, also comes out with 7.5.

A lot of other interesting things are happening on Sunday night: for example, keep an eye on Bill Bendix. He came on a few months ago in a comedy strip called "The Life of Riley." Came on opposite a couple of long-established audience getters. But little by little "Riley" is climbing.

Then take Joe E. Brown "Stop or Go." That, too, is making headway fast, in spite of powerful opposition.

All this proves once again how little real difference there is between the three major networks.

Yet one of the most important differences, of course, is the cost. The price tag on the Blue, for a nighttime half-hour, amounts to $3,474.00 less than the cost of the same time on CBS. That comes to a lot over a 52-week period. Figure it out. Then figure all the things you could do with the difference to help sell more goods when the keen competitive era comes.

That is something else for the Blue to talk about.

LISTEN: to what’s happened to the major networks in the daytime

Just to get a line on trends, we went back and picked up Mr. Hooper's reports covering the last ten months. We compared them with reports covering the same periods in 1943.

What this quick little test shows, you will be interested to know, is that the Blue is the only one of the three major networks whose daytime ratings are on the up-grade.

Looking at all programs, sustaining and commercial, from 9 A. M. to 6 P. M.

Blue's ratings are up 16%
NBC's ratings are down 4%
CBS's ratings are down 7%.

Now: that morning lead that the Blue has had all this time: it isn't shrinking, it is lengthening.

The Blue is getting stronger in the morning—and it's the only one of the three that can make this statement.

Blue's morning ratings are up 30%
NBC's morning ratings are down 14%
CBS's morning ratings are down 8%.

These figures indicate a trend—they are a potent hint to the wise timebuyer, a gentle nudge to the thoughtful advertiser.

Now about the nighttime situation: Frankly our competitors could say we were not able to tell a glowing story—and that's true but, little by little, we are getting our foot in the door after the sun goes down. We've got some pretty good ratings—and a lot that are improving. Yes, there's a lot of work yet to do. That's why we are working overtime with our advertisers and their agencies to get their help in improving programs, in bringing new ideas to nighttime on the Blue.

We have a lot of hope for our future, and figures like those above prove that the job can be done. After all, not so very long ago we were faced with the same daytime problem as we now have at night. We licked it by working on it. We licked it by getting the cooperation of everyone concerned. They all pitched in—and now look! So keep an eye on the Blue at night.

*With a thought to the night.

Vick Chemical Co., New York, has scheduled Old Corral, a Frederic W. Ziv transcription program, on WIREN Buffalo and KERN Bakersfield, another Ziv production, on WCSO Charleston, S. C. Agency is Morse International Inc., New York.


WIEBOLDT STORES, Chicago, has renewed sponsorship of Your Neighbor, featuring June Marlowe with transcription music and shopping news tips, Mon. thru Sat. on WMAQ Chicago. Contract for 26 weeks was placed by Neotham. Louis & Brochty, Chicago.

SEYDEL CHEMICAL Co., Jersey City, has appointed Walter M. Swertfager Co., New York, to handle advertising for Subnon medical tablets. Radio advertising, 19 one-minute transcribed spot announcements weekly, will be continued on WMCA New York.

Esso Promotes Miller

J. A. MILLER, formerly advertising-sales promotion manager of Esso Marketers of New Jersey, has been appointed director of advertising and sales promotion activities of Standard Oil Co. of N. J., the holding company, and its affiliates, a new post. Mr. Miller is succeeded at Esso Marketers by R. M. Gray, assistant advertising-sales promotion manager, since 1942, who joined Esso in 1934 and was placed in charge of media in 1936.

Mr. Miller

J. P. Lawton, Des Moines manager of Graybar Electric Co., will take over the duties Feb. 1 of district commercial manager in the company's northwestern district with headquarters in Seattle. He succeeds J. H. Kelley, who is being pensioned after 38 years' service.

ASK THE NEIGHBORS WHY-KNFN

"The Friendly Farmer Station"

SHENANDOAH - IOWA

Was Selected by 189 Local & Regional ADVERTISERS

To carry a message, during November 1944, to the great FARM MARKET AROUND SHENANDOAH

A demonstration of dominance—within KNFN's own primary—which clearly points the way for all sponsors who desire to reach this tremendously rich rural and semi-rural area.

KFNF anticipates trends—accords each account the courtesy of personal attention—builds each program to serve specific needs. We believe this explains why, for the farm market around Shenandoah...

INFORMED SPONSORS ARE BUYING KNFN

1000 Watts "The Friendly Farmer Station" 920 KC.

For availability write or wire direct to Frank Stubbs, Mgr., KNFN Inc., Shenandoah, Iowa.

AD SURVEY SHOWS CONSUMER CHOICES

MOST popular advertising copy is that which tells the consumer how to conserve and get the most use out of one's equipment, clothes, etc., according to a survey just completed by the Committee on Consumer Relations in Advertising Inc., New York. Of the first 817 questionnaires returned, 95% favored the conservation theme in advertising.

Copy which explains rationing or other Government regulations was next in popularity, receiving 90% approval, with advertising featuring nutritious meals and stretch scarce foods running a close third with 89% signifying approval. Advertising by ethnic groups (1) provides the war effort by encouraging bond purchases, salvage of scarce materials, etc.; (2) that promises wider distribution of products at lower cost; (3) that features peace, freedom and security in the post-war world; and (4) that informed the consumer of availability of booklets giving product or other information which could be obtained by writing the advertiser received respectively 88%, 77%, 74% and 71% approval.

The advertising theme which received the greatest disapproval was that urging immediate post-war relaxation of Government controls over materials and prices, with 88% of the replies indicating dislike for this type of advertising copy. Advertising featuring products that promised quick changes so different from prewar models that they probably will not be produced for several years after the war received more negative than positive votes as did advertising promising prosperity and jobs in the postwar period.

GE Buys Ken-Rad Tube Plants; Acquires Others

PURCHASE of General Electric Co.'s tube manufacturing and plant facilities of the Ken-Rad Tube & Lamp Corp., at Owensboro, Ky., Huntington and Rock Port, Ind., and the operation of Government-owned plants at Tell City, Ind., and Bowling Green Ky., whereas Ken-Rad has been making tubes for the Government, was announced last week by Dr. W. R. G. Baker, GE vice-president in charge of electronics department. GE takes over on Jan. 2.

George W. Nevin, manager of the GE tube division, disclosed that Carl J. Hollatz, executive vice-president of Ken-Rad, will manage the new GE operation, to be known as the Ken-Rad division, electronics department of GE. Mr. Hollatz has been with Ken-Rad since 1918. With acquisition of the receiving tube manufacturing plants, GE will be prepared to enter all phases of radio in the postwar era. Ken-Rad retains its electric lamp manufacturing business.

WWI, New Orleans is sporting a boom microphone wearing a news-like card that pinched cap on the end of the boom. It was placed there after several members of the announcing staff almost knocked themselves out by walking into it.
In meeting the challenge of the future, Western Electric equipment leads the way

War's end will bring a challenge to everyone. To those identified with communications and transportation, faster, better interchange of ideas and goods will be the order of the day.

We at Western Electric—with our 75-years heritage of leadership in communications equipment—believe we are peculiarly qualified to accept this challenge.

In world-wide telephony, broadcasting, aviation, marine and mobile radio—in every field where sound-transmission apparatus plays a part—Western Electric has led and will continue to lead the way. In these fields as well as in television, Western Electric will play a dominant part in the future.

To speed Victory, buy more War Bonds—and keep them!
ALFRED G. KEEHAN, formerly a vice-president, general sales manager and advertising manager for E. H. Lee Co., Danbury, Conn. (that firm), has joined Birmingham, Cliftman & Pierce, New York, as vice-president in charge of new business, a new position. For the past two years Mr. Keehan has been with the Quartermaster General's office in Washington.

MIRIAM ORR, former assistant traffic director of WJW Cleveland, joined the research department of Rothstein & Ryan, Chicago, Dec. 26.

STU DAWSON, radio director of Young & Rubicam, Chicago, is leaving for the West Coast effective the first week in January to take over the General Electric program.

JERRY LAW, former radio director of Hirsch-DeSantofield, New York, has joined J. R. Kupskie Adv. Agency, New York, as radio director, a new position. Dorothy Kent, formerly on the advertising staff of Scotch Dept., Etrown, New York, has also joined the firm as copy chief, another new position.

JOHN SURREY Ltd., New York, pipe and tobacco manufacturers, has appointed Stuart Bart, radio director, New York, to handle advertising. Radio will be used.

JOSEPH A. KLOSTER has been elected chairman of the executive board of the newly formed Advertising Agency Production Meet's Club of Philadelphia. Other officers include: William B. Turner, president, Quality Advertising; Ralph Mars, treasurer, and Nicholas Carelli, secretary.

EUGENE I. HARRINGTON, vice-president in charge of client relations for E. Cane & Belden, New York, has been appointed manager of the San Francisco office of the agency, replacing Robert K. Kershfield, who will continue as vice-president, supervising the Southern Pacific account.

RENSHAW, ROE, chief timebuyer of MaxFarland, Avery & Co., New York, is recovering from an appendectomy she underwent Christmas Eve.

RUSSELL MITCHELSDALE, formerly with Lord & Thomas and on the copy staff of Maxon Inc., New York, has joined the copy and creative staff of Lawrence Fertig & Co., New York.

DON SEARS Adv. Agency announces the opening of offices in San Francisco to operate in conjunction with offices maintained there the past three years in the Hotel Claremont, Berkeley, Cal. Alfred L. Jerney has joined the agency in charge of the San Francisco office, to direct毛病 in this area for General Amusement Corp.

IN THE FOOTSTEPS of his father, Arthur Pryor Jr., vice-president and radio director, BBDO, and son of the well-known band leader, took over the baton of Arthur Fiedler to conduct a rehearsal of Sunday at 4:30, so Mr. Fiedler could listen to the 45-piece orchestra from a remote section of the Boston Opera House. The symphony program is heard on WZB-WHZA Boston-Springfield.

KAY C. JONES, former timebuyer of Glazer-Guiley & Co., Los Angeles agency, has joined Abbott Kimball Co., Los Angeles, in charge of production and media.

DARLE IBM, Hollywood producer of J. Walter Thompson Co., assigned to NBC Chase & Sanborn Show, has resigned to join Sherman & Martinette. He will be assigned to Judy Canova Show which starts on NBC Jan. 4 under sponsorship of Colgate-Palmolive-Feet Co.

WALTER MORRIS, with Rickard Co., New York, 20 years as account executive and copywriter, has joined the creative staff of Fuller & Smith & Ross, New York. Ted Browne, formerly with N. W. Ayer & Son as account executive, has joined the creative staff to develop special products promotion campaigns and presentation material.

MAJ. EDWARD BYRON, former head of the radio department of William Eddy & Son, New York, and now chief of the Radio Branch, Army Service Forces Group, War Dept. Bureau of Pohhent Relations, is the father of a boy.

STRAUCHEN & McKIM Adv., has moved to 6 E. 4th St., Cincinnati 2, Ohio.

DUANE JONES NAMES R. T. SMITH MANAGER

RALPH T. SMITH, copy chief of Duane Jones Co., New York, has been elected general manager, a new post entailing chairmanship of the agency's newly created strategy board, supervision of all copy and coordination of the work of all account executives. Mr. Smith was elected unanimously by executives and department heads, who were asked to choose their own manager on the basis of their part in the expansion of the agency from 4 to 26 accounts in two and a half years.

Mr. Smith has been copy chief since the agency's inception, and has been associated with Duane Jones, agency head, for ten years at various agencies. With Blackett-Sample-Hummert from 1937 to 1940, Mr. Smith wrote copy for campaigns for London Co., Ameri- can Home Products and Sterling Products Inc., subsequently joining Maxon Inc. as copy chief. In 1941 he joined forces with Mr. Jones as copy chief of the new agency.

The strategy board is composed of the executive heads of departments and is based on Mr. Jones' plan to conduct agency operations on a teamwork basis. Board meets to consider treatment of special problems that arise in advertising activities, particularly in those concerning special campaigns.

Francis Eugene Nixon

FRANCIS EUGENE NIXON, 62, former vice-president of the Fed- eral Adv. Agency, New York, died of a heart attack in New York Dec. 21. Mr. Nixon, who retired from the agency in 1929, joined Federal when it was organized in 1908. Surviving are his widow, a son and a daughter.
You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

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

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

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feedback circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) "NBC ORTHACOUSTIC" recording response. (3) World-AMP lateral recording response.

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

Buy Bonds. Keep on Buying.
Keep 'Em Flying.
NBC Reports All-Time High
In Spot Sales; Net Up 12%

More Sponsored Newscasts, Women's Programs;
Fewer Announcements; Seven New Affiliates

NET REVENUE of NBC increased approximately 12% during 1944 over the preceding year, Roy C. Witmer, vice-president in charge of sales, disclosed in the network's yearend report.

With a substantial increase in the number of commercial program periods using the full network, from 89 in 1943 to 111 in 1944, Mr. Witmer reported, the average number of stations per program rose from 78 to 90 for daytime shows, and from 102 to 112 for nighttime broadcasts.

All-Time High for Spots

More advertisers used the network's facilities last year than in 1943, with a total of 80 different sponsors on the air in 1944 as against 73 in the preceding 12 months. NBC concluded the old year with an expanded network of 149 affiliates, seven more than last year.

The network's spot sales department reached an all-time high in sales volume, ending 1944 with 21% more revenue than in 1943, according to James V. McConnell, manager. While all types of spot business showed substantial increases, program sales were particularly strong, accounting for nearly 50% of the total revenue increase. "The trend towards more established program purchases will continue as companies lay their plans for postwar activity," he predicted. Only 24% of spot sales revenue came from one-minute announcements, compared to 28% in 1943.

Sponsored newscasts have gained and revenue from women's cooperative programs increased from 4% in 1943 to 5%, "an indication that this type of program is doing an outstanding selling job for manufacturers of products appealing to women." In line with the general trend, movie and theatre advertising rose considerably in volume, and will continue to rise in 1945, according to Mr. McConnell.

Cancellation of all commercial broadcasts on D-Day and, as the result of favorable reaction to this measure, similar action on election night are singled out as 1944 highlights in management policy in the report, which emphasizes throughout ways in which NBC has served the public interest, particularly in bringing the war and its attendant problems before the people.

In the FM field, 1944 witnessed two major developments at NBC. Network programs were made available to FM stations operated by NBC affiliates, and in August NBC's FM station in New York shifted from experimental to commercial broadcasting under the call letters WEAF-FM.

John F. Royal, vice-president in charge of television, pointed to the introduction of live studio features, and regular arena sports events on WQMB, NBC's New York video outlet, augmenting the film telecasts which predominated in 1943; and to the fact that the station enters the New Year with five sponsors, the number limited only by restricted studio facilities. Video highlights listed for the year were participation in FCC allocation hearings Sept. 28-Nov. 2 by President Niles Trammell; regional network operations with WRGB WPITZ; and in election and convention coverage.

Prevented by the AFM ban from supplying instrumental music to station and commercial clients during the first 10 months of the year, Thesaurus division of NBC's Radio-Recording Division nonetheless came out at the end of '44 with more subscribers than ever before—238 as against 227 for 1943. Peacetime production of record manufacturing alone in cooperation with the RCA factories, more than doubled in 1944 to meet the needs of the armed services, according to C. Lloyd Egner, vice-president in charge of Radio-Recording.

Hitch-Hikes Abolished

Multiple product advertising by hitch-hike and cow-catcher announcements was abolished during 1944, through cooperation between NBC and its station's planning and advisory committee.

As a result of special stress on individual station responsibility towards public service broadcasting, NBC programs of this type had larger networks in 1944 than ever before, according to a report on station relations activities.

WINS

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

The public interest, particularly in bringing the war and its attendant problems before the people.

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Hooper Rates ‘Girl Marries’ First For December Daytime Week-day Shows

TOP rating in the list of ten week-day programs in the C. E. Hooper Inc. report on national daytime programs for December was re- sumed by When a Girl Marries. Aunt Jenny made a spectacular rise to second place from obscurity of two previous lists in which the program failed to appear.

Day Audience Down

Life Can Be Beautiful, which moved back into the top ten list in November in last place, moved up to third in line in the current report. Fourth was Ma Perkins. Kate Smith ranked sixth, followed by Big Sister, Portia Faces Life, Stella Dallas, and Young Wilber Brown. Theatre of Today ranked first and Stars Over Hollywood second of the Saturday shows.

Hooperratings are down from between 0.3 to 0.8 from last year’s reports for average daytime audien- ence rating, average sets-in-use and average available audience. The audience rating of 4.7 however is up from the last report, and the available audience of 71.3 up 0.8 from the last report. Sets-in-use figure is 15.4, down 0.1 from the last report.

Ma Perkins has the highest sponsor identification index, 74.8, with 71.6 giving the correct product; 3.2 giving another product; 6.4, representing misidentification and 18.8 those who couldn’t name a sponsor.

Breakfast Club (Swift) had the largest number of women listeners, Bandbox Talking the most men, and Terry and the Pirates the most children listeners.

The five top ranking programs listed in terms of the number of listeners per listening set are as follows:

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<tr>
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<th>Men</th>
<th>Children</th>
<th>Total</th>
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<td>1.45</td>
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Wearing Quality of Long Shows Found Variable

REPORTING on a survey to determine the “wearing quality” of programs of unusual length, The Pulse Inc., New York, concludes that there is no general law governing the holding power of such programs, but finds certain factors contributing to gains or losses of a long period show while on the air.

Nighttime variety and drama shows, The Pulse relates in the Radio Monthly News Letter, Dec. 15, tend to lose listeners with each new quarter-hour. In all the surveyed programs in this category, the second quarter-hour loses less listeners than the third. Sunday morning and afternoon shows, it was found, gain more listeners than they lose.

KVOE Santa Ana, Cal., has appointed W. S. Grant Co. as national advertising representative, effective Jan. 1.

Stan. Brands Expands

STANDARD BRANDS, New York, stepping up its use of network programs (starting Feb. 4), will begin sponsorship of a weekly half-hour comedy variety program on behalf of Fleischmann’s Yeast and Blue Bonnet Margarine on NBC, 9:30 p.m., replacing One Man’s Family which will be moved into another period, yet undetermined. New Eddie Bracken show will feature the stage and screen comedian with an unnamed orchestra. Mann Holliner will direct the program with musical director and writers to be announced. For its various products, Standard Brands currently has two programs on NBC and one on CBS. Agency for products to be promoted on new show is Kenyon & Eckhardt, New York.

Tangiers Interest

ATLAS Corp. has acquired an interest in the Societe de Genearse de Radio Imperial, operator of the radio station in the International Zone of Tangiers, Floyd B. Ollum, president of the corporation announced. Plans, in addition to the modernization and enlargement of the Tangiers station, are to install and operate stations in Martinique, French Guiana, Guadeloupe, French territories in India, Madagascar, La Reunion, New Caledonia, Oceanic Settlements, Clipperton Island and St. Pierre et Miquelon. The operation will cover broadcasting, television, wireless communications and facsimile transmission.

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Television as Leading Postwar Industry Visioned by Kesten

Pledges CBS Aid to Hastening Its Development; Yearend Review Stresses Wartime Service

TELEVISION can become one of America’s leading postwar industries and CBS intends to do everything possible to hasten its potential development.

That’s the pledge made in a year-end statement by Paul W. Kesten, CBS executive vice-president, who declared that his network is “fully conscious of its special obligations in war” but that it had given “serious consideration to postwar operations”.

Review Stresses War Service

While Mr. Kesten’s statement dealt primarily with things to come, the annual yearend CBS review pointed out that radio’s 1944 accomplishments will be remembered in terms of participation in the war itself, rather than in postwar planning.

Nearly 35% of the year’s total operating time was devoted to programs directly related to some phases of the war. That represents 3,169 hours, or an average of nearly nine hours daily, including war news. Out of a total of 17,116 separate broadcasts, close to last year’s total, 10,404 were heard on commercial time.

CBS listening station, which has recorded some 50 million words in from 10 to 15 languages during 1944, calls the plays on the shortwave front, reporting what is in effect a success story for Allied radio.

Sources of Axis broadcasts from Europe dwindled to one—Berlin, with five former points of Axis broadcasts changing their tunes—Brussels, Bucharest, Helsinki, Luxembourg, and Paris, while Budapest fell silent before the Russian Army.

On the domestic front CBS sees a vindication of its pioneer use in 1940 of the controlled mail ballot technique of measuring station coverage, in the establishment of the Broadcast Measurement Bureau.

A new degree of flexibility in the advertisers’ use of network facilities has been achieved with the addition of two new discounts, both slight variations of the first 15% full network discount plan, according to the review. Of 102 CBS commercial programs, 64 are earning one of the three discounts. CBS signed affiliation contracts with 14 stations, ending up with a total of 143 outlets.

CBS’ New York television station WCBS resumed live programs last year, increased its staff to 28 and became the first video member of the NAB, having resigned from the TRA.

Sees Good Prospects

Mr. Kesten’s statement cited three proposals concerning postwar television, international shortwave and FM, as suggested during the FCC allocation hearings Sept. 28- Nov. 2 and asserted: “There are good prospects that 1945 will see successful demonstration in the United States of the kind of television we can endorse. Much factual evidence uncovered in 1944 supports these hopes.” He pointed out that high-definition, 1,000-line television already has been demonstrated in France (Two conflicting reports on the quality of French television, however, appeared in the Dec. 18 BROADCASTING).

“High frequency, wide-band television, as a world standard, is inevitable, at whatever sacrifice it may mean of present-day equipment,” Mr. Kesten said, adding that CBS believed such sacrifices would be smaller now than later.

Asks Better Television

In asking for better television, CBS has matched words with action, Mr. Kesten’s statement continued, having applied for high-frequency video stations, ordered necessary equipment, negotiated for new-type receivers and having appropriated a larger television budget than any other non-manufacturing broadcaster.

“Until the public gets the kind of television it expects, an audience that interests advertisers cannot be built, and broadcasters will—and should—carry the cost of programs,” said the Kesten statement. “But private resources are limited, and a television audience that ceases to grow will ultimately, of economic necessity, be allowed to die on the vine.”
The entire Detrola Radio plant is a new idea in radio manufacturing technique. All of its departments—administrative, engineering, design, production—are spacious, orderly and modern... and modernly equipped. This not only promotes employee efficiency, but stimulates workers to conceive ideas for ever-greater improvement of both our products and manufacturing methods. Such conditions have enabled us to achieve high quality, high volume war production. They will likewise enable us to build highest quality radio receivers, automatic record changers, record players, radio television receivers and other electronic devices when our efforts are again happily directed toward those peacetime pursuits.
TO ENCOURAGE participation in postwar community planning, series of six quarter-hour broadcasts under title Destination—Tomorrow were started on KNX Hollywood on Dec. 18. Dramatizing existing conditions in Los Angeles area with reference to the postwar future and broadcast weekly, programs are under supervision of Genevieve Peacher, station educational director.

High School Quiz
HIGH SCHOOL quiz program Young America Answers has returned to the air on WBEM Chicago, heard Saturday, show features two Chicago high schools competing each week with three contestants, chosen from social study classes who are quizzed on a broad range of subjects. Three teachers from schools not competing on the broadcast act as judges. War stamps are awarded winning teams. Show is presented in cooperation with the Radio Council of the Chicago Board of Education.

Canada Hit Parade
CANADIAN Hit Parade, based on listener preference, has been started by CKFV Toronto as a daily half-hour nighttime program Pick the Hits. A tabulation is made of all letters received and one of the letters is drawn daily for a $5 prize if the letter contains the correct order of popularity of three tunes announced the previous day. If no winner, the money is added to the next day’s prize.

Civic Problems
WIP Philadelphia, on Jan 8, will begin a new series of programs in cooperation with the Committee for Economic Development in Philadelphia. Series will be a forum discussion on current as well as postwar economic problems. Moderator will be a business man, and participants will be drawn from the ranks of the city’s civic leaders.

Minn. State Series
TITLED The March of Minnesota, a series of programs is being produced by Harriet Van Dorn, one of the originators of the American School of the Air, with scripts written by Phil Gelb, former CBS Hollywood staff writer, for broadcast over a dozen Minnesota stations starting in mid-February. Series will deal with postwar problems faced by the citizens of Minnesota.

Stagecast!
SATURDAY evening half-hour program now broadcast by WADC Akron from the stage of a local theatre, is titled Stagecast, featuring a guest coach, with world map projected on screen for reference; professional guest talent: audience quiz and an introduction of amateurs selected from the audience.

Talent Series
LOCAL TALENT has opportunity to enter radio through Talent Drive, new experimental series started by the Denver station. Program will serve as testing lab for writers and directors in addition to actors.

WJR School Series
DETROIT public schools wanted to add art students to a list of social science, history and other groups who have been tuning school radios to WJR. Detroit, so through Mark Haas, educational director of WJR, the schools began periodic airing of a program devoted to one of the famous paintings on display at the Institute of Arts. WJR furnishes 5,000 reproductions for the students.

KCAL 10 O’clock Show
SERVICEMEN and women are given a chance to discuss their postwar plans on GI Jobs Time, new program heard Sunday 11-15 a.m. over KDYL Salt Lake City from the local USO. Each individual interviewed receives complimentary tickets to a local theatre from Arthur Frank Clothing Store, sponsor of the program.

Events in Music
MUSICAL EVENTS of note, such as the debut of a great artist or the premiere of a composition, are celebrated on the date of occurrence in It Happened There, weekly 25-minute series on WLS Chicago. Recorded music illustrates historical background and color anecdotes.

School Talent on KYOS
NEW half-hour sustaining musical program heard twice weekly on KYOS Bellingham, Wash., features live talent from the 21 high schools in the area. Conducting school choral groups, instrumental groups and bands, program has won the praise of the State Department of Education.

WWL Aid
INTERVIEWS with GI’s who have seen action on the battlefronts are a feature of the participation of WWL New Orleans with the Young Men’s Business Club in promoting 25,000 free tickets to service men and women for the Sugar Bowl Game on New Year’s Day.

Fulton Lewis, jr.
America’s Most Listened to News Reporter, Says . . . .
Thanks to my more than 130 sponsors for their confidence and good will will extended to me in 1944—and it is my sincere wish for 1945 that it will bring Victory to our great country and Health and Happiness to everyone.

FULTON LEWIS, jr.,
heard on 240 stations with over 130 sponsors, is available for sponsorship in your city. Call, wire or write WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.
Creative Assignment for New Item B-29 “Super-Forts”

CAUSES TEMPORARY SLOW-UP

ON FILLING ORDERS FOR MICROPHONE BOOMS

ADAPTERS Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded in order that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a 5/8 x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using 1/2 inch thread; one for 5/8 x 27; and a hook complete the adapters normally supplied.

CASTINGS All castings, except base and counterweight (cast iron), are strong aluminum alloy, Alumilited.

TUBING All tubing 18 gauge aluminum alloy finished by the Alumilit Process—a hard, oxide coating.

HANDWHEELS All hand wheels are knurled and polished aluminum alloy, 2 1/2 inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.

CASTERS Three inch double ball bearing, rubber tired Darnell Casters.

COLOR All castings platinum gray. Baked enamel.

GUARANTEE Workmanship and materials fully guaranteed.

GEORGE A. STARBIRD MICROPHONE BOOMS

950 NORTH HIGHLAND AVENUE, LOS ANGELES 38, CALIFORNIA

Broadcasting • Broadcast Advertising

January 1, 1945  •  Page 55
Increased Revenue, Better Service Foreseen

(Continued from page 14)

verstic had not developed into the major source of station income which some broadcasters had anticipated when it first entered radio in 1943. WINS reported Todd Shipyards and Wright Aeronautical Corp. as regular users of time for recruiting workers and Edo Aircraft Corp. as a newcomer. Of other stations mentioning this type of business, WMCA has two highly wanted programs daily and WQXR reported a few campaigns by stores seeking workers, adding that it has not solicited this advertising.

WLIR, recently acquired by the New York Post, stated that it considers this "a black-and-white function" and is not accepting any more accounts in that field.

WLIR also expressed the feeling that other advertisers, particularly in the retail field, will revert to newspapers when the war is over, a view that was shared by other stations, which agreed that although much of this advertising came to radio because of a shortage of space, the results obtained would insure a part of the retail budget in postwar years. WMCA reported that its current clients include 21 major retail accounts, including two department stores.

THE CHICAGO MKT.

The Chicago market through 1944 showed an increase in total industrial employment by 56.3%. Hooper and Conlon noted this as an important element in the economic development of the region.

SURVEYS PROVE PEORIANS HAVE THE WBMD HABIT

Surveys prove that the one way to dominate this important Peoria market is through WBMD. Hooper and Conlon have continually shown that WBMD reaches all of the buying groups with a coverage "tune-in" of 56.3% (Conlon, 1944).

Write for proof of how you can reach the Peoria market through WBMD.

A Good Market now . . .

A better market when the war is won!

Complete Coverage of PEORIA AREA
to aim for better programming and greater listening value. Recent elimination of chain breaks on WENR Chicago from 7-9 p.m. (CWT) was a step in that direction. Radio advertising will sustain its present level of 1944 and "I look for no recession", Mr. Borruff asserted. As for FM, he said, "it appears to be a fine technique and we're all for it."

Sponsors who are spending money that would otherwise go into the excess profits tax, may be replaced by manufacturers of new products who are anxious to use the medium just as soon as they receive Government go-ahead signals, some agency men said.

Television Not Ready?

Many clients are ready to spend more money radio-wise, R. A. Sorensen, owner of Sorensen & Co., declared, but are holding back because of labor and basic materials shortage. When asked about the television prospects for the new year, Mr. Sorensen related that after looking into television pretty deeply—he believes that it is commercially unfeasible in the near future and that "audiences are just not ready for it".

Other agency executives opined that the commercial future of television next year would be stymied because of the lack of large audiences due to the limited number of sets. Executives feel that since such sets will not be available until postwar days, the audience remains status quo. However, one agency official disagreed with this point of view and declared that this was the time to get in on the ground floor and that both sponsors and agencies would benefit from the experience.

Harry C. Kopf, vice-president and general manager of NBC central division, said "the astute planning and clear thinking on the part of advertisers, their advertising agencies and the broadcasting industry in the preparations for the job that must be done in 1945 and the postwar years is a real challenge to all of us. The job we do—no matter how well done—will be relatively unimportant compared to the splendid courage and sacrifice of American fighting men all over the world and the help we must give them to finish the task and get back home safely."

Foundation for Future

“We have at this time a very definite obligation to our men in service,” he continued. “We must provide now a foundation of clear thinking and planning that will make for a strong structure in 1945 and the following postwar years, to give our men the kind of social and economic life they will expect upon returning home. It is with this thought in mind that we are looking toward the new year."

Asserting that the “broadcast advertising outlook in 1945 is most encouraging,” Mr. Kopf, emphasized that NBC clients are "manufacturers of merchandise for sale at retail, and although many of them have been restricted in production, not a single one reduced its advertising expenditures in 1944 nor its proposed budget for 1945."

NBC had more prospective network advertisers as of Jan. 1, 1945, than in any previous year, according to Mr. Kopf. That is not due primarily to the shortages in other media, but rather to the confidence with which advertisers and their agencies regard network radio, he declared.

“Available time periods are scarce,” said Mr. Kopf. “During the first quarter of 1945, we expect to announce at least three new network programs in periods which are now open. Both late-evening and early-morning periods, the value of which heretofore has been regarded by some advertisers as doubtful, have recently proved themselves to be sleepers and are now being given consideration.”

We enter 1945 with a feeling of confidence that the spot and local business for the year will exceed that of our record-breaking figures of 1944.”

As for FM, it is not a new service, according to Mr. Kopf, but an improvement over sound broadcasting of today. It permits a better quality of sound to be transmitted, free from static. It will be a

---

**OWI PACKET, WEEK JAN. 22**

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 22. OWI transcriptions contain six 50-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.

**WAR MESSAGE**

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION GROUP</th>
<th>ANNOUNCEMENTS</th>
<th>GROUP DATE</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Join a Car Pool</td>
<td>X</td>
<td>Ind.</td>
<td>X</td>
<td>Ind.</td>
<td></td>
</tr>
<tr>
<td>The Job Ahead-Japan</td>
<td>X</td>
<td>Ind.</td>
<td>X</td>
<td>Ind.</td>
<td></td>
</tr>
<tr>
<td>Army Nurse</td>
<td>X</td>
<td>Ind.</td>
<td>X</td>
<td>Ind.</td>
<td></td>
</tr>
<tr>
<td>Keep Food Prices Down</td>
<td>X</td>
<td>Ind.</td>
<td>X</td>
<td>Ind.</td>
<td></td>
</tr>
<tr>
<td>War Bonds</td>
<td>X</td>
<td>Ind.</td>
<td>X</td>
<td>Ind.</td>
<td></td>
</tr>
<tr>
<td>Stop Wartime Accidents</td>
<td>X</td>
<td>Ind.</td>
<td>X</td>
<td>Ind.</td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 144 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
gradual process of change-over, and there will be no wholesale dumping of present receivers. After the war, most of the better grade new receivers will be equipped to receive both standard and FM programs, he added.

Mr. Kopf sees in television a tremendous force in the field of mass communication, pointing out that no other medium can combine so many features to attract and hold an audience.

NBC has been televising for the past five years, Mr. Kopf recalled. Although the new medium will present many problems after the war, he predicted it would rank as one of the foremost industries in the creation of jobs for thousands.

Sponsors as a whole indicated that they would maintain their 1944 radio schedules through '45. An executive of the Pepsodent Co., Chicago, said that his firm would use the same maximum amount of stations in its network that it did in 1943. The Pepsodent account was handled by 102 new radio stations; clothing 23; publications 22; household equipment and supplies 18; department stores 8; and a new classification—public and labor relations (including help-wanted advertising), 17 new sales.

Number of new business sales was greater than for any other year in WOR’s history. For the 12 months ending Dec. 31, the station made 375 new sales, compared to last year’s all-time high of 313 sales.

Recent records in 1944 also set a new high; four out of every five dollars of sales came from renewals, a jump from 60% to 80% of total sales revenue from eight years ago when the proportion was three out of every five dollars.

A number of accounts that had been "war casualties"—schools, radio set manufacturers, office equipment manufacturers—were back in the picture in 1944. Food was again the heaviest advertiser, and accounted for 71 new sales.


tart hazards, network executives and the largest number of stations and advertising agencies as well as station representatives contacted by the Hollywood bureau of Broadcasting line up solidly in belief that there will be no lagging. The coastwise radio picture is most healthy, the trend is up and the only problem is time availability.

Some Doubtful

Contrary view was expressed by a few who believe that the war is "over"*, and by late summer many a Pacific Coast station will have to hustle after new business. Others tempered opinions with "ifs and buts" and cautioned against too much optimism. One station representative during off-the-record conversation revealed the revamping and cut-down of some 45 spot schedules currently under way.

Business on hand, which in many cases will carry through '45, points to a new industry revenue record. Many western stations, those in metropolitan areas as well as secondary markets, already have hung up the SRO sign for the first quarter of the new year. Nor do prospects taper off for the remaining months.

Despite the war, and its attend-
in the broadcast advertising field. The current wave of special programs includes live broadcasts of news events, dramatic presentations, and music concerts. This trend is expected to continue in the future.

Sack Sponsor

A SACK SPONSOR has appeared on the Armed Forces Network in the European Theatre. The firm is the "Oh My Aching Back Sack Co.": program is Listen Characters, "fathered" by Lt. Col. John S. Hayes, former assistant director of program operations for WOR - Mutual. Writer is Alan Sargul, who was a radio writer in Chicago and New York. Producer is Vic Knight, formerly producer of the Eddie Cantor, Bob Crosby and Kate Smith programs. A sack in Army vernacular is a bed, and listener response is terrific.

Radio Supply Report

The shortage of radio advertising space on Coast line stations is due to several factors. First, there is a general shortage of inventory due to war production demands. Second, advertisers are reclassifying their advertising expenditure to other media. Third, the Armed Forces have preempted many airwaves for their own use. Finally, the increase in postage rates has made it more expensive to produce and distribute radio spots.

National Accounts Up

It was pointed out that California will see a tremendous influx of new type products with reversion of war plants to peacetime production. Where there were a few national accounts in the Pacific Coast area, there will be many, manufacturers agree. Thus the potential backlog in household furnishings and equipment, due to production of war plants as well as raw materials, is as big as predicted. With low freight rates and other cost savings, advertising of these products will be on a sounder basis. It was further emphasized that while packaging and channels of distribution opened, old line accounts, now off the air, will resume in radio to explore and discover secondary markets.

New accounts will explore the entire field. Others will use regional and national network time. It was estimated that about 70% of those new accounts which have come into radio since the war's start and because of black and white publication tightening, will continue to include broadcast advertising in budgets during peacetime.

Food products on the West Coast have come in for a heavier use of radio both at the wholesale and distributor level. Packing and canning companies, while not new, have materially increased West Coast schedules. Former obscure advertisers who have consumer acceptance are going all-out in radio promotion. Hunt Bros. Packing Co., for example, using a heavy schedule of Pacific Coast network time, has plans under way to go national, with the Blow Co. servicing that account.

Cleaners Active

Industrial cleaners, too, have pushed to the fore with all soap products remaining well out ahead in a calculation of overall radio. On the other hand, the whole are holding back and are now examining other media.

Postwar planning on the West Coast will have to be geared to postwar marketing conditions, according to agency executives on major accounts. Postwar new products, in the opinion of many, will follow the prewar radio advertising pattern with certain refines and modifications to meet the needs of this day. General consensus is that the West Coast will follow lead of the eastern seaboard in postwar plans.

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using quarter-hour local programs, participations and spot announ-
cements nationally to plug current
motion pictures.

Used car dealers remain im-
portant users of radio time in the
western area, directing sales copy
to both buyer and seller. Going
down the list we find flour, cereals
and beverages have maintained a
consistently healthy schedule this
past year. From contracts on hand
this will continue through 1945.

Long-Term Schedules

With manpower shortage con-
tinuing, hundreds of Pacific Coast
war plants and other firms as well,
remain consistent spot users to put
across their “help wanted” appeals.

There is a predominance of long-
term regional spot and network
contracts, with advertisers seeking
to insure their positions in a me-
dium whose availability has al-
most diminished. With network
time at premium, more and more
spot radio will be used. Announce-
ments are being fitted into the
schedule where they may.

Irritated Los Angeles agency
timebuyers and station representa-
tives strongly opined that common
sense will dictate use of transcribed
spots, bizarre or not.

Sponsors as a whole, cooperating
in the better radio movement, will
be more careful as to type of sta-
tion breaks and announcements of-
fered, but that those which are
good and fit products advertised
will continue to be used, was the
unanimous thought generally
spreading. Station managers are not
using transcribed spots out of har-
mony with adjacent programs, the
report declared.

Advertisers are seeking broader
and broader coverage. Network
coverage in many instances has
been enlarged to meet advertising
demands. Although a majority of
national advertisers make their
plans and decisions in New York
or Chicago, agency executives con-
cede that Hollywood continues to
dominate as the originating point
of network commercials. They all
want “name” shows and by all odds
these major buyers of talent and
network time will continue to find
Hollywood’s highly exploited enter-
prise resources a rich advertis-
ing asset despite costs.

Talent prices have skyrocketed
during the past couple of years, but
Hollywood advertising agency execu-
tives are reluctantly reconciled to
the fact that a good name variety
show comes high today. A good ex-
ample is the new Andrews Sisters
Show which started Dec. 31 on Blue
stations. Talent alone for this week-
ly program is reputed to cost Nash-
Kelvinator Corp. around $16,000.
Quite a number of the big-ranking
shows on the air over a period of
years have increased their talent
budgets. Shows that once sold for
$10,000 per week have been boosted
to $15,000. Jack Benny Show is
said to cost American Tobacco Co.
said $21,000 per week.

West Coasters see no immediate
change in the sponsor-waiting-in-
line-at-the-station door situation
under threat of FM or television
outlets, since to constitute a threat,
manufacturers of receivers would
have to be a reality. That to most
is pegged off somewhere in the fu-
ture, at least beyond bounds of the
coming year. Transmitters as well
as receivers must precede any re-
ception, and although agency exec-
uatives and sponsors are thinking
along lines of 3½ million and television,
they are pigeon-holing ideas for
the immediate future.

SAN FRANCISCO

By EDWARD MURPHY

STATION owners and executives
here are not idle about postwar
plans should peace come this year,
the next, or the next, and a large
percentage of them already know
exactly in what direction they will
strike out when the war ends. While
picking their spots for the future,
they are not heedless of the
present. Biggest headache, they
say, is keeping equipment in
repair, and replacements are hard
to get.

While it is true that manufactu-
ringers have not been able to supply
much equipment, operators gener-
ally are not concerned with a break-
down as they say there is enough
on hand in warehouses to go
around. Nevertheless, some say the
pinch of parts and supplies is grow-
ning tighter, as equipment in ser-
vice grows older.

But aside from the various
headaches, those who run the net
outlets and independents are given

GATHERED following their weekly meeting are the staff members of
WJW, new Cleveland outlet (seated 1 to r): C. E. Siegworth, merchan-
dise sales division; Wm. O’Neil, president of WJW; W. J. Sylvester,
sales director. Standing are (1 to r): John Simpson, Adelbert Pink, and
Oliver Miller, merchandise division salesmen. The merchandise sales
division was organized six months ago as a non-profit organization to
serve manufacturers in Northeastern Ohio. It is intended to round-out
merchandising and selling at a reasonable cost by securing initial dis-
tribution of products or supplementary distribution in many areas.

NumberOf PRECISE...

The right number of people listening to your radio program is the measure of sales success. Quebec
Province is a live market for people who listen to their radios more than in any other part of
Canada. You can attract many loyal buyers to your products if you give them the radio program
which is especially built to their preferences—adaptations of English programs rarely succeed in this
Province. Our business is that of building and producing radio programs which get results, because
we understand Quebec. Let us help YOU.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA
Philip Morris Replaces

PHILIP MORRIS & Co., New York, will replace It Pays To Be Ignorant on 122 CBS stations, Fri. 9-9:30 p.m., following the Jan. 28 broadcast, with a new program, still to be selected. Cigarette company currently has two CBS network shows and one show on the Blue. Agency is Blau Co., New York.

and others who have merchandise to sell.

All of this outlook, however, depends on the end of the war. When the war is over, other sections of the country will be definitely convinced that the radio industry here hasn't been mapping. In fact, many of its leaders have lost sleep in planning for the postwar era.

CANADA

By JAMES MONTAGNES

CANADIAN stations have enjoyed their best year in the fifth of Canada’s war, and prospects are that 1945 will bring still more advertising revenue. Opinion of station managers, network reps, network officials and agency executives in Toronto (where most national advertising is placed) points to more advertisers using more networks with better quality shows in the coming year. Advertisers who have been off the air for some years due to the war are starting to come back, and others who have not been on the air in Canada to any extent in the past are now talking national network programs.

New Developments

Various developments of 1944 favor more network use in the Dominion. First is the fact that the Dominion now has two national networks extending from the Atlantic to the Pacific, and that the French network, primarily in Quebec province, may be split into two chains to give alternative listening advantages. All networks are under control of the Government-owned Canadian Broadcasting Corp., and all programs must meet standards set up by the CBC.

Incidentally, Canada is not affected by the recent decision of individual stations to limit certain types of announcements and station breaks, for under CBC regulations such material may not go on the air, and the Canadian Assn. of Broadcasters has a committee composed of station men and advertisers making recommendations continually to all stations on “good taste” on the air.

A second reason for increased network use in Canada is the recent ruling of the Canadian Dept. of National Revenue, that practically all transcriptions are subject to an 8% sales tax on the cost of production, which includes also the artists, directors, producers, as well as the technical cost of production. Such transcribed programs now being produced in Canada are being done with the least number of artists, to keep costs down. In addition there is the new tax of the American Federation of Musicians. Users of transcriptions are now turning to networks, and the larger advertising agencies point out that the bulk of their business is now in network programs. Many of these agencies make their own productions, whether live or recorded, and are subject to the 8% sales tax on transcriptions as any transcription company.

More American network programs are being piped into Canada to join Canadian networks or individual stations. A number of big name programs including the CBS Kate Smith Hour, and NBC Contented Hour are starting in Canada early in January, and others are under tentative option to begin during the first part of the year. More U. S. and Canadian advertisers have plans to start network shows during the first quarter of the year.

That some advertisers, who have

to looking back on 1944 as the year of happy dollars with a strong possibility that the bell at the top of the cash register will ring loud and long again in 1945.

San Francisco, which is now the news hub on the West Coast where reports from the Far East, is setting pretty if such a thing as global radio advertising develops. The demand for American programs among English speaking people in the Pacific area is being built through OWI shortwave broadcasts. These shows are aimed at U. S. soldiers and sailors but you can’t stop anyone from listening to a good thing on the air. This means American advertising on a global scale.

The western market looks good. There is every indication here that production of certain consumer products will be permitted this year by the government agency appointed to handle the facet of wartime living. This means local advertising. It means, also, that the four big networks, as well as the bigger and smaller independents, justify their existence to timebuyers beyond putting out a time signal or a station break or even a singing commercial into the territory they are supposed to serve.

Home Building

During the past year there has been a notable falling off in live production — a situation created mainly by the lack of advertising dollars. In the past 12 months the stations have resorted to records and transcriptions well mixed with news. The bigger stations mixed this formula with net commercials and sustaining advertising to build an acceptable broadcast day. The smaller outlets just filled the hours and did their best to make spot announcements palatable.

Station owners also have ideas which have to do with plans to get in on the ground floor by getting ready for new postwar advertisers. In this field, they have decided that some of the most potent advertisers after the war will be companies building new homes. After the war people will be eager to build new homes here and around the Bay area. A great number of persons now engaged in work say they will stay on provided they have a place to live. People will be looking for builders to tell them what is on the market, and radio can do that pointing out.

There is another school of thought. The swollen population of this area will continue to attract the attention of food advertisers...
been off the air are returning with network shows, attributed to re-establishment of the postwar market. Unable to sell merchandise during the war years, and with shelves often barren of their brand-named articles, these manufacturers are now turning to radio to keep their names before the public. Several manufacturers of new products or who have planned new postwar products, are only making inquiries about Canadian radio time, since they cannot sell their products in Canada over the Canadian price ceiling which is based on 1941 prices.

Revenue up 10-15%

It is estimated that commercial revenue of radio stations was up 10-15% in 1944 over 1943. It is expected that 1945 will see about the same rise, although one international agency reports that its 1944 radio placements approximating $600,000 will increase to $700,000 in 1945. (Canadian firms are subject to 100% excess profit tax—20% refundable after the war—on 1936-1939 average profits)

New product advertising is not expected to start until late 1945. Prolongation of the war is expected to have some effect on Canadian stations obtaining new equipment to increase power to 5 kw, for which permits have been given to at least half the Canadian stations, previously limited to 1 kw.

There is no FM or television broadcasting as yet in Canada, only experimental FM licenses having been given to CFRB Toronto and the CBC at Montreal and Toronto. Since there are no television stations or sets yet in Canada, commercial FM or television does not figure in 1945 advertising appropriations. It is not thought likely that either new broadcasting form will be in use in Canada before late 1946. Canadian stations have applied for FM licenses, but CBC policy has not yet been decided as to throwing FM open to private broadcasters, though likely it will be. Television is expected to remain a CBC operation entirely.

Better Programming

Canadian radio is still expanding. Many new stations were authorized in 1944 and other applications are pending. Larger as well as small centers have new stations. This strengthens the belief held by most Canadian broadcasters that they need not fear being taken over by the Government, and that private broadcasting will be allowed to grow alongside Government-owned stations, with the Government-owned body regulating all broadcasting and controlling network broadcasting.

Higher quality programs are developing in Canada with better trained producers on the job and advertisers being taught that high quality programs pay. There has even been a suggestion by CBC staff men that there should be one interchange of production men between CBC and private stations and networks outside Canada, to improve techniques. A programming development in Toronto at CKÈY on blocked programs, with advertisers buying only availabilities, or periods of the blocked programs produced by the station, is expected to have some effect on Canadian broadcasting in the larger centers. The idea has gone over in a big way with advertisers and listener ratings have jumped since the plan went into operation. Other stations are looking into the plan.

Local business in Canada has remained good, with stations reporting increasing demand for spot announcements by local merchants. Live and recorded programs also are being sponsored in increasing volume by local advertisers. This development is forecast to continue through the new year.

While few Canadian radio men will prognosticate past early summer, most are of the opinion that business will be much better during the early part of 1945, and that there will be a scramble for radio time after V-E Day. Networks especially will be sold out completely by that time, it is expected.
Hillman Change

HILLMAN PERIODICALS Inc., New York, has shifted its account to Blue Co., New York, and in addition to advertising for the February issue of Pageant will replace current spot radio schedule for this magazine with a new radio series, details of which are now being worked out. Original plan was to advertise two or more stations in 25 major markets for two weeks of each month, possibly expanding to 75 stations. [Broadcasting, Nov. 19.]

LaRoche Yule Message Upholds Blue Policies

INTERPRETED as a reply to Columnist Westbrook Pegler's attack on William Gallimore, commentator on WJZ New York, Blue key outlet, and Samuel Novik, president of Electronics Corp. of America and director of the People's Radio Foundation, Chester J. LaRoche, Blue vice-chairman, in a special Christmas message on the network affirmed the Blue's determination to present "the extreme liberal or the extreme conservative viewpoints as long as both are heard."

Following an appeal for greater production effort for the armed forces, Mr. LaRoche said: "The Blue Network will cooperate with our war leaders in making clear what we are up against. We will present fearlessly all sides of a problem. Our commentators are allowed to express their own opinions—they need not conform to ours. To help make democracy grow and assume its rightful place in world leadership, we pledge ourselves to use the full power of radio—liberally and progressively and unafraid."

Alta Expanding

ALTA VINEYARD Co., Fresno, Cal., which has acquired additional wineries and is expanding distribution to a national basis, has appointed L. H. Hartman Co, New York, as agency. Spot radio campaign started in mid-December on WCWE Pittsburgh and WCAU Philadelphia will be expanded early this year to the East and to other markets as national distribution is attained in some 20 markets. Products are Alta, Mattel & St. Charles Wines.

WMPS, WEEU Sale Petitions Granted

TWO MORE station sales aggregating $560,000 and made necessary under the FCC duopoly regulation (Sec. 3.35) were approved last week by the Commission, with Commissioner C. J. Durr voting for a hearing in each instance. Stations affected are WEEU Reading, Pa., and WMPS Memphis.

In the Reading transaction, control of Berks Broadcasting Co., WEEU licensee, was transferred from Clifford M. Chafey, Harold O. Landis, Harry S. Crammer and Raymond A. Gaul, each 25% owners, to George J. Feinberg (75%), Joseph M. Nassau and Milton J. Hinlein (each 12 1/2%) for $210,000, representing 1,000 shares or 100% of the outstanding capital stock. Mr. Nassau, who has been Pennsylvania State Director of Publicity, is the new manager. Mr. Feinberg is a textile manufacturer and Mr. Hinlein is licensee of KDO Sedalia, Mo.

WMPS to Plough

MEMPHIS Radio has a new publishing Co. (Sciprius-Howard) sold control of Memphis Broadcasting Co., licensee of WMPS, to WMPS Inc., wholly-owned subsidiary of Plough Inc., Memphis pharmaceutical manufacturer, for $350,000. With the two transfers only seven of 29 duopoly actions remain [Broadcasting, Dec. 25].

Under Plough ownership there will be no personnel changes. Harold R. Krelstein, vice-president of the Memphis Broadcasting Co. and WMPS general manager, has been elected vice-president of the new licensee corporation and continues as general manager. He joined the station in 1928 and subsequently served as commercial manager, acting manager and vice-president and general manager.

With PCC's approval of the transfer, Mr. Krelstein announced promotion of Robert N. Hobgood to director of production and promotion. He has been with the station for two years, having formerly served with KFDM Beaumont, Tex.

Palmer to Agency

FRED A. PALMER, former manager of WCKY Cincinnati, has joined the newly-organized advertising and public relations firm, Stokes, Palmer & Dinerman Inc., Cincinnati, it was announced last week. Mr. Palmer entered radio 17 years ago in Columbus and in 1930 was president and general manager of WBNs in that city, where he broadcast a description of the Ohio Penitentiary fire which won him the distinction of making the number one broadcast of the year in a poll of press and radio editors. In 1932 Mr. Palmer served as director of radio for Mumm-Bomer-Jaycox Adv., Columbus and a year later organized and became the first president of the Ohio Assn. of Broadcasters. Before coming to WCKY Mr. Palmer was vice-president and general manager of KOY Phoenix.

CKAC Representation

CKAC Montreal has made arrangements regarding their U.S. representation with Joseph Hershey McGillvra Inc. The New York, Chicago and West Coast offices of the McGillvra organization will continue to represent CKAC until Feb. 17, 1946 with the station's option to continue thereafter.
When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

### HOTEL ROOSEVELT

**MADISON AVE. AT 45TH ST., NEW YORK**

— A HILTON HOTEL —

**ROBERT F. WILLOUGHBY, General Manager**

**Other Hilton Hotels From Coast to Coast**

**CALIFORNIA:** Long Beach, The Town House, Los Angeles. **NEW MEXICO:** Albuquerque, Doubletree in Bernalillo. **TENNESSEE:** Nashville, Hotel. **TEXAS:** Abilene, El Paso, Longview, Lubbock, Pampa. **MEXICO:** The Palacio Hilton in Chihuahua. C. N. Hilton, President, Hilton Hotels.

### Network Accounts

**All Time Eastern Time unless indicated**

#### New Business

SALES BUILDERS Inc., Los Angeles (Max Factor cosmetics), on Jan. 3 starts Fox for 2 weeks on 24 CBC Dominion stations, Mon. thru Thurs. 9:30 p.m. Agency: Smith & Drum Co., New York.


WESTERN CANADA Flour Mills Toronto (flour), on Jan. 13 5-6 contestants entered on 20 CBC Trans-Canada network stations, Mon. thru Thurs. 9:15-9:30 p.m. Agency: A. McKim Ltd., Toronto.

#### Renewal Accounts

RALEIGH PURINA Co., St. Louis (Purina Foods), on Jan. 6 for 2 weeks renews Canada on 21 CBC Dominion stations, Sat. 7:46 p.m. (repeat 9:30 p.m.). Agency: Gardner Adv. St. Louis.

BRITISH AMERICAN OIL LTD., Toronto (British-American products), on Jan. 6 renews Fighting Nelly on 27 CBC stations, Thurs. 9:30-10 p.m. and on Jan. 7 renews Gap ($2.50 to $3.50) on 20 CBC Dominion stations, Sun. 7:30-8:45 p.m. Agency: J. Walter Thompson Co., Toronto.

LEYER BROS. Ltd., Toronto (Rino), on Jan. 10 renews Canada on 22 CBC stations, Mon., Thurs. 1:15-1:45 p.m. and on Jan. 11 renews Canada on 22 CBC Trans-Canada network stations, Mon., Thurs. 1:15-1:45 p.m. Agency: Ruthrauff & Ryan, Toronto.

FUREX Co., Los Angeles (blanching solutions), on Jan. 15 renews Beryl's Soap on 24 CBC Dominion stations, Mon. thru Thurs. 9:15-9:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

STANDARD BRANDS Ltd., Montreal (Chase & Sanborn coffee), on Jan. 19 renews Onyx Coffee on 20 CBC Dominion stations, Mon. thru Thurs. 1:15-1:45 p.m. Agency: McCann-Erickson, Montreal.


UNION OIL Co., Vancouver (gasoline), has renewed Grand Old Songs on 5 CBC Dominion western stations, Wed. 11-11:30 midnight. Agency: Stewart-Lovick, Vancouver.

KRAFT CHEESE Co., Toronto (Kraft Macaroni & Cheese), on Jan. 24 renews Art & Colour Macaroni Hall on 23 CBC Trans-Canada stations, Thurs. 8:30-8:30 p.m. Agency: J. Walter Thompson Co., Montreal.

QUAKER OATS Co. of Canada, Peterborough (Quaker products), on Jan. 26 renews That Breakfast Bag on 20 CBC Dominion stations, Mon. thru Thurs. 9:15-9:30 p.m. Agency: Spitzer & Mills, Toronto.

COLE-LAPOLIVETTE & CO., Toronto (Lux soap), on Jan. 28 renews China and Flowers for 16 CBC Trans-Canada Stations, Sat. 8:30 p.m. with delay to British Columbia stations, 8:30-9:30 p.m. Agency: Spitzer & Mills, Toronto.

As represented nationwide by MEADLEY-REED CO.

#### 360 KILOCycles

5000 WATTS Full Time

BLUE NETWORK

Represented Nationally by John BLAIR Co.

#### 5000 WATTS Day and Night

BASIC BLUE FOR CANADIAN

#### 5000 WATTS DAY AND NIGHT

BLUE NETWORK

Represented Nationally by MEADLEY-REED CO.

### LOWER CRUST CLUB

**Anyone May Join New Iowa Farm Group**

A NEW type of club, with no reason given for its existence, has been formed in Des Moines by Herb Fish and Manager Ray Healy of WHO. Name of the new organization is “Lower Crust of the Biscuit Club,” with extremely loose membership requirements. To join one must be a farm editor or commentator; associated with a farm publication or a farm organization, the department of agriculture or one of its divisions or merely have the price of the weekly lunch. According to members, the male is a member. There are no dues and the president is the only officer.

Members thus far include: Joe Ryan, KRNT farm editor; J. S. Russell, managing editor, Moines Register & Tribune; A. J. Beckhoff, Farm Security Adviser; L. N. LaFollette, public relations director, Iowa Farm Institute; Myron B. Blake, director of information, National Dairy Council; A. M. Wilson, former director, Iowa Farm Bureau Federation and president of the new club; C. A. Weber, Des Moines bureau chief, INS; Bill Diamond, WHO assistant farm editor; John J. O’Connor, director of the Cowles stations; Sun Nicol, director of the British Guiana Federation; Charlie Curtis, Successful Farming; Gary Bogdan, Des Moines bureau chief of Chicago, film editor, Des Moines Register.


CHARLES E. HIRS, Philadelphia (root beer), on Jan. 15 discontinues Heidt Beer. Mon. thru Thurs. 1:15-1:30 p.m. and on Jan. 16 7:30-8:15 p.m. and on Jan. 17 24 days starts Fred Waring Program Tuesday thru Thursday, 1:15-1:30 p.m., and on Jan. 18 24 days starts Fred Waring Program Tuesday thru Thursday, 7:30-8:15 p.m. Agency: W. R. Walker, Des Moines.

LOCKEED AIRCRAFT CORP., Burbank, Cal. (transportation), on Jan. 3 shifts War Bird called X on 186 Blue stations Wed. 1:15-1:30 p.m. from Sat. 9:15-9:30 p.m. Agency: Fooe, Cone & Belden, Hollywood.

HASTINGS Mfg., Co., Hastings, Mich. (piston rings, etc.), on Jan. 11 shifts Earl Township Special to Mon. thru Thurs. 1:15-1:30 p.m., and on about 175 Blue stations from Fri. 1:15-1:30 p.m. Agency: Iowa Farm Bureau.

BORDEN Co., New York (milk, ice cream), on Jan. 15 shifts Ed Wynd’s Happy Farms to Mon. thru Thurs. 1:15-1:30 p.m., and on about 180 Blue stations from Fri. 1:15-1:30 p.m. Agency: Iowa Farm Bureau.

BRISTOL MYERS Co., New York (Safepath and Vitalis) on Jan. 2 will add 30 Canadian stations to the Alan Yeates Program on 123 Blue stations, Tues. 8:30-8:30 p.m. (repeat 11:30-11:45 p.m.). Agency: Young & Rubicam, N. Y.

### WBCA, Shenectady, N. Y.

your Telescript sales presentations have been most helpful... think these sales helps the most constructive of the audience received from any source.

Leonard L. Aitch, President
No New Civilian Sets Possible In Near Future, Ellis Asserts

THE RADIO manufacturing industry was warned last week by Ray C. Ellis, acting director of the WPR Radio & Radar Division, that "there is no possibility in the near future of making any new civilian sets, in view of military demands, and only enough replacement parts and tubes to keep an average of one set in operation in each radio equipped home."

Mr. Ellis called upon the industry to keep "the closest possible contact" with the various Government purchasing agencies. Not only must the industry extend itself to maintain its schedules of delivery," he said, "but it must utilize its sales forces as a means of making its services fully available to the Government."

Lost in Europe

The current German offensive, he declared, is destroying "a great deal of radio equipment which will have to be replaced". Orders for new requirements will be ready soon, he added, necessitating close touch with procurement agencies.

He explained that the agencies formerly placed orders for radio and radar on an almost regular schedule, "but today, with constant changes in requirements, the Government never knows exactly what will be the demands for tomorrow".

He advised the industry to "seek new or additional Government orders when plant capacities and facilities permit the manufacture of current and new types of required equipment."

"There are two means of increasing new business," he said: "seeking subcontracts from other prime manufacturers or subcontracting out to other manufacturers parts which cannot be manufactured in the contractor's own plant."

Mr. Ellis' statement, it was learned, was issued to discourage requests on the part of manufacturers applying for permits to produce civilian equipment.

BMB Incorporated

ARTICLES of incorporation for the Broadcast Measurement Bureau were filed last week with the Delaware Secretary of State, with J. Harold Ryan, NAB president; Fred Gamble, AAAA president, and Paul West, ANA president, incorporators. At the same time it was disclosed that the board of directors, heretofore comprised of five members from each of the participating organizations, would be made up of six, making a board of 18. A meeting of the full board, to choose a director, tentatively is slated for the next fortight.

More Radio Homes Despite War—NAB

FORMED Through "Extra Sets" Given New Families

BEST estimates indicate that there are 33,100,000 radio families in the U.S. as of Jan. 1, according to the NAB research committee, which based its estimate on the Office of Civilian Requirements' survey conducted by the Census Dept. last spring (Broadcasting, June 5, 1944). Survey showed that 90% of families in the U.S. own at least one radio. The NAB research committee considered that there has not been a material change in the percentage of radio ownership since the date of the OCR survey.

The 33,100,000 figure indicates that radio has not only maintained but increased its effectiveness as an advertising medium despite the wartime shortages. Total sets were estimated at 59,000,000. Extra sets in homes, places of business, and institutions were numbered at 17,150,000, while auto sets accounted for 8,750,000, making the 59,000,000 total when added to the 33,100,000. T. E. research committee has determined that 1,000,000 sets have been retired from use since Jan. 1, 1944. A 250,000 decline in the number of car radios is explained by the decrease in the number of passenger vehicles.

The number of extra sets in homes has been affected by a redistribution to new families, for according to the NAB new radio families are formed by individuals breaking away from the family unit, couples marrying, and the older folks presenting the newlyweds with one of the extra sets from the old homestead.

LAST MEETING

House FCC Probers to Adopt—Report Tuesday

FINAL MEETING of the House Select Committee to Investigate the FCC has been called by Chairman Lea (D-Cal.) for Tuesday morning (Jan. 2) to adopt a report which must be submitted by midnight Tuesday when the 78th Congress expires.

The Committee favors new legislation but its members disagree as to the type. Robert B. Barker, general counsel, said the almost two years of hearings included 4,992 printed pages of testimony, 202 exhibits and cost $108,624. A balance of $6,740.99 was returned to the House contingent fund.

Last week the Committee returned to the FCC 110 station files, 4,624 separate files on stations and 5,500 folders of Commission meeting minutes. Only one file is missing, said the general counsel—the financial file on KXOK St. Louis. A total of 150 witnesses were heard in 100 public sessions, 36 in 17 executive meetings, 174 witnesses gave statements privately and 38 others were interviewed.
December 26

1230 kc NEW-Peter Broadcasting Co., Grand Rapids, Mich.—Grant mod. CP new standard station (WJEF) for, extension completion date from 10-31-46 to 5-3-47, conditions.

1340 kc-KIUL Garden City, Kan.—Granted license to cover CP increase 100 w to 250 w and make changes equipment.

1340 kc-KUSB Cedar City, Utah—Granted license to cover CP increase 100 w to 300 w and change equipment.

NEW-Albany Journal Co., Area of Atlanta, Ga.—Granted license to cover CP increase on FM, new developmental broadcast station (WAXJ), portable for area of Atlanta service, 1700 kw on frequency 99.1 kc, change time to time by FCC; conditions.

Granting Broadcasting Co., Ann Arbor, Mich.—Placed in pending file application by licensee, filed 259 new station.

Airfax Radio Corp., San Diego—Same.

Santa Catalina Island Co., Avalon, Calif.—Same.

Bilt-Ret Network Co., San Francisco—Same.

Thomas Patrick Inc., St. Louis—Same.

Harbottle Broadcasting Co. Co., Harlem, N. Y.—Same.


Southwestern Radio, Los Angeles—Same.

Fees for applications for conditional station.
Three New Network Programs To Be Started by CIO-AFL

Informative and Persuasive Material of Public Service Nature to Dominate Broadcasts

THE CIO and AFL will start their year-round network programs [BROADCAST, Nov. 6] this week, with a total of three new network series on the air, leaning heavily for content on informative and persuasive material associated with the public service program, in keeping with professional talent and writing and production personnel.

To Share Blue

The Blue Network, in announcing that the Sunday 6:45-7 p.m. period would be turned over to the CIO for the first six months of the year, and to the AFL for the last half, released expressions of general satisfaction with the plan from network and labor officials Chester J. LaRoche, Blue vice-chairman, said such organizations as these, whose activities are of vital interest to 12,000,000 American workers, "should be able to depend upon a regular broadcast time on a major network rather than be forced to request broadcast time when important occasions arise."

Programs will enable AFL to present its news and views directly to the public and to its 7,000,000 members William Green, AFL president, said Philip Murray, CIO leader, expressing thanks to the Blue for the regular period allotted declared: "We hope to attract and hold listeners by a lively and entertaining program" giving the true story of labor. He will give a short talk on the opening of the CIO.

Peter Lyon, freelance writer and national president of the Radio Writers Guild has been retained to serve as professional radio adviser for the CIO on the Blue series, and the CBS 13-week series Job for Tomorrow, starting Jan. 6, Sat., 3:45-4 p.m., supervising both programs. He will write at least the first of the Blue programs.

Labor's political goals will be the theme of the opening broadcast, and with special problems faced by labor and the CIO on the second, these and future program dealing with labor. Format calls for a brief documentary drama presenting the theme, followed by an analysis by a CIO spokesman, and concluding with an interview with a prominent labor figure by Martin Gable, CIO, and a narrator. Blue producer and director will be Don Martin.

The CIO will suggest subjects, and check scripts for both the Blue and CBS series. CBS program, under the supervision of Lyman Bryson, produced by Robert Heller of CBS, and written by the CBS staff, will dramatize different industries each week, using a professional cast. Emphasis will be placed upon industries' function now and in the postwar world, showing how they will provide jobs for returning veterans.

Churches to Apply For FM Licenses

IMMEDIATE application for FM stations and the general improvement of existing religious broadcasts are among the aims of a joint interdenominational committee set up in New York by the Congregational Christian, Methodist Episcopal and Presbyterian churches. Pending new allocation of FM frequencies, the committee will conduct surveys to determine desirable locations for FM stations and equipment.

Committee also plans to produce programs, using professional talent, and to supervise instruction for ministers and religious educators in the more effective use of radio. Named as radio director is Rev. Everett C. Parker, formerly of the NBC public service department and radio director of the original Congregational Radio Committee, fore-runner of the new group.

Coca-Cola Plans

COCA COLA Co., Atlanta, with expiration of contract for Spotlighr Tum On the Blue Monday through Friday 5-6 p.m., in February shifts the program to Mutual. Company will continue Spotlight Banda on the Blue, it was stated by a Coca Cola executive in Atlanta.

NAB Applications Are Filed by Damm

ANY IDEAS that FM Broadcasters' Inc. contemplates a merger with the NAB in the near future were scotched last week by W. B. J. Damm, president of FMBI and vice-president and general manager of WTMJ - WMFM Milwaukee, owned by the Journal Co., in applications for membership of the two stations in the NAB.

Mr. Damm in a statement filed with the applications, Mr. Damm pointed out that FMBI and the Television Broadcasters Assn. each has a definite job to do in the formative stages of the arts—a job that cannot be done by the NAB "as the overall trade association." There is no attempt, he emphasized, to make FMBI the overall trade group.

I think submission of our applications at this time speaks for itself. It should settle among many people the perennial argument: that this organization (or myself personally) is attempting to make FMBI the overall trade association. Our position in that has been made clear several times and I do not believe it will do any harm to reiterate it. FMBI has a job to do during the formative stage of this new service, just as the TBA has a job to do. Neither of these jobs can be done by the NAB as the overall trade association. The NAB has a big task before it and can be occupied here and engaged in all the radio industry. We sincerely hope that in doing that job it will prosper.

Wheeler's Views

DECLARING legislation must be based on the principle that radio is a public service supported by advertising and not primarily by advertising medium, General Wheeler (D-Mont.) of the Senate Interstate Commerce Committee last Friday called "unjustified" terms that clear channel stations are necessary to serve rural areas. He reiterated his opposition to such franchising and said a radio should include such matters as "use of broadcasting licenses" and assurances that both sides will get equal opportunity to air their respective views.

Coca-Cola Ad

"It's a WISE advertiser who uses the Springfield, Ohio Market." An inquiry Will prove it.

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Coca-Cola Ad

"It's a WISE advertiser who uses the Springfield, Ohio Market." An inquiry Will prove it.
Foreign Firms Are Anxious to Resume Commercial Television Programming

WILL THE New World, cradle of radio, or the Old World, first offer television as radio’s ultimate service?

That question appears to be uppermost in the minds of radio men on both sides of the Atlantic. While commercial television got its start in this country, it became enmeshed in the labyrinth of governmental regulations (FCC) in 1939, whereas in England the same video process went ahead unhampred. The war, however, interrupted British continental television.

Anxious to Start

British manufacturers, according to trade reports from London, are chafing to get under way with 525-line television as soon as European peace is effected. In the United States, basic allocations first must be determined. Proponents of prompt introduction of television (similar to that planned by the British) want to retain lower band allocations as against high-frequency, high-definition visual in the upper bands supported largely by the non-manufacturing groups.

A report to Broadcasting from London states British manufacturers interested in both British and Dominion markets are imploring the Board of Trade to decide the status of postwar television. They are demanding a specific or approximately date for the switch-over to commercial production of television transmitters and receivers.

“The fear which persists here,” the London correspondent reports, “is that the British radio industry may find itself left behind when the market opens up to other producers—notably in the U. S. It is agreed that there will not be any actual television transmission for some considerable time postwar in Great Britain, but the manufacturers here definitely are readying for the opening when it does break and have no intention of being left at the post.”

The trade opinion is that British manufacturers will suffer if there is inordinate delay. This complaint is not unique to radio, it is reported, but is being voiced by almost every industry and every businessman.

Leading British manufacturers anticipate a “tremendous demand” for television sets as soon as BBC is allowed to resume television broadcasting. The question the manufacturers ask, it is reported, is: “Shall we have to wait until the Americans get started to selling them, before we can start production ourselves?” One spokesman said that “it looks almost certain that America will be able to get in first unless we are given a chance to plan for switch-over.”

In the United States, manufacturers are fearful lest the British get under way first, unimpeded by Governmental restraints, but using basic American methods, patents and circuits. They contend it would be tragic if television, born, nurtured and developed in the United States, should first provide national service in another country.

Baird Process

John Baird, British radio inventor, recently demonstrated his new “Telechrome” process, in which stereoscopic and colored pictures are shown directly on the cathode ray tube. He said that such a set, producing colored television, would cost about 30% more than pre-war black-and-white television sets. “Every cinema will be a reality in television long before it is a reality on the screen.”

From Paris has come word that France has made considerable progress in high-definition television, using 1050-line transmission, and that tentative schedules call for inauguration of programs next January or February. Afternoon and evening programs, to include motion pictures, revival of film and music hall classics, new reports and direct pick-ups of important events in the Paris area, are contemplated. [See Broadcasting, Dec. 18.]

March of Dimes

NATIONAL Foundation for Infantile Paralysis, New York, will present Jan. 30 on the four networks a program featuring Jack Benny on behalf of the annual March of Dimes campaign. Mr. Benny will also plug the drive in three non-broadcast shows from New York, Philadelphia and Boston starting Jan. 20. Eleanor Roosevelt will be on an exclusive broadcast on the Blue Jan. 18. Other network programs are being planned and the organization will offer all stations a series of televised, five-minute and quarter-hour programs, to start Jan. 14, featuring well-known stars and sportscasters.

Snow in September...

down South...

Cotton is the 16-county WSPA-Piedmont’s largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.
Help Wanted

Continuity-writer—Good paying, permanent position for capable continuity-writer. With 1000 watt medium wave network station. Box 992, BROADCASTING.

Operator-announcer. First class radio-telephone license must be capable of news and commercial announcing. For 1000 watt NBC station in western city of $1,000. Good post-war future. Box 992, BROADCASTING.

Progressive dartsman southern station needs chief engineer and announcer. The chief must be technically on his toes. The announcer? Just a good average for newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription first letter. No drudges. Box 991, BROADCASTING.

Wanted—A good, dependable and capable engineer with at least two years experience in announcer-control operation. News, commercial and sustaining programs. If you are dependable and capable, write for location of solid Blue Network station in the east. Full particulars in detailed letter. Write to Box 997, BROADCASTING.

Wanted—Licensed engineers for new midwest station going on air soon. Please submit full particulars in first letter. Write Box 991, BROADCASTING.

Radio station in middlewest has opening for radio engineer. Must have either first or second or third class license. Write full qualifications and experience. Positions available for interview. Box 27, BROADCASTING.

Radio station in midwest has opening for sales manager. Person who now be active in radio station sales department but is looking for an opportunity to expand. Must be qualified to completely super- viser and sell local and national spot and network advertising. Full cooperation assured and excellent pay is expected. Please write full particulars and give as much detail as possible. Box 28, BROADCASTING.

Sales promotion man—urgently needed by well-known owned station to replace present man. Must be past master in promotion. Will assume all station sales. Box 47, BROADCASTING.

Radio repair man. Experienced with or in the process of getting operators license. Ground floor man a good job with a nice new station in easy-to-live-in community of California. Box 47, BROADCASTING.

Wanted—Announcer. Good character, dependability and pride in radio more important than experience. We prefer to train you, anyway, and you'll really get a chance to learn all phases of small station operation. Fair starting salary with more in view if you qualify. Write Manager, WCBV, Charlottesville, Va.

To Discharged Veterans...

If you have good radio experience, either in the program or sales fields, we want full particulars both as to your military and civilian activities.

A well-known network station in Eastern city can use a few men with ambition to get ahead. Good earnings.

Box 48, BROADCASTING

Classified Advertisements

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

All others, 15¢ per word. Bold face caps 30¢ per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send reply to Broadcasting Magazine, 570 National Press Bldg., Washington, D. C.

Help Wanted (Cont’d)

Southern California station wants an experienced, commercial and news announcer to handle all night odd job. Must be an air personality, not just a disc jockey. Box 993, BROADCASTING.


Wanted—First or second class operator—1 kW Blue station. Excellent opportunity. Pleasant working conditions. State salary, WTVJ, Jackson, Tennessee.

Wanted—Two 1st class engineers. 3 announcers for North Carolina’s newest station located Henderson, N. C. Henderson Radio Corp., Box 164, Henderson, N. C.

Announcer, experienced only 250 watt local with Mutual outlet. Capable of handling commercial copy and writing own continuity. Good position for the right man. Mail data or send handy commercial schedule. KDLD, Devil’s Lake, N. Dak.

Immediate position available for combination first class license telephone Telephone collection station KFJL, Klamath Falls, Oregon.

Wanted at KKPA, Helena, Montana, 250 watt, NBC affiliate; one announcer who can handle commercial copy and handle sport shows and newscasts. Also, one straight announce, state experience, references. Restricted permit not necessary, but bring additional salary.

Experienced control operator needed at KFOX. Discharged announcer with proven experience. Send all details WDRC, Hartford, Conn.

Situations Wanted

Combination announcer-operator and chief engineer, 31 years old, married, sober and plans to advance, 4F in draft. Complete knowledge of sales, radio stations. Prefer eastern U. S. What have you to offer? Box 44, BROADCASTING.

Capable young man, 54 years old wants permanent position as play by play sports announcer. Experienced. Box 44, BROADCASTING.

Recent graduate college with executive ability to handle advertising and programing. Box 45, BROADCASTING.

Program director with opportunity for writing special shows. Discharged, 26, well trained voice. Good background and experience. Now with NBC 5 kW that carries all network shows. Box 46, BROADCASTING.

Available on two weeks notice Jan. 1. Two experienced operators, first class license, control room operator, restricted license. Both experienced and desire permanent connection with progressive station. Box 995, BROADCASTING.

Announcer—8 years experience, college graduate. 4F. Controls restricted license. Box 59, BROADCASTING.


Available. Third class operator and announcer, 25 years old. Draft exempt. Salaried position. Box 994, BROADCASTING.

A-1, 4F experienced announcer—News, commercials, sports color. Presently employed, but unhappy. Box 54, BROADCASTING.

For Sale

For sale—250 watt transmitter, FCC filing date, April 30, 1944. $1,000. Write Box 32, BROADCASTING.

Three Presto recorders for sale. Like new, present owner, Colorado. Address P. O. Box 185, Laredo, Texas.

Miscellaneous

Will furnish equipment for radio station for interest. Box 26, BROADCASTING.

PROMOTION JOB SEEKS MAN

A 50,000 watt, network-owned station in a major eastern market will enjoy hearing from a thoroughly experienced sales promotion man. Candidates must be full of vim, unlimited opportunity for advancement, alert management, and a fat budget to spend. Write fully in strictest confidence.

Box 58, BROADCASTING

Want a Hooper Booster?

As your program manager I can hypo anemic ratings. I am now employed as idea man-writer-director for key network station. Former program manager 50 kW affiliate. Want permanent position in a progressive station where results are required.

Box 51, BROADCASTING

 solved.
Trammell Praises Radio's War Role

Broadcasters' Wish in '45 Is To Air News of Victory

NILES TRAMMELL, NBC president, reviewed 1944, the year of the armed forces. "It is the year of broadcasting; every race, language and creed, united in peace and good will," he said. "Broadcasters have no greater New Year's wish than to broadcast in 1945 to the world the news of Germany's unconditional surrender." All services of broadcasting are made possible by American advertisers and the media and Trammell emphasized it in summarizing 1944 radio highlights. Notably, sponsors gave generously in 1944 to war effort announcements and programs during their own commercial program time, he said pointing out that under the American system of broadcasting, revenue from commercial time is shared to support thousands of sustaining public service programs.

Mr. Trammell paid special tribute to many radio artists who travelled throughout the world to entertain the armed forces.

Blue Stations Committee To Meet on 1945 Plans

THE BLUE Network Stations Planning & Advisory Committee will meet in New York Jan. 16 and will hold a joint conference with network officials the following day at Blue headquarters, to discuss the 1945 plans.

Rosen Says 1,000-Line Video Feasible; Barthelemy Experiments Unhampered

EDITOR BROADCASTING:

The controversy between NBC and CBS over the possibilities of French television is of particular interest to me in view of my lengthy experience in Paris in the French radio field. It would be impossible to say that either the NBC or the CBS opinions are right—or wrong. Considering their diversified sources of information, they cannot help but arrive at completely opposite conclusions.

In the case of the NBC representative in Paris, John MacVane, his consultant was Jean Guignebert, director general of French radio. Mr. Guignebert, who is dealing in commercial realities, bases his statement that French television is moving at a "dog-trot" pace, on the official French standard of 450-line television transmission. While we may be sure that Mr. Guignebert makes his statement in good faith, it must be considered that he has been preoccupied, for the past few years, with the French underground movement and has undoubtedly given the major part of his attention to political, rather than scientific, matters. Consequently, and please do not think that I am underestimating Mr. Guignebert's abilities as the new director of French radio, the belief expressed by that worthy gentleman, can, so to speak, be heated with a grain of salt.

Murrow's Report

On the other hand, the report of Edward R. Murrow, CBS representative, was formulated as a result of consultation with Rene Barthelmy, chief engineer of Cinematograph Francaise de Television in Paris. Mr. Barthelemy, who had unlimited opportunity for research and experimentation during the years of German occupation, due to his exemption from military duty because of advanced age, is perhaps better able to judge the strides made in French video development on the basis of his great scientific knowledge.

In addition, Mr. Barthelemy was unhampered by German interference with his experiments for two reasons. First, the experiments were conducted in a private laboratory and had no connection with the official French broadcasting set-up. Second, the Germans were only too willing to await the results of private television research in the belief that once new methods were conclusively established, they would simply assume possession of all existing facilities and exploit them for the benefit of the "new order".

My personal opinion leans toward Mr. Barthelemy's statement that "1,000-line television is perfectly feasible" and that "there is no longer any insurmountable technical obstacle to putting it into general use". When I spoke with Mr. Barthelemy in 1939, he was convinced that 1050-line image projection was possible. He was working on the idea at that time and I am sure that in the intervening five years he has accomplished his objective, although I am inclined to think it will be some time before it can be put to real practical use.

Goodrich Considers

B. F. GOODRICH Co., Akron, through BDPO New York is understood to be planning sponsorship of a weekly half-hour program on channel five, featuring Groucho Marx, screen comedy. Agency officials were in Akron last week conferring with Goodrich regarding possible show, with a decision to be reached this week. The rubber company currently sponsors a five-minute series by Joseph C. Harsch Monday through Friday on CBS.

WOOD IS APPOINTED HACKETT EXECUTIVE

EDWARD W. WOOD, Jr., former general sales manager of Mutual, has been appointed a member of M. H. Hackett & Co., New York agency, headed by Montague H. Hackett, partner and radio executive. Mr. Wood will work on new business and be active in the management of the agency.

Mr. Wood was associated with WGN Chicago, one of the founders of Mutual, and with the network itself from 1932 until Sept. 30, 1944, when he resigned as general sales manager and member of the operating board of directors. In the interim he has been vacationing in the South and attending to various business interests in New York.

Sillerman Reports 18% Gain in Keystone Billings

KEYSTONE Broadcasting System billings are up 18% over 1944, Mr. Sillerman, president, reported in a year end review released by the transcription network radio department in the war effort. The year's review of KBS affiliates through 1944 contributed 131,169 station hours of KBS-originated programming over the air. Broken down, this amounts to 12 hours per week broadcast by each of 1,050 stations. The program underdrives special plugs have been written by the KBS continuity staff and woven into the sustaining programs.

Paraphrasing the work of the NAB small station panel, Mr. Sillerman in the year end review states that "KBS has advised its affiliates in official memoranda that the conditions prevailing are abnormal, and that in order to fortify themselves from intrusions of competition from new local stations, the stations should be as aggressive as if they were in a strong competitive situation. The station, particularly underdrives special plugs have been written by the KBS continuity staff and woven into the sustaining programs.

Sloan to Wesley

DR. EARL S. SLOAN Inc., division of William W. Warner Inc., New York, has appointed Wesley Assn., New York, to handle advertising for Sloan's limbion effect, of which the company continues Jan. 5. Gangbusters on 91 Blue stations, Friday 9-9:30 p.m. and is expected to start another network series.

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Broadcasting • Broadcast Advertising

Television Laboratory

"Give It a Little More Hop on the Reflectors, Bert!"

Drew for Broadcasting by Sid Hiser
F. M. relay operation…offered by others as a postwar possibility…is already an REL accomplishment of proven reliability.

For five years, the first studio-to-transmitter F. M. relay ever to be installed has been in continuous practical operation by the Yankee Network without wire connections between studio and transmitter. Programs originating in Station WEOD, located atop the Buckminster Hotel, Boston, are relayed to Station WGTR 50 kw, also on REL installation in Paxton 43 miles distant, over two hill-ranges and beyond line of sight.

Yes, REL has in back of its organization five years of practical operation—in F. M. relaying, a field generally regarded as one for future development. REL has again established a scientific precedent… and continues to energetically and successfully lead the field in radio pioneering!

REL equipment in this installation consists of 250 w., S-T link transmitter operating on 156.75 mc.

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MID WEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neeley
5334 Hollywood Blvd.
Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
Folks out here have money to spend for your product. And they’re above-average radio listeners too. In Black Hawk County (Waterloo) 97.6% of the families own radios. In Linn County (Cedar Rapids) 96.2% of the families own radios. Iowa’s average is only 93.9% . . . the U. S. average is only 88.9%.

Folks in this neck of the woods just can't help hearing WMT at 600 kc . . . it’s the best frequency in Iowa. WMT’s primary area of 320 miles in diameter is the largest in the state of Iowa. Consider that billion and a half bucks when you start figuring a profitable schedule . . . and use WMT as the “Buy” in Iowa.

* Represented by the Katz Agency