When Iowa people tune to their favorite war correspondents, on their favorite station, they hear broadcasts that were written and spoken for Iowa people, by WHO staff-members, then short-waved directly to WHO for re-broadcast!

First our Herb Plambeck, WHO's enthusiastic Farm Editor, went to England last year and started the ball rolling. Today our Jack Shelly is covering the European theatre, and our Major Frank F. Miles is covering the Italian theatre—with broadcasts coming in every day or so!

Sure, it means a lot more work for us here at home, and a good load of expense, too. The results are more than worth it, however, because it gives millions of Iowa Plus people a better, closer picture of the War, and the part they can play in backing the War effort.

It also gives you a better audience, because it's another reason why Iowa people prefer WHO.

WHO for Iowa PLUS

Des Moines . . . 50,000 Watts
B. J. Palmer, President J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
WKY's Bond-Selling

TELEVISION SHOW

Fascinates record crowds in 19 Oklahoma towns!

Television, to more than 120,000,000 persons in the United States, is still something they have only read about; 120,000,000 Americans have never seen television.

The people of Oklahoma, however, have had two opportunities in recent years to see television in action; both were sponsored by WKY. With the exception of the few areas in which television is now on the air, more persons in Oklahoma today have seen television in the flesh than in any other state in the Union.

WKY sponsored its first television show in Oklahoma City five years ago. Fifty thousand persons saw this demonstration in five days.

Last November, WKY took its second Television Show on a tour of 19 Oklahoma towns, played 31 performances in 23 days to 41,000 persons who bought War Bonds to gain admission. Two standard RCA television receivers reproduced the action picked up by the television camera on the stage.

Listeners have come to expect WKY to lead the way in improving service and introducing new transmission techniques in Oklahoma.

One of the prime purposes of the tour, in addition to boosting the Sixth War Loan and giving Oklahomans a peak at television, was the introduction of WKY's new quarter-million dollar transmitter with its unique 915-foot antenna, on display in scale model.

With this new transmitter in operation, WKY will reach out to make more Oklahomans familiar with and regular listeners to its programs than ever before.

Twenty-five years of continuously improving its service and facilities have established WKY firmly in the esteem and listening habits of Oklahomans. That’s why when Oklahomans think of radio, they invariably think of WKY.

WKY’S TELEVISION CARAVAN carried a staff of 17 persons including talent, engineers, stage hands, drivers and publicity men. The caravan is shown here at the start of the 23-day tour in front of Oklahoma’s State Capitol.
Well planned and properly promoted are the basis of a station's popularity. No one is more aware of this than WAGA's program and production departments.

WAGA not only gives its listeners something worth hearing, but it has the power to be heard—in the right places. More than that, it gives its programs the support of aggressive audience-building promotion.

Proof of the success of this combination is in the fact that no other Atlanta station has made such progress in popularity during the past two years.
MAKING TRANSCRIPTION HISTORY

"Pleasure Parade"

THE BRILLIANT NEW MUSICAL SHOW!

★ KAY LORRAINE
OF "HIT PARADE" FAME, BEAUTIFUL BALLAD SINGER

★ BOB KENNEDY
ROMANTIC SINGING STAR FROM THE ORIGINAL CAST OF "OKLAHOMA"

★ JIMMY WALLINGTON
EMCEES PLEASURE PARADE IN, FAST AND FUNNY PACE

★ THE MODERNAIRES AND PAULA KELLY
TOP FLIGHT SINGERS OF HIT SONGS
ONE OF RADIO'S GREAT VOCAL COMBINATIONS

★ BRILLIANT ARRANGEMENTS
FEATURED BY IRVING MILLER AND HIS GREAT RECORDING ORCHESTRA

NOW READY FOR SPONSORSHIP

Frederic W. ZIV Company

NEW YORK
2436 Reading Road
CINCINNATI, OHIO

HOLLYWOOD

Page 4 - January 16, 1945
INTENSIVE MERCHANDISING SUPPORT
FOR WIBC ADVERTISERS...

As could be expected, under the new and aggressive operation by Indiana's leading newspaper, this radio station is really "going places" in one of the nation's richest markets.

Our new policy of alert and intensive merchandising cooperation should interest agencies and national advertisers alike. Write for details.

A Clear Channel  •  1070 KILOCYCLES  •  5000 WATTS
Represented nationally by John Blair & Co.

THE INDIANAPOLIS NEWS
WAR'S DECISIVE BATTLE MAY BE UNDERWAY ON WESTERN FRONT

A Mutual Station  WIBC
INDIANAPOLIS, INDIANA
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.
HIT THE WSIX BULL’S EYES IN THE HEART OF THE NASHVILLE MARKET

NO WASTE COVERAGE  LARGE AUDIENCE  LOW UNIT COST

Shoot the full load in a concentrated pattern. Don’t scatter your shot into the far-distant lesser populated sections. WSIX with its 5,000 Watts on 980 kc. has plenty of power to cover the well-to-do, active Nashville, Middle Tennessee and Southern Kentucky market. This coverage dished out with choice programs from both the Blue and Mutual Networks, has resulted in securing for WSIX the largest all-day listening audience in Nashville—plus satisfactory sales response—plus low unit sales cost for its many loyal advertisers. For more information write or wire

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

5,000 WATTS  980 KC

Blue Mutual

WSIX "The Voice of Nashville"
NASHVILLE, TENN.
Sears Roebuck and Company, world's largest mail order house, wanted to reach the urban and outlying families in the great Chicago market. They wanted to enter the homes of the second richest buying center in the United States where 2,855,700 families spend over $3,500,000,000 annually.

Sears Roebuck and Company, being astute advertisers, carefully surveyed the listening habits of the early rising radio audience before making their choice. The result—a long term contract favoring WMAQ. Sears is sponsoring Everett Mitchell on "Town and Farm", 6:15 to 6:45 in the morning, six days a week.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

The Chicago station most people listen to most

670 ON YOUR DIAL

REPRESENTED BY NBC SPOT SALES
1. What firm’s pioneering development of the Cathode-ray Tube (the heart of a television set) gave television its first clear pictures...and made television commercially possible?

2. What manufacturer’s national advertising— for more than a year— has been devoted to answering the public’s eager questions about television?

3. What company designed and built 3 of the 9 television stations on the air today (more than any other company)?

4. What firm’s extensive experience in television station design, construction and operation has set a pattern for profitable management of an average-size station?

5. What manufacturer’s experimental station telecasting equipment provided a week-in-week-out demonstration of low operating cost and rugged dependability since the summer of 1940?

6. What firm’s strong patent position assures clients of exclusive and important features not matched by other companies’ television station equipment?

7. What company’s experimental television station was the first to offer the use of its facilities during wartime to advertisers and advertising agencies to develop commercial techniques...and to provide experienced directors, writers and talent for television’s inevitably-swift postwar expansion?

8. What manufacturer has provided a plan to instruct operating executives and technical crews, which will insure the efficient commercial operation of your postwar station?

9. What firm’s telecasting equipment is rated “tops” in signal transmitting efficiency and effectiveness...and in installation and operating economies?

The one-word answer to all these questions is: DuMONT

A copy of “Planning Your Television Station” is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation... and suggests plans for expediting postwar delivery of equipment and training of personnel.
At Deadline . . .

FERRY-MOBSE SEED Co. Feb. 2 starts sponsorship of Garden Gate, WLAC Nashville show, on 81 CBS stations Saturday, 8:15-8:30 a.m. CWT. Program has been on network sustaining basis for four years. Agency is McManus, John & Adams, Detroit.

H. W. KASTOR & SONS announce the election of H. Kastor Kahn, grandson of the founder and agency manager for four years, as president. Mr. Kahn has appointed an administrative committee composed of V. T. Mertz, executive vice-president and Ruth F. Farquhar, Harold Merillat, and J. H. Wright, vice-presidents.

BENRUS WATCH Co., holding a postwar sales conference of more than 400 jewelers in New York Friday, announced the decision of a national survey of the jewelers to continue use of radio for the bulk of national advertising. The jewelers also voted five to one for frequent time announcements rather than a network program.

REP. EDWARD J. HART (D-N.J.), former member of the House Select Committee to Investigate the FCC, late Friday was named chairman of the newly-created permanent House Committee on Un-American Activities, by the Democratic Committee on Committees, subject to ratification by a caucus of House Democrats.


SELLERS of SALES

Most important "Good Deed" Boy Scout Martin Weinstein ever did was starting the program On the Scouting Trail on KECA in 1940. That deed got him started in radio, and still writing the series, Martin has moved along to the position of timebuyer for the Meyer Co., Los Angeles.

When Martin began the scout program, he was head of public relations for the Boy Scouts in the Los Angeles area. After one year the program shifted to KFI where it still holds down a weekly spot. After Martin got this taste of radio, he couldn't get away from it.

He wrote Philip G. Lasky, general manager of KROW Oakland and told him he wanted to learn radio. Mr. Lasky gave him a job as publicity director of the station. After eight months with KROW, he joined Hillman-Shane-Breyer, Los Angeles agency, as radio writer.

In the summer of 1943 he shifted to the Meyers Co. After serving as copywriter both in black and white and radio media, he was made agency timebuyer in October 1944.

Martin buys time for The Penn-
foil Co. in the western states, Southern California Telephone Co., Sears Roebuck & Co., and other accounts. In addition to timetrouting, he supervises all creative radio of the agency, including copywriting as well as production.

Martin was born in New York — the date was Nov. 6, 1921 — and moved with his family to Piedmont, Cal. in 1932. He spent two years at the U. of California where he was night editor of The Daily Bruin, and head of radio activities of the Associated Students. Majoring in journalism and music, he also played in the college band and symphony orchestra. On completion of his second year of college, he got a job in a local packing plant. The job lasted four months.

His chief hobby remains his work with the Boy Scouts, of which he is now a commissioner. When there is time left over, Martin practices piano, clarinet or drums. Once when his alma mater was short a musician, he went back to help fill out the Bruin band.

He's blond, five feet five, with brown eyes and weighs in at 172.

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CHILDREN ANALYZE THE NEWS ‘Teen age boys and girls do a sensational job of news analysis for a local shoe store. Sponsor is pleased with steady flow of new customers program recruits.

THE FAIRFIELD FOUR This colored quartet was the basis for WLAC’s sale of over $40,000 worth of vitamin orders in 52 weeks. Their mail shows an intense 12-state coverage.

VIRGINIA MANSELL Feminine M.C. for two local department store programs. Sponsor gets ready sales on items included in her fashion hints.

OLD DIRT DOBBER Sponsored locally for ten years. In four years on CBS his fan mail totals into the millions.

TEXAS DAISY Yodeling cowgirl whose personal appearances (broadcast) in local clothing store packs 'em in every day.

HERMAN GRIZZARD Emcee for WLAC’s “Daybreak In The Barnyard”, a 5:00 - 6:00 A.M. program that draws over 2,000 mailing pieces per week.

MARY E. HICKS Whose “To Have And To Hold” organ program (15 minutes) pulls over 30 “Wedding Anniversary” letters per broadcast.

JACK MINTON Exclusive men’s store official and Nashville’s leading style authority has greatly increased store traffic through his twice-weekly “Style Talks for Men”.

CONNIE TAYLOR The third “Paramount Show Girl” to serve WLAC in 11 years of program sponsorship. Response to ticket offers often swamp switchboard.

Programs Built by WLAC Attract Highly Responsive Listening

The combination of heavy fan mail and direct sales proves the popularity and pulling power of the station that serves as a “Gateway To The Rich Tennessee Valley”.

WLAC 50,000 WATTS ★ NASHVILLE CBS AFFILIATE

Represented By
The Paul H. Raymer Company
"Don't jump, Thistlewaite—we'll move right next to the F&P office!"

• It's hardly any exaggeration at all to say that there are dozens of agencies and advertisers who consider F&P practically a department of their own organizations.

We'd like a chance to demonstrate that we can work as hard and as intelligently for you as you do for your clients. That's what we call "Free & Peters Service."

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Allocation Proposals Announced by FCC

FM to Move Up: Television Split; Final Decision Awaits Argument Feb. 14

By SOL TAIHOFF

SPECTRUMWIDE ALLOCATIONS above 25 mc which provide virtually unlimited space for development of new broadcast services after the war, but which compromise the proposals of both FM and television groups, were proposed Tuesday (Jan. 16) by the FCC in a unanimous tentative plan.

Exceptions to the proposed allocations, most comprehensive in radio history, may be filed within 20 days, with oral arguments scheduled beginning 10:30 a.m., Feb. 14.

FM, to the obvious chagrin of its advocates, would move up from the coveted 50 mc area to 84-102 mc, but with more than double space (90 channels as against 40) and with retention of the 200 kc channel width. Provision is made, however, to continue temporary operations postwar in the 42-44 mc band by compressing the present 60-odd licensees in that area until manufacturers are geared for the higher band production.

Dual Video System

Television would get a dual system, with 12 channels 6 mc wide in the bands ranging from 44 to 210 mc, but with the visual service to find its ultimate haven "uptairs" above 400 mc, where high definition and color would be possible. Thus, limited television service might get started as soon as war conditions permit, but with rigid requirements looking toward ultimate high definition operation.

The proposed report, it was evident, will provoke spirited opposition. This was an obvious deduction, based upon the testimony adduced at the hearings last fall and the intense feelings engendered by competing interests in their advocates. In certain FCC quarters it had been stated that the report would not have been supported by certain Commissioners if the allocations proposed were to be final.

FM Broadcasters Inc., even before the report was issued, had called its board to meet in Washington Friday, Jan. 19. No clarity is needed to deduce that there will be a storm of protest from Maj. E. H. Armstrong and his disciples for booting FM up the spectrum on grounds of interference.

Similarly, the quick start postwar television advocates are expected to protest the splitting of the television band in two, which in effect is construed as meaning two separate bands, rather than one contiguous area which can be simply engineered. Six channels are set between 94 mc and 180 mc wide, and two between 180 and 216 mc. The frequencies between 225 and 300 mc are assigned to Government and were deleted from the television band.

Thus, what began as a conflict between FM and television for the same portion of the spectrum (50-mc area) and between the "downstairs" and "upstairs" television advocates, may resolve in a situation where practically all of the groups will protest on one score or another. FM advocates have questioned any move of FM to the 100-mc area on the ground that it would kick over five years of active experience for an unknown quantity. They have contended that the shadow effect is worse for television in the 50-mc area than for FM.

No Standard Decision

No decision has been reached, the report said, as to the proposed single change in standard broadcasting—addition of the 540-kc channel. Reciting testimony at the hearings by witnesses regarding extension of the standard band to include 540 kc and possibly the 350 and 320-kc channels, the Commission report said: "No decision has been made at this time as to whether any of these frequencies can be made available for standard broadcast services."

It was doubted whether the 540 frequency would be assigned in the immediate future, in view of wartime conditions. In the helter-skelter effort of the FCC to complete its report, some confusion developed as to the agreement with the Interdepartment Radio Advisory Committee, made up of Government experts, on the disposition of the frequency for broadcast services, and it was indicated that consideration would be held in abeyance.

XMBC Kansas City is an applicant for the 540-kc frequency on a clear channel basis, since it now is being used in Canada for stand-

(Continued on page 86)

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Shorter Air Time Periods Suggested

By JOSEPH R. SPADEA

SEVERAL MONTHS in the Army gives a fellow a lot of time to think, and in my case—as doodles in that of most other servicemen out of the radio business—thinking was about broadcasting.

Present radio is riding a boom. Business is good and many advertisers are on the waiting list for good available periods. The scarcity of time has driven many of these advertisers to other media. To cope with this situation and establish a new trend in radio for the improvement of radio and accommodation of advertisers, plus increasing revenue for all stations and decreasing cost to those concerned, the following "rationing" plan is offered for the consideration of all broadcasters.

Rationing is in force for most goods during the war period. If rationing can work for newspapers and magazines, it should be applicable to radio time. Remember some 30 years ago that restaurant served a full quarter of pie for dessert. Now we get a sixth piece, or even a smaller segment, and think nothing of it. In these past 20 years, perfume has been cut down to a smaller piece of pie for dessert.

Time vs. Space

Newspapers currently are rationing space to national and local advertisers. Magazines are doing it on a modified basis. It can work in radio. Quarter and half-hour periods in radio time have been taken as bases for comparing radio time with newspaper and magazine space. Half pages in magazines and newspapers have been interpreted in the past as representing a half-hour on the air, and so on. Since such comparisons are apt, it is not apt, also, to develop a radio plan for rationing similar to the plans developed by publications.

Would not a revolutionary change in the division of time periods help radio generally? It is bound to improve entertainment, increase employment, receive increased listener response, accommodate more advertisers, and increase revenue for all concerned.

Instead of having four 15-min.

JOE SPADEA is well known to all elements in commercial radio after more than a decade in the field—practically all of it as a station representative. He volunteered for Army service in 1942 and, despite overage status, made it but didn't get overseas service. He was assigned to radio work at Patterson Field, Dayton, O., and was mustered out Dec. 15 as a sergeant. When his terminal leave ends soon, he plans to reenter radio.

Possibilities of Television as Medium For Retailing Feature NRGDA Meeting

POSSIBILITY that conventions of tomorrow will be held by television circuits was indicated by J. R. Poppele, chief engineer of WOR New York and president of Television Broadcasters Assn. He addressed an all-day television session held Jan. 9, as part of the annual convention of the National Retail Dry Goods Assn., at the Hotel Pennsylvania, New York.

At the morning session, devoted to television operation and management, Mr. Poppele pointed out that since conventions may become a wartime casualty, if sufficient coaxial cable and radio relay circuits as well as television transmitting and receiving equipment were now available, conventions could be viewed by members on theatre-sized screens in their own home town.

Other Speakers

Other speakers at the morning session included Dan D. Halpin, assistant to the vice-president, RCA; James D. McLean, chief executive engineer of GE; Leonard P. Cramer, executive vice-president of Allen B. DuMont Labs.; P. C. McCabe, sales executive, The Austin Co.; Irwin A. Shane, director of the Television Workshop of New York.

Mr. Halpin told the group that approximately "five years after the

New Clock Rationing Would Provide More Programs, Income

NEW APPORTIONMENT OF CLOCK

Four 15 Min. Periods

Six 10 Min. Periods

Two 30 Min. Periods

Three 20 Min. Periods

advertisers in one hour, the new time setup would accommodate six, each allotted ten minutes. Such a plan probably would be ideally suited to the daytime serial type of program. The half-hour programs could be cut to 20 minutes, encouraging faster-moving production and permitting three such periods per hour. Some present 30-minute shows are long and drawn out. As a matter of fact, some 15-minute programs would profit production-wise by being concentrated into ten-minute periods.

Chainbreaks

Naturally such a plan would require a re-examination of rate structures. Too, one must consider the chainbreak, and its place in a revised time schedule which would permit more freedom of identification than now are heard per hour. It would appear that there remains a place for the chainbreak—a time signal, for example—if it is done in fewer words than is now the case. Instead of 20 seconds for reading breaks during net switches, as is now generally the plan, perhaps ten seconds would be allotted. Such a short period would challenge the ingenuity of continuity writers, admittedly, and might possibly sound the death knell of the chainbreak. Neither eventuality need be deplored.

Such a revolutionary time realignment as this, would make more desirable periods available for the waiting list, especially for some large and reputable manufacturers who would like to try radio programs if cost to them can be reduced.

Networks logically would be the interests to start such a movement as this. The idea of re-allotting time periods is not new, but it has not been tried on a large scale, with the whole industry behind the movement. There may be an opportunity here to give radio a greater boost not only commercially but, more important, as an entertainment and educational medium.

Ten and 20 minute shorts are becoming more popular day by day. Short-run newsmens theatre are springing up over the country. Why can't it happen in radio?

What would be the public reaction? Well, remember, the public is still eating pie.

Joe Spada

NBC Station Group Names Shafto Head

Foreign News Staff Expansion Is Planned After War

G. RICHARD SHAFTO, general manager, WJS Columbia, S. C., was elected chairman of the NBC Stations Planning & Advisory Committee for 1945 at the group's first meeting held Monday at the Ritz-Carlton Hotel, New York, last Tuesday and Wednesday. William S. Hedges, NBC vice-president in charge of the stations department, was chairman of the two-day session.

Group was welcomed by Niles Trammell, NBC president, who consulted with them on the advisability of daily news reports. Such discussions, said the NBC foreign news staff will be expanded after the war and that the network will be represented by men who can interpret as well as report the news.

Mullen Speaks

Frank E. Mullen, NBC vice-president and general manager, in a discussion of labor on the air, expressed the desire to expand the AFL series, America United, into a year-round feature that would include representatives of the CIO as well as and also of the U.S. Chamber of Commerce and of the Farm Bureau Federation and the National Grange.

At a luncheon also attended by sponsor and agency executives the stations group was given the first report on NBC's 1944 all-county survey of listening habits (see story page 72). William D. Hicken, vice-president of station relations, discussed the welcome home audition for servicemen. C. L. Menzer, vice-president in charge of programs, and C. P. Hamilton, director of advertising and promotion, outlined plans of their departments for 1945.

Committee members attending the meeting included: Clair McCulloch, WGGAL Lancaster, Pa.; Mr. Shafto; Nate Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; Stanley E. Hubbard, KDKA Pittsburgh; C. L. Grube, representing Edgar Bell, WKY Oklahoma City; Richard Lewis, KTRK Phoenix; Arden X. Pangborn, KGW Portland, Ore.

Railroad Newscast

CHICAGO, MILWAUKEE Railroad, Chicago, on Jan. 7 began its ten-minute quarter-hour newscast, Sundays on the following stations: WMAG WMT KRTN KNAS; WANN WILM WTVN WATF KFBB KRFJ KGVO KOIL KARB KOTN K500 KOMO KQV KI KXWIB WTMJ WTMW WSAU. Contract for 52 weeks was placed by Roche, Williams & Cleary, Chicago.
Rigid Freeze of Construction Is Imminent

All New Projects Face Halting by WPB-FCC

By JACK LEVY

A SOLID FREEZE on new station construction is expected this week by joint order of the FCC and the War Production Board in line with a national tightening of the civilian industry to provide additional manpower for war needs.

BROADCASTING learned Friday that a revocation of the FCC relaxation order of Jan. 26, 1944, under which new station permits for new stations were granted, has been tentatively approved and that a formal freeze order reverting to the stringent policy of April 27, 1942 can be expected this week. It is quite possible that all pending broadcast applications, approximately 150, will be returned.

WPB Rejection Seen

Moreover, in anticipation of the impending new policy, the FCC at its broadcast meeting last Tuesday is understood to have passed over a number of applications involving new broadcast stations, or modifications, taking into account the critical manpower situation, as well as the WPB position on critical materials.

It is almost certain that WPB will turn down all applications now before it for construction of station facilities, regardless of whether materials are in possession of the applicants. Indication of such action was seen in the refusal last week of an application filed by Lincoln Dollar for a 250 w outlet in Sacramento for which a construction permit was granted by the FCC two months ago. This was the third application refused by WPB this week, while in the last three weeks, two Salt Lake City stations having been rejected in December after FCC approval. [BROADCASTING, Dec. 25].

John Critts, chief of the Domestic & Foreign Commerce Radio & Radar Division, said that in view of the manpower situation it will be necessary to screen applications

Warner Bros. Campaign

WARNER BROS. Pictures Inc., New York, last week announced that with the general release Jan. 13 of To Have and Have Not, it would embark on its "first large national spot advertising campaign," basing future radio plans on the results. With a budget of approximately $100,000 per week, the campaign would be placing four-day schedules on one or more stations in 63 cities prior to early openings, using 20 to 60 one-minute discs, the campaign to extend over a period of about three weeks. Agency is Blaine-Thompson Co., New York.

BROADCASTING • Broadcast Advertising

Porter Confirmation Expected This Week as Committee Meets

FCC Chairman Serves Without Pay Pending Senate Action; Wheeler Group Gets New Members

WITH DESIGNATION last week of four Democrats to fill vacancies on the Senate Interstate Commerce Committee, Chairman Wheeler (D-Mont.) announced his Committee would meet in executive session at 10:30 a.m. Monday (Jan. 18) to consider the nomination of Paul A. Porter to the FCC.

Mr. Porter has been serving as Chairman since Dec. 21 by recess appointment by President Roosevelt, inasmuch as his nomination died in Committee with the 78th Congress. Since Jan. 3, when the 78th Congress closed, Mr. Porter has been serving without pay, awaiting confirmation by the Senate.

No ProtestsFiled

Although there were reports on Capitol Hill that some Republicans might question Mr. Porter's nomination, Chairman Wheeler, in calling the executive, rather than open session, indicated that nominations usually are considered only in closed session when no opposition is presented. He added that aside from a telegram from the National Socialist Party in November, no protests have been filed against Mr. Porter, and no requests for open hearings had been made.

Indications were that Mr. Porter's confirmation would go through the Senate promptly. It was felt that in view of his recess appointment, the Senate would be inclined to confirm the appointment retroactive to Jan. 3.

With the confirmation of Mr. Porter, who will be designated as Chairman by President Roosevelt immediately after the Senate acts, the President is expected to send to the Senate a nomination to fill the vacancy on the Commission created last July 1 when Comdr. T. A. M. Craven retired to become vice-president of the Cowles Broadcasting Co. Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, still loomed as a possible successor to Comdr. Craven.

Although Mr. Hyde is a Republican, it was pointed out that he could be nominated inasmuch as the Communications Act specifies that no more than four members of any one political faith may hold office on the Commission. The line-up is: Democrats—Porter (when confirmed) and Delano, Reps.; Republicans—Case, Wakefield; Independent—Jett. Mr. Hyde's nomination would be on a strictly merit basis, similar to that of Commission member.Appointees so selected should have at his level.

Wagner, Hill Resign

At a meeting last Tuesday the Senate Democratic Steering Committee announced the resignations of Sens. Wagner (D-N.Y.) and Hill (D-Ala.) from the Interstate Commerce Committee, that they might accept appointments to the Foreign Relations Committee. Other vacancies on the Committee were sensed to have come, not only for the Committee, but for the whole Congress. In the new Congress, Democratic leaders have indicated their desire to fill vacancies on the Foreign Relations Committee as early as possible.

Chairman T. A. M. Craven of the FCC opened the Tuesday meeting with the words, "This is the first meeting of the 79th Congress, and the Senate Commerce Committee may have a heavy workload." Among other actions, Mr. Craven announced the extension of the freeze on the order of the FCC of April 27, 1942, which imposed a total freeze on new authorizations. This order was modified on Sept. 22 of the same year and further modified on Aug. 11, 1943, when the Commission announced that under certain conditions it would grant applications for permits involving the use of idle equipment, including the use of a standard broadcast stations at 250 w and for the construction of new 100 w and 250 w local channel stations.

Statement of Policy

On Jan. 26, 1944 the Commission issued its Supplemental Statement of Policy concerning ordering for Permits to Construct or Change Radio Stations", which encouraged the filing of an increased number of applications for facilities on the basis of existing facilities and resulted in the granting of approximately 50 licenses and construction permits for new stations and for a substantial number of authorizations for increased facilities.

Under this order, the Commission issued conditional grants to applicants who could prove (1) that the facilities were necessary to meet the public need for new or additional public service; (2) that the new facilities would be devoted to the public service; and (3) that, after due consideration of the policies and orders of the War Production Board and the facts with respect to existence or availability of necessary materials, there is reasonable prospect that the proposed operation in the vicinity in question can be provided for without substantial change in the original freeze order and the subsequent modifications were predicated primarily on the conservation of materials. In the current tightening along the line the emphasis is on manpower.

On the minority side, Sen. Homer Capehart (R-Ind.), former radio manufacturer, was appointed to succeed Sen. C. Wayland Brooks (D-Vt.) as Chairman of the Committee on Commerce. Sen. Truman, of the Senate Commerce Committee, remains intact, with the following members considering the Porter nomination:

Democrats—Chairman Wheeler, Barkley, Truman, Johnson, Stewart, Tunnell, McFarland, Hoey, Johnston, McMahon, Myers, Republicans—White, Austin, Shipstead, Tooby, Reed, Gurney, Hawkes, Moore, Capehart.

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THE FOLLOWING table contains the allocations which the Commission proposes to make to the various non-governmental radio services from 25,000 to 30,000,000 kc. The table also contains for convenient reference the international allocations which the Commission will recommend to the Dept. of State and the proposed allocations which the IRAC is recommending for governmental radio services.

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</tr>
<tr>
<td>27.385-28.0</td>
<td>Fixed &amp; Mobile except Aero &amp; Maritime</td>
<td>Gov. &amp; Non-Govt. Fixed &amp; Mobile</td>
<td>Note 2</td>
</tr>
<tr>
<td>28-39</td>
<td>Amateur</td>
<td>Amateur</td>
<td>Note 2</td>
</tr>
<tr>
<td>30-35</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Non-Govt. Fixed &amp; Mobile</td>
<td>Notes 2 &amp; 3</td>
</tr>
<tr>
<td>32-38</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Govt.</td>
<td>Note 2</td>
</tr>
<tr>
<td>35-40</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Non-Govt. Fixed &amp; Mobile</td>
<td>Note 2</td>
</tr>
<tr>
<td>38-43</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Govt.</td>
<td>Note 2</td>
</tr>
<tr>
<td>40-45</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Non-Govt. Fixed &amp; Mobile</td>
<td>Note 2</td>
</tr>
<tr>
<td>43-49</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Government</td>
<td>Note 2</td>
</tr>
<tr>
<td>45-49.96</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Government</td>
<td>Note 2</td>
</tr>
<tr>
<td>49.96-50.96</td>
<td>Scientific, Industrial and Medical</td>
<td>Government</td>
<td>Note 2</td>
</tr>
<tr>
<td>49.42</td>
<td>Fixed Mobile except Aero</td>
<td>Government</td>
<td>Note 2</td>
</tr>
<tr>
<td>49-55</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Non-Govt. Fixed &amp; Mobile</td>
<td>Note 2 &amp; 4</td>
</tr>
<tr>
<td>50</td>
<td>Amateur</td>
<td>Amateur</td>
<td>Note 5</td>
</tr>
<tr>
<td>50-54</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Telecasting, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>56-66</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>66-72</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>72-78</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>78-84</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>84-88</td>
<td>Broadcasting</td>
<td>Educational FM Broadcasting</td>
<td></td>
</tr>
<tr>
<td>88-102</td>
<td>Fixed, Mobile &amp; Broadcasting</td>
<td>Commercial FM Broadcasting</td>
<td></td>
</tr>
<tr>
<td>102-108</td>
<td>Fixed, Mobile &amp; Broadcasting</td>
<td>(Later determination to be made by the Commission regarding the allocation of all or part of this band to FM Broadcasting, Non-Govt. Emergency services Pan-Amm. Aids, and FM Transmission or Television Broadcasting.)</td>
<td></td>
</tr>
<tr>
<td>108-112</td>
<td>Air Navigation (Localizers)</td>
<td>Government</td>
<td></td>
</tr>
<tr>
<td>112-118</td>
<td>Air Navigation (Ranges)</td>
<td>Government</td>
<td></td>
</tr>
<tr>
<td>118-122</td>
<td>Aero Mobile (Airport Control)</td>
<td>Government</td>
<td></td>
</tr>
<tr>
<td>122-132</td>
<td>Aero Mobile</td>
<td>Aero Mobile (primarily Non-Govt.)</td>
<td>Government</td>
</tr>
<tr>
<td>132-144</td>
<td>Fixed &amp; Aero Mobile</td>
<td>Government</td>
<td></td>
</tr>
<tr>
<td>144-148</td>
<td>Amateur</td>
<td>Amateur</td>
<td></td>
</tr>
<tr>
<td>148-152</td>
<td>Fixed &amp; Mobile</td>
<td>Government</td>
<td></td>
</tr>
<tr>
<td>152-156</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Police</td>
<td>Note 6</td>
</tr>
<tr>
<td>156-162</td>
<td>Fixed &amp; Mobile except Aero</td>
<td>Non-Govt. Fixed &amp; Mobile</td>
<td>Note 7</td>
</tr>
<tr>
<td>160-170</td>
<td>Fixed &amp; Mobile</td>
<td>Government</td>
<td></td>
</tr>
<tr>
<td>170-180</td>
<td>Navigation Aids</td>
<td>Television &amp; Government</td>
<td></td>
</tr>
<tr>
<td>180-186</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television &amp; Government</td>
<td></td>
</tr>
<tr>
<td>196-199</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>199-204</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>204-210</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>210-216</td>
<td>Broadcasting, Fixed &amp; Mobile</td>
<td>Television, Fixed &amp; Mobile</td>
<td>Note 5</td>
</tr>
<tr>
<td>216-220</td>
<td>Fixed &amp; Mobile</td>
<td>Government</td>
<td></td>
</tr>
<tr>
<td>220-225</td>
<td>Amateur</td>
<td>Amateur</td>
<td></td>
</tr>
<tr>
<td>225-240</td>
<td>Fixed &amp; Mobile</td>
<td>Government, 75 Aero channels for Non-Govt.</td>
<td></td>
</tr>
<tr>
<td>240-245</td>
<td>Fixed &amp; Mobile</td>
<td>Government, Non-Govt. Air Navigation &amp; Amateur</td>
<td>Note 8</td>
</tr>
<tr>
<td>245-450</td>
<td>Fixed &amp; Mobile</td>
<td>Government, Air Navigation &amp; Amateur</td>
<td>Note 8</td>
</tr>
<tr>
<td>All Non-Government services will be established in the bands above 450 mc on an experimental basis pending adequate showing as to need and technical requirements.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note 1: The following distribution of channels is tentatively proposed in the band 25 to 28 mc. Exact channels to be determined later.

Note 2: No change proposed in existing services between 38 and 44 mc outside of the Continental United States.

Note 3: To be determined later.

Note 4: Provisional assignments for the following services on the basis of an assumed average channel width of 60 kc, minimum provisions will be made for the following services in the band 30 to 42 mc:

Channels | Class of Station |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Police</td>
</tr>
<tr>
<td>26</td>
<td>Fire</td>
</tr>
<tr>
<td>27</td>
<td>Urban Transit, Forestry and Conservation</td>
</tr>
<tr>
<td>28</td>
<td>Power, Petroleum, Other</td>
</tr>
<tr>
<td>29</td>
<td>Special Emergency</td>
</tr>
<tr>
<td>30</td>
<td>Forestry and Conservation (1 channel shared with Urban Transit)</td>
</tr>
<tr>
<td>32</td>
<td>Maritime Mobiles, Geophysical</td>
</tr>
<tr>
<td>33</td>
<td>General Highway Mobile (Experimental)</td>
</tr>
<tr>
<td>34</td>
<td>General Experimental (Existing 4 channels allocated to Flying School stations to be moved to a television band or other band as soon as necessary)</td>
</tr>
</tbody>
</table>

Note 5: Provision may be made for the operation of non-governmental and mobile services (such as police control and relay circuits, point-to-point, marine control circuit, forestry fixed circuits, rural telephone, broadcast studio to transmitter links, railroad, terminal and yard operations) upon proper showing of need and that these channels may be shared without harmful interference.

Note 6: Exact channel width (average 60 kc channel width assumed) and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

Note 7: Provision will be made for the following services on the basis of an assumed average channel width of 60 kc in the 166 to 168 mc band.

Channels | Class of Station |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Police</td>
</tr>
<tr>
<td>26</td>
<td>Fire (Secondary Forestry and Conservation)</td>
</tr>
<tr>
<td>27</td>
<td>Forestry and Conservation, Marine, Urban</td>
</tr>
<tr>
<td>28</td>
<td>Mobile Experimental</td>
</tr>
<tr>
<td>29</td>
<td>Special Emergency</td>
</tr>
<tr>
<td>30</td>
<td>Power, Petroleum, Other</td>
</tr>
<tr>
<td>31</td>
<td>Provisional, Motion Picture, Relay Press, Relay Broadcast, Geophysical</td>
</tr>
<tr>
<td>33</td>
<td>Railroad (end-to-end, train-to-train, station-train)</td>
</tr>
<tr>
<td>34</td>
<td>General Experimental</td>
</tr>
</tbody>
</table>

Note 8: Service now operating between 156 and 162 mc may continue temporarily on a non-interfering basis.

Note 9: To be used temporarily for "special" navigation aids.

Note 10: To be used temporarily for "special" air navigation aids.

Note 11: To be used temporarily for air navigation aids.

Note 12: May be used for low power fixed point-to-point for such services as Studio-Transmitter links, control circuits, Police fixed facsimile c'tels, etc.
FM BROADCAST SERVICE

INDEX

(Parenthetic notations refer to witness and transcript pages)

FM BROADCASTING as a new system of radio broadcasting service was brought to the Commission in 1936 by Major Edwin H. Armstrong. The patent on the system was made because of its static-free high fidelity characteristics it would suppose the FM broadcasting system (Armstrong, Tr. 1229). The trial and error process of FM broadcasting was not recognized by the industry until they were proven, principally due to the availability of experimental broadcast stations.

On May 20, 1940, the Commission removed FM from the realm of experimental station operation and 35, each 200 kw wide, were made available for commercial use in the frequency from 43 to 60 megacycles. In addition, 5 channels, 200 kw wide, were allocated for non-commercial directional broadcast stations between 42 and 43 megacycles. By the end of the year, the Commission had licensed 60 commercial FM stations and in addition there were 7 construction permits for FM stations (Braun, Tr. 990).

After the first war, the Commission found that wartime restrictions on the use of material and equipment made it impossible to establish the 200 commercial FM stations. Accordingly, FM applications for commercial stations were now placed in a pending file, and at the present time (Tr. 10, 1945) the Commission contains 245 applications of this type (Braun, Tr. 989-991).

It was estimated that approximately 50,000 FM receivers are now in the hands of the public, consisting principally of continuously tunable receivers capable of receiving either FM or AM broadcasting.

POSITION IN SPECTRUM

Panel 2 and 5 of the Radio Technical Planning Board recommended that FM broadcasting be retained in its present place in the spectrum, i.e., in the 40 to 50 mc region (Jansky, Ex. 174, at 60, 61; Joint Exhibit 400). This proposal received the general support of most of the witnesses who testified as to the possible advantages in FM broadcasting industry. The opposing witness viewed the proposal to move to a higher place in the spectrum in order to avoid skywave interference.

Before a decision can be reached as to where FM broadcasting shall be located, careful consideration must be given to the propagation problem created by skywave interpolation of the 40 to 50 mc region.

"Spurious E" and "F2" layer types. Similarly, attention must be given to the problems created by "multipath distortion" and "shadows" in the various portions of the spectrum occupied by this service.

In the deliberations of RTBP Panel 5 something was done to show the possibility of the development of skywave transmission of sufficient strength to cause interference with the existence of FM as a broadcast service. The opinion was expressed that in the extreme west coast band on 50 mc, there may be four or more skywave "spurious E" and "F2" layer types. The opinion was that the 40 to 50 mc band, from the standpoint of the preservation of the existence of FM as a broadcast service. The opinion was expressed that in the extreme west coast band on 50 mc, there may be four or more skywave "spurious E" and "F2" layer types.

One reason advanced for retaining the 40 to 50 mc band is the fear that operation in the higher frequency band may result in the greater magnitude, the nature of which is not presently known (Armstrong, Tr. 360, 1035, 1306). It was reported that the magnitude of the skywave interference would be less in the 100 mc region than in the 40 to 50 mc region (Lodge, 1240; Armstrong, Tr. 1306).

The Commission has found that F layer transmission would be negligible in the vicinity of 80 mc and that there would be approximately 1/100 as long as 40 mc (Armstrong, Tr. 360). The virtual disappearance of skywave interference above 80 mc would solve the chief propagation difficulty for FM and would eliminate the principal obstacle towards the permanent establishment of a new basic system of radio broadcast service.

The suggestion was made that zoning of stations within the limits of the ship boundary would be a means of avoiding interference. Furthermore, a scheme to increase the number of interference frequencies was presented. As pointed out by Mr. Norton, a slight increase in tropospheric wave interference might result in an increase between 40 and 80 mc (Tr. 3773). However, this effect may be negated by other geographical separation between co-located stations so that the interference can be solved effectively by proper station allocation.

Multipath distortion was not regarded by any of the witnesses as a difficulty which would seriously impair FM service either in its present band or in the suggested higher frequencies. In this connection, the witnesses stated that they had never encountered any problem created by multipath distortion in the 10 mc band (Armstrong, Tr. 1306; Brown, Tr. 1103).

Shadows were shown to have an influence on FM stations and that they would be more pronounced if the shadow area would diminish to no more than the space required for the urban public to receive the broadcast service (Brown, Tr. 1305). On the other hand, there was agreement that the interference would be very little change in the shadow problem if FM were moved to the 100 mc and above (Tr. 1009; Norton, Tr. 1306). This is because the FM signal is transmitted in a continuous band, and the listener in receiving the FM signal would be affected by the signal in the higher frequencies (Lodge, Tr. 1305). The Commission found that the interference in the 40 to 50 mc band would be severe and impair the utility of this service to such an extent that the full development of the FM system has been hindered (Tr. 3709). These computations of Mr. Norton were based upon ionosphere measurements taken in the United States at high latitudes (Brown, Tr. 1009; Lodge, Tr. 1306). The Commission has found that the interference would be less in the 100 mc region than in the 40 to 50 mc region.

The Commission believes that FM service should not be placed upon a higher band where the necessity of preserving the wide space would be difficult if not impossible. Some witnesses have stated that channel width was one of the many factors which should be considered in determining the frequency on which service is to be utilized (Tr. 1307). As indicated in the Commission's proposals to assign FM to a band commencing at 84 mc and continuing to 102 mc.

CHANNEL WIDTH

In order to realize FM's capabilities, a substantial channel width is necessary. It is important to provide sufficient signal strength to overcome noise and other interference.

Radio service was placed upon the necessity of preserving the wide space as much as possible. If FM service is to be fully realized and some witnesses have stated that channel width was an important factor in determining the frequency to be utilized, radio service would be less in the 100 mc region than in the 40 to 50 mc region (Brown, Tr. 1009; Lodge, Tr. 1306; Armstrong, Tr. 1306). The Commission has found that the interference would be less in the 100 mc region than in the 40 to 50 mc region.

At the present time the Commission has proposed a channel width of 100 mc wide, RTBP Panel 5, together with the technical witnesses appearing at the present time, has recommended that the channel width be retained. The dissenting view was that a wider band would be necessary in the lower band to provide a satisfactory broadcast service.

The principal proponents of the 100 mc channel admitted that the reduction in channel width would cause a
channel, will be far less than the significant gain in space which will be lost by such a change, and accordingly, the Commission proposes to retain the present number of channels.

**NUMBER OF CHANNELS**

Estimates of the number of channels needed for commercial broadcasting ranged from RTBP Panel 2's proposal of 75 channels* (Jolliffe, op. cit., p. 204) to the R-1144 plan of 500 channels. RTBP Panel 2's proposal was based on the assumption that approximately 200 television stations would be needed for the entire country. RTBP Panel 2's plan provided for 204 commercial stations, 5,000 non-commercial educational stations, and 1,500 other non-commercial stations. The R-1144 plan provided for 664 commercial stations, 9,505 non-commercial educational stations, and 1,500 other non-commercial stations. The number of channels needed for these stations was based on the assumption that each station would be allocated 200 channels, for a total of 332,800 channels.

However, as indicated above, the large percentage of AM licenses in the present AM allocations, the economic advantage which AM licensees have in building and operating FM stations more cheaply, the economic advantage which AM licensees have in building and operating FM stations more cheaply, and the feasibility of building sets to encompass this entire range in order to minimize the obsolescence of receiving equipment.

No specific portion of the spectrum is being allocated for a subscription radio service, but the provision for receivers for reception of subscription radio will be the same as that for other services.

The Commission recommends the following standards for the allocation of channels for FM broadcasting:

- **Emphasis on FM broadcast channels in the 88 to 108 Mc range.**
- **An aggregate net worth of $20,000,000,000.**
- **The availability of a spectrum which consists of both commercial and non-commercial stations.**
- **The extension of the spectrum to 108 Mc to accommodate the needs of the future.**
- **The establishment of a special fund to finance the development of FM broadcasting.**

### Competition Basis

In October 1944 there were 248 applications for commercial FM stations in the United States. These applications are being considered by the Commission, which has already allocated 46 FM stations for commercial use. The Commission has also granted 43 FM stations for educational use. The 1944 applications are being considered by the Commission, which has already allocated 46 FM stations for commercial use. The Commission has also granted 43 FM stations for educational use. The 1944 applications are being considered by the Commission, which has already allocated 46 FM stations for commercial use. The Commission has also granted 43 FM stations for educational use.

### Economic Factors

The value of a public as a result of moving FM from its present band to the proposed higher band will not be great. There was testimony that approximately 500,000 FM receivers are now in the hands of the public, consisting principally of combination sets capable of receiving both AM and FM (Dun. Tr., 1947). These sets are, of course, several years old. Even if the proposed FM band were retained these same receivers could become obsolete if FM reception is converted to the proposed band. The FM band which will not be appreciably more expensive to operate if it is converted to the proposed band.

### Sponsors and Locators

*This proposal includes FM non-commercial educational station.*
Trick Stuff

That kind of picture stuff is okay in a circus . . . but we don’t think tricks have a part in radio time buying.

That’s why we sell only on facts. And maybe that’s why advertisers get their biggest number of listeners per dollar spent when they use W-I-T-H.

If you’ll take the big factors most stations use in selling time, you’ll come up with power, popularity, and cost. Don’t take them one at a time. But look at all three. Using a common denominator gives you the answer advertisers look for—the most for their money.

In Baltimore there is only one answer . . . if you want the biggest results per dollar spent . . . you’ll buy W-I-T-H, the successful independent station.

W·I·T·H
Baltimore, Md.

Tom Tinsley, President   Represented Nationally by Headley-Reed
January 16, 1945   Page 19
Reduced FCC Budget Presages Greater Domestic Radio '45-'46

FDR Asks $5,207,000 for Current Fiscal Year To Run Commission; Drop of $1,105,343

GREATER ACTIVITY in domestic radio expansion and less stress on wartime functions were indicated last week for the FCC in the coming 18 months when President Roosevelt, for the first time in eight years, asked Congress to appropriate less funds for the Commission than it used in the immediate preceding year.

In his annual budget message, in which he estimated total expenditures of more than $3 billion dollars for the fiscal year ending June 30, 1946, President Roosevelt asked for $5,207,000 for the FCC, a reduction of $1,105,343 under the 1945 fiscal year appropriation. Congress last year slashed $2,059,357 from the original request for $8,371,700. The 1946 request, therefore represents $5,17,700 less than the President originally asked for the FCC for the fiscal year ending next June 30.

RID, FBIS Cut

Although the President seeks an increase of $551,600 in funds for normal operations of the Commission, anticipating new allocations, new services and expansion of broadcasting generally, he told Congress the FCC would need $1,761,425 less for national defense activities in the coming fiscal year than was appropriated for the present fiscal year.

Last year Congress lopped $1,954,587 from the national defense appropriation after the House Select Committee to Investigate the FCC derived into the Radio Intelligence Division and Foreign Broadcast Intelligence Service. For the 1946 fiscal year the President asks for a reduction of $656,598 under the current year's appropriation for the RID and $388,763 less for the FBIS.

For normal operations in the 1946 fiscal year President Roosevelt asks $2,756,000, as compared to $2,104,500 appropriated for the 1945 fiscal year. Of that amount an increase of $651,217 is sought for the engineering department, while $113,856 more is asked for the law department. Printing and binding will cost $4,300 more than the current fiscal year, the President estimated, for $21,000 against $16,700 appropriated for 1945.

National defense needs for the 1946 fiscal year are estimated at $15,480,700, as compared to $14,143 appropriated for the 1945 fiscal year. Of the total national defense reduction, $833,210 is for reenlistment at Washington headquarters whereas a slash of $1,479,998 is asked in field services. That cut was due largely, it was reported, to the fact that the Army and Navy have taken over much of the monitoring services, which was formerly performed by the FCC, particularly in military theatres of operation outside Continental U. S.

An item of $7,500 is asked for international telecommunications settlements. For 1945 Congress appropriated $15,000 but the budget request was revised to $7,500.

Lowest Since 1941

The 1946 fiscal year request for the FCC is the lowest since 1941, when Congress appropriated $4,126,349, although the Commission actually spent $3,465,723.71 that year. FCC expenditures since 1938, according to budget message, follow:

1938—$1,843,630.38; 1939—$1,776,669.30; 1940—$1,838,641.11; 1941—$3,465,723.71; 1942—$5,244,060.81; 1943—$7,305,187.83; 1944—$7,366,496.44; 1945—$8,967,190.

Expenditures for the 1946 fiscal year are estimated at $5,205,000.

Appropriations asked for other Government departments interested in radio were: Census Bureau, 1946 request, $11,250,000, 1945 appropriation $12,750,000; Foreign & Domestic Commerce Bureau, 1946 request $2,445,000, 1945 appropriation $1,665,000; Federal Trade Commission, 1946 request $1,992,000, 1945 appropriation $2,054,070; National Labor Relations Board, 1946 request $3,348,500, 1945 appropriation $3,664,373.

Ohio CBS Hookup

CBS AFFILIATES in Ohio formed their own network last Monday to carry the inaugurations of Gov. Frank J. Lausche with pick-up for the group from Columbus made by WBNS, Erwin Johnson of that station announcing. The move was instigated by John F. Patt, vice-president and general manager of WGAR Cleveland and new chairman of the NAB public relations committee. The complete network consists of WBNS, WGAR, WADC Akron, WKBW Youngstown, WCKY Cincinnati and WJIO Dayton. The program, which was supervised by WGAR special events director Sid Andron, marked the first time such a group has been formed to carry a sustaining public service feature.

Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of ... $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for “Distinguished Service.”

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $25, $50 and $100 Bonds during the Sixth War Loan.

With “Pulling Power” like this, it’s no wonder that 78 percent of this station’s sponsors renew regularly.

Benrus Moves

BENRUS WATCH Co., New York, on March 1 shifts its account from J. D. Tarcher & Co., New York, to Young & Rubicam, New York. According to a spokesman of the new agency, time signals used on a number of stations throughout the country will be continued. Other media plans are being formulated.

Ohio CBS Hookup

CBS AFFILIATES in Ohio formed their own network last Monday to carry the inaugurations of Gov. Frank J. Lausche with pick-up for the group from Columbus made by WBNS, Erwin Johnson of that station announcing. The move was instigated by John F. Patt, vice-president and general manager of WGAR Cleveland and new chairman of the NAB public relations committee. The complete network consists of WBNS, WGAR, WADC Akron, WKBW Youngstown, WCKY Cincinnati and WJIO Dayton. The program, which was supervised by WGAR special events director Sid Andron, marked the first time such a group has been formed to carry a sustaining public service feature.

Page 20  January 16, 1945
The ILLINOIS TOOL WORKS has made tremendous strides in the design and development of dielectric heating equipment for such applications as moulding bakelite, heating pre-forms, joining thermoplastics, etc. AMPEREX tubes are used in all such equipment produced by this well-known concern.

With the ILLINOIS TOOL WORKS, as with many other leading concerns working with electronic tubes, it's the "Amperextra" of longer life and low-cost efficiency that has made our products a first and exclusive choice. AMPEREX pioneered in the field of tubes for industrial applications. We are familiar with the needs of industry, and we have the tubes to meet all requirements. Consult AMPEREX for assistance with your present or postwar problems.

IMPORTANT! AMPEREX tubes are now available through leading radio equipment distributors. This new arrangement may save valuable time for busy engineers by enabling them to obtain many of our standard tube types from their local supply sources.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET - - - BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"

THE WAR ISN'T OVER YET... BUY AND HOLD MORE WAR BONDS
Gains in Net Shows, Daytime Audience Shown in CAB Report

Increases in Evening Programs Noted in Summary Appearing in ‘Broadcasting’ Yearbook

A MARKED INCREASE in network program totals and an upsurge in daytime weekend listening, doubtless inspired by stay-at-home influences of war regimentation, are recorded in the annual summary of the Cooperative Analysis of Broadcasting, which will appear in detail in Broadcasting Yearbook.

Prepared by CAB’s manager and secretary, George H. Allen, the summary points out that during the winter season of 1943 and 1944, evening network programming offered 25 more programs than were offered in the previous year.

An increase of 38 was noted during this season in the daytime.

Similar breakdowns for the summer season show an increase of 25 programs for evening time and 29 for daytime. This striking increase in network program volume is attributed by Mr. Allen to the increasing number of chain time periods hanging out SBO signs.

The CAB survey of the past year’s activities notes the upward trend in commercial broadcasting during 1944, and comments on the concentrated listening induced by great news events. This, Mr. Allen emphasizes, was inflationary listen-

ing, however, and its effect was balanced by the depletion of audience incident to the movement of many young listeners overseas.

Sustainers Sponsored

An interesting development in broadcasting during 1944 was the movement of sponsors to some of

Aerovox Corp. Sold

THE AEROVOX Corp. has been purchased as a private investment by W. Myron Owen, the new president, recently vice-president of the Detroit Harvester Co. of which he remains a director, and a few associates. Stanley Green, former vice-president—chief engineer and still a director of the Duncan Electric Mfg. Co., is now with Aerovox in the former capacity. Samuel I. Cole and Samuel Siegel, retiring president and vice-president, are remaining with the company as general manager and director of purchases, respectively.

Segal, Patrick, Runyon Given Commander Rank

Promotions of Paul M. Segal, Duke M. Patrick and Mefford R. Runyon from the rank of lieutenant commander to commander in the Naval Reserve were authorized last week in official Naval orders.

Comdr. Segal returned last month after 10 months active duty in the South Pacific and will go on the inactive list next month following three years active duty. He will rejoin his law firm, Segal, Smith & Hennessey, in Washington.

Comdr. Patrick, on duty since August 1942, returned to his law firm of Hogan & Hartson in November 1944 after two years of active duty.

Comdr. Runyon, former vice-president of CBS in charge of stations, had been appointed to the Office of the Director of Naval Communications since October 1942.

The features which had been sustai- ners of long standing. Among these, Mr. Allen mentions America’s Town Meeting of the Air, Dum- ninger, Hop Harrigan, What’s the Name of That Song, and others. He establishes, too, that the year just past found many advertisers who had not used the medium heretofore setting aside appropriations for radio.

Bob Hope and Fibber McGee and Molly emerged as the leaders in nighttime popularity, as they did in 1943, ranking Number 1 and 2 respectively in the CAB report.

Top nighttime as reflected in the CAB surveys are:

- Bob Hope
- Fibber McGee and Molly
- Jack Benny—Walter Winchell (tie)
- Kraft Music Hall
- Brilliant Village Store
- Chase & Sanborn Program
- Lux Radio Theater
- Mr. District Attorney
- Screen Guild Players
- Abbott and Costello
- Take It or Leave It
- Time to Smilie—Eddie Cantor
- Truth Or Consequences
- Fitch Bon-Bonwagon

Daytime Leaders

CAB’s extensive surveys show the biggest change among daytime program leaders taking place in the weekend category. Leading these productions for 1944 are:

- Westinghouse Program
- Grand Central Station
- Presidential Family Hour
- The Wonderer

The list of the top 15 daytime leaders as of December 1944 includes:

- When a Girl Marries
- Kate Smith Specials
- Martha Perkins (Pat)
- Breakfast at Safris’ (Kellogg)
- Joan Goodbody
- Portia Faces Life—Romance of Helen Haines (tie)
- Breakfast at Safris’ (P&G)
- Mrs. Broder
- Dallas, Texas
- Pepper Young’s Family
- Ann Jerny’s Stories
- Life Can Be Beautiful
- Martha Perkins (NBC)
- Lorenzo Jones

Special studies of news event listening, such as that attending the election and Olympics, are reported in the Yearbook article by Mr. Allen. The CAB rating service during 1944 was extended to cover nationally broadcast live or trans- cribed “spot” programs and five minute newscasts, both of which are treated in detail.
THE BEST PAIR
for a BALANCED AUDIENCE

THE two great metropolitan New York markets that listen to WOV, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience that results in satisfied sponsors anytime of the night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
New Warner Subsidiary For Drugs and Toiletries
WILLIAM R. WARNER & Co.,
New York, is setting up a new organization, to be known as Standard Labs Inc., New York, to handle its proprietary drugs and toiletries (Dr. Sloan's Liniment, Non-Spi, a deodorant, Waterbury Compound, Hobson Products). Edwin Fauser, formerly president, Frederick Sears & Co., is president and general manager.

Wesley Assoc., New York, has been named to handle Non-Spi advertising, as well as Sloan's, as previously reported. New radio plans are under consideration for latter product, formerly promoted on Gasbusters on the Blue Network, with indication that radio promotion will be confined to spot schedules, according to the agency. There are no agency or advertising plans at present for Waterbury and Hobson products, with emphasis continuing on merchandising.

VIEWING FOR FIRST TIME "the other half" of their station's operation, these feminine staff members of WPTF Raleigh, N. C., inspect transmitter facilities located at Carey, N. C. L to r: Mary Susan Woodal, continuity; Betty Lou Hamilton, transcribed continuity; Fay E. Biggs, publicity; Betty Rose Thomas, traffic, and Eleanor Royster, receptionist. Henry Holick Jr., chief engineer of the station, conducted the tour.

American Dairy Assoc.
AMERICAN Dairy Assoc., Chicago, effective Jan. 28 will renew The Voice of the Dairy Farmer, featuring Everett Mitchell and Clifton Utley on NBC originating in Chicago. Contract, for 13 weeks, was placed by Campbell-Mithun Inc., Chicago.

ARCH Mc Donald, conductor of the Mooniald on WTOP Wash-ington 11-15-11-45 p.m., is confined to the hospital with a stomach ailment. During his absence, Arthur Godfrey has taken over the Mooniald show, a program which he originated in 1933 and conducted for two years. Godfrey will continue his early morning, 7-9-15 program, despite the late hour of the Mooniald show.

BUYING POWER on the HOOF
KWKH serves the Ark-La-Tex area of Northern Louisiana, Northeast Texas and Southern Arkansas, one of the fast-developing purebred stock raising sections of the South. Here more than half a million head of beef animals, and some 400,000 hogs and pigs, including many of the finest grades, are growing for ultimate delivery to the three big Shreveport stockyards. This stock culture, war-expanded in point of quality as well as quantity, represents millions of dollars' buying power on the hoof for advertisers who choose 50,000 watt KWKH, the No. 1 medium for this prosperous market.

NEWSPAPER SUBSIDY BILL REINTRODUCED
REVIVING the newspaper subsidy measures from the last Congress. Rept. Dirksen (R-Ill.) has introduced a bill (H. R. 403) to authorize the Treasury to spend 12% and 15 million dollars each fiscal year beginning July 1 for War Bond advertising in newspapers.

Identical with the Cannon Bill of the 76th Congress, which died in the Rules Committee after the Senate passed the Bankhead Bill (S-1457) for a similar subsidy, the Dirksen measure calls for the purchase of "semi-weekly and tri-weekly newspapers" published in communities of less than 50,000 population and "weekly, semi-weekly and tri-weekly newspapers" published in cities of more than 25,000. It was referred to the Ways & Means Committee.

When hearings were held on the Bankhead Bill, C. E. Arney Jr., secretary-treasurer of the NAB, appeared on behalf of radio in opposition to the subsidy. The NAB took the position, however, that if Congress deemed it advisable to buy advertising for War Bonds, then all media should be included. The original Cannon Bill was defeated in the House Ways & Means Committee but quietly resurrected and reported out by a one-vote margin.

GE Names Hendon
CLAUDE J. HENDON, with General Electric since 1924, has been appointed manager of sales in the tube division of the GE Electronics Dept., according to George Nevin, division manager. His headquarters will be in Schenec- tady. Mr. Hendon was formerly manager of the Southeastern District of the de- p a r t m e n t a n d w i t h h e a d q u a r t e r s in Atlanta. He was made Electronics Dept. district manager for the southeast early last year.

New GE Managers
FOUR new district managers have been appointed by the electronics department of the General Electric Co. R. L. Hanks has been named manager of the New England district with headquarters at Boston; T. B. Jacocks, manager of the Atlantic district with Philadelphia headquarters; H. J. Mandernach, manager of the New York district with headquarters in that city and R. J. Meigs, manager of the West Central district with Kansas City headquarters.

KTUL, KOMA Transfers
TRANSFERS of control of KTUL Tulsa and KOMA Oklahoma City from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin, are requested in applications filed with the FCC. Both stations, CBS affiliates, operate unlimited time with 5,000 w, KTUL on 1430 kc and KOMA on 1520 kc.

Page 24 • January 16, 1945
BROADCASTING • Broadcast Advertising
Remember the question that never fails to start an argument? "If a tree falls in a forest and there’s no one there to hear it, does it make a sound?"

Rephrase the question in terms of radio and there can be no argument. "If a product is advertised over the air, and only a small proportion of the listening audience hears it, will it sell?"

Your program, broadcast over WCBM, will sell for listening to WCBM has become a habit in Baltimore.
FLEXNER IN 20th YEAR ON AIR
Now on All Louisville Stations, Credits
— Radio for Success of Finance Firm

In 1925 the secretary and treasurer, Gustav Flexner, of the Greater Louisville First Federal Savings and Loan Assn., presented its first radio program. On the eve of his 20th continuous year on the air, using all four Louisville stations, Mr. Flexner paid tribute to the art with the simple, all-inclusive and telling statement, "We have built our institution (a 12-million-dollar home-financing organization) through radio."

The first presentation was a two-hour musical on WHAS, then the only station in the city, featuring an orchestra and mixed quartet. Mr. Flexner presided at the microphone on The Greater Louisville Hour as he does today, Saturday 6 p.m. on WAVE.

Two years later, sold on the value of radio, the firm took two progressive steps. First, it contracted for daily time, marking the beginning of Mr. Flexner's daily five-minute talks which today are heard on all four stations. Then NBC engineers came down from New York and constructed a modern radio studio in the firm's offices. Equipped with an organ, piano and other instruments, it still gives satisfactory service after 17 years of constant use.

Even during the depths of the depression Mr. Flexner's talks continued, giving advice and offering suggestions for the best and safest plans of home financing. Their busi-

ness being of a confidential and responsible nature, Greater Louisville has capitalized on the direct approach and personal element. All of the program's early airing, from 1930 to 12½ days a year, are written and produced by Mr. Flexner who feels that radio is one way of getting into homes to discuss business without bothering people. If they don't want to listen, they may easily turn a dial. However, the general economics of financing plans makes dry reading, but when presented verbally in a simple manner, people do listen. For these reasons, Mr. Flexner believes in "dignified radio advertising used consistently with complete coverage."

Direct Line

Direct lines to all four stations, outlets of NBC, CBS, the Blue and Mutual networks, line one wall of Mr. Flexner's sound-proof office. Realizing the value of fresh, up-to-date news, he prepares his script an hour or two before going on the air. He regularly delivers his daily chats from his desk but during the Ohio River Valley Flood of 1937 his messages weren't even stopped, being carried by remote control from his home in the Highlands.

Ipana Program Dropped
Due to Tube Shortage

BRISTOL-MYERS Co., New York, on Feb. 6 discontinues Gracie Fields, sponsored for Ipana toothpaste on the Blue Network, Tuesdays, 9-9:30 p.m., as a result of a recent War Production Board order curtailing the production of collapsible tubes for dentifrices, according to Lee H. Bristol, president. The agency for Ipana, Doherty, Clifford & Sheffield, New York, says all publication advertising will be heavily curtailed.

A spokesman of Bristol-Myers stated that commercials for Ipana on Mr. District Attorney, Wednesday 9-9:30 p.m. and Duffy's Tavern, Friday 8:30-9 p.m., both on the Blue, will be dropped and commercials plugging other Bristol-Myers products substituted. Firm will continue the Eddie Cantor show on NBC and the Alan Young show on the Blue. The Gracie Fields program started Nov. 14 last year, has had a rating of less than 5 in the last two reports of C. E. Cooper Inc., New York.
Sure....

The thoroughbred horse means millions to the Bluegrass.

But....

Did you know that this is also the largest loose-leaf burley tobacco market in the world?

Over 60 million dollars in spendable cash will be paid to Bluegrass tobacco growers before March 1.

- Only WLAP exclusively serves the BLUEGRASS.
4 AM, 5 FM, 3 Tele CP's Sought of FCC

APPLICATIONS have been filed with the FCC during the past two weeks for four new standard stations, five FM outlets, three new commercial television stations and two developmental construction permits.

Frequency of 1490 kc and power of 250 w with unlimited hours is local assignment requested for Elgin, Ill., by Elgin Broadcasting Co., George A. Raiston, CBS Chicago engineer for 9 years, and Jerry C. Miller, accountant with Clayton Mark & Co. (well supplies), each hold equal interest in the new company.

Local assignment of 250 w unlimited time on 1490 kc is sought for Mobile, Ala., by Joseph Gardberg and Sam J. Rippa, doing business as Mobile Broadcasting Co. Mr. Gardberg is an electrical engineer and an instructor at the U. of Alabama in radio and electronic control. Mr. Rippa is a local businessman.

Frequency of 1420 kc with 250 w unlimited hours is asked for a new local station at Thomaston, Ga., by the licensee of WKEU Griffin, Ga., operated by A. W. Marshall Sr. and A. W. Marshall Jr.

Howard W. Davis, operator of KMAG San Antonio and president and third owner of KPAB Laredo, Tex., is applicant for a new standard station at McAllen, Tex. on regional channel 910 kc with power of 1,000 w and unlimited hours, employing a directional antenna at night.

New FM station on 49,000 kc with coverage of 1,279 sq. mi. is sought in Asbury Park, N. J. by Asbury Park Press Inc., publisher of the Asbury Park Press and Sunday Press. Approximate cost for the new outlet is $38,500.

WGR-WKBW Buffalo licensee, Buffalo Broadcasting Corp., has filed for a new FM station on 47-100 kc with coverage of 22,430 sq. mi. and estimated cost of $39,000.

WLJF New York requests FM facilities of 45,100 kc and 8,430 sq. mi. coverage. Estimated cost is $68,800.

Central States Broadcasting Co., licensee of KOIL Omaha, has filed for a new FM station on 47,700 kc with coverage of 24,000 sq. mi. Estimated cost is $173,000.

FM station on 49,100 kc is sought by the News-Examiner Co., Connersville, Ind., with coverage of 3,000 sq. mi. Approximate cost is $26,130.

Crosley Corp., licensee of WLW Cincinnati, has filed application for a new commercial television station on Channel 2 to be located in Columbus, O. Crosley previously has requested FM facilities for Columbus and Dayton, O., as well as both FM and video for Cincinnati.

WDEL Wilmington, Del., seeks Channel 1 for a new commercial television station in Wilmington.

World Publishing Co., licensee of KOWH Omaha, has filed for a new commercial television outlet on Channel 7.

WPCI Pawtucket requests a construction permit to change frequency from 1420 kc to 1200 kc clear channel assignment of Woa.

San Antonio, increase of power from 1,000 w to 50,000 w and changes in directional array for day and night use.

New developmental broadcast station is sought by Harvey Radi Labs., Cambridge, Mass. President and major owner is Frank Lyman a minor share holder in WJNE Keene, N. H. and owner of Cambridge Thermonic Corp., manufacturer of quartz crystals for electronic equipment.

WJHChicago requests a new developmental broadcast station on 47,700 kc with power of 3,000 w and using special emission for FM.

CONGRATULATING Albert Johnson (r), manager of KOW Phoenix upon his election to the presidency of the Phoenix Advertising Club for 1945 is E. W. Buckalaw, western division station relations head for CBS, who attended the luncheon meeting of the Phoenix Advertising Club. KOY is a CBS affiliate, operating on 660 kc.

TOM TARBOX not only does, but IS the Talk of the Town. Every night at 10:10 Tom offers a mixture of local gossip and humorous stories that make Page 2 of our Newspaper of the Air one of the brighter spots along the Cleveland airwaves.

Tom built up a tremendous following during the years as a Cleveland newspaper columnnist, and they're still with him at 850 on the dial, along with a great new audience which finds something new and fresh in his informal program.

His sponsorship by the W. B. Davis Company marks the first venture into radio by this leading Cleveland men's store, and from the results it looks like they're here to stay.

(Several sections of the Newspaper of the Air are still available for sponsorship.)
The success and popularity resulting from the teamwork of Bud Abbott and Lou Costello is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press — the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.
1944 FTC Actions About Same
As Proportion Taken in 1943

Broadcasters Desire to Eliminate False and Misleading Advertising Noted in Report

PROPORTION of actions taken by the Federal Trade Commission involving false and misleading advertising by radio was about the same in 1944 as in the previous year, according to the annual report of the FTC issued last week.

The report, covering the fiscal year ending June 30, 1944, shows a total of 627,719 commercial broadcast continuities examined, 299 cases in which letters were sent to advertisers (using radio and periodicals), 113 stipulations made with the Commission to discontinue misrepresentations, and 29 cases in which formal complaints "to cease and desist" were issued.

In the previous year, the figures were: approximately 1,045,000 commercials examined, 329 cases contacted, 109 stipulations entered, and 42 complaints issued. The Commission does not segregate radio from periodical cases as actions against individual radio advertisers usually involve other media as well.

FTC officials explained the disparity in number of continuities examined by the fact that only two calls were made last year for copy from stations while in the 1943 fiscal year four calls were made. Lack of manpower necessitated the reduction in calls, which are made for all commercials carried during a two-week period. National and regional networks report to the Commission on a continuous basis, submitting advertising parts of all programs broadcast on two or more stations, while producers of transcribed programs submit typed copies of commercial parts of recordings each month.

New Products

Examination of radio commercials broadcast during 1944, a Commission official said, reflected considerable advertising of new products which have been introduced or have been given increased promotion as a result of the war. These include substitute materials, preparations to save gasoline, devices to prolong life of tires, certain "nutritious" foods, and vitamins. The inquiry showed this advertising has about offset the temporary disappearance of normal automobile, radio, electrical appliance, and other advertising now being handled through institutional copy and which requires little examination, it was explained.

During the 1944 fiscal year, the Commission received 1,527,500 typed written pages of continuity and examined a total of 1,922,000 pages. This total consisted of 683,570 pages of individual station script, and 30,000 pages of script representing the advertising portions of transcribed programs. From this material, 19,512 advertising broad casts were marked for further study as containing representations that might be false.

Analysis of questioned advertising, the report said, showed drugs comprising 65.9% of the 1,902 commodities in the cases given legal review. Cosmetics accounted for 15.4%, food (including specialty goods) 14.5%, tobacco products 9%, home study courses, .9% gasoline and lubricants .4% and automobile radio, refrigerator and other equipment 3%.

The Commission, which received the cooperation of four major networks, 19 regional stations, transcription producers, and 850 commercial stations in the examination of radio commercials, noted "a desire on the part of these broadcasters . . . to aid in the elimination of false and misleading advertising."

Western Cleaner

CAL-WESTERN MPG, Los Angeles (WHIE cleaner), on Jan. 15 starts for 13 weeks transcribed announcements to 40 Arizona stations. List includes KTAR KYOA KYUM KYCA KGLU KWJW KOLY KOIL KZIP KOLO KOJY KOBE.

Firm in addition is using an announcement schedule on KFMB KFYD KECA. Agency is Pacific Adv. Service, Los Angeles.

NEBRASKA AID

All Stations Join Forces

To Boost War Loan

FULL CREDIT? for the success of the one-lagging Nebraska Sixth War Loan Drive has been extended to the cooperative, combined effort of the state's radio stations by Leona Shapiro Bernstein, state publicity manager, and Leon Markham, War Finance director for Nebraska.

With the state E Bond and individual sales quotas less than 40% one week before the end of the Drive, an emergency meeting was arranged with Hugh Feltis, KPAB Lincoln, chairman of the Radio at War Committee, Nebraska Broadcasters Assn., Bill Wiseman, WOW; Gordon Gray, KOIL; Paul Fry, KBBN; Bud Corrigan, KOWH Omaha, resulting in a special promotion plan for a statewide series of transcribed farm interviews and another series by wounded soldiers at Schick General Hospital. Rural route mail carriers were enlisted to deliver War Bond applications.

Ray Clark of WOW, Lyle Benson of KPAB and Harry Peck of KOIL gathered localized farm interviews. Other stations cooperated in processing and delivering the programs. All of the Nebraska outlets cooperated in the special campaign and quotas were topped within two weeks.

240 MUTUAL STATIONS CARRY THE AUTHORITATIVE NEWS REPORTING OF Fulton Lewis, jr.

Over 130 sponsors and 240 stations carry the authoritative and interesting news presentation of Fulton Lewis jr., this is a record in itself. His style and shrewd interpretations of the news have made him one of the country's most respected and recognized radio news reporters.

Fulton Lewis jr. has in the past, and will again be in 1945—"America's Most-Listened-To . . . America's Most-Talked-About" Radio Reporter!

For Sponsorship in your city—Call, Wire or Write, WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.
"Ruth Welles indorses it," is a convincing stamp of approval to thousands of her loyal feminine followers. Proof positive that the product recommended is well worth their investigation, and their buying.

Nearly five years of consistent and conspicuous success lie behind Ruth Welles' "Home Forum".. heard daily on KYW, 9:30 to 10:00 A.M., Monday through Friday. This is a fruitful half-hour devoted to the perplexities which beset, and the interests which intrigue, woman-kind in KYW's vast, Philadelphia-centered, 50,000-watt primary.

Fruitful to the rapt, responsive radio-audience, attentive to a sincere, sympathetic, and intelligent discussion of their problems.. as voluminous mail attests. Fruitful to the sponsors, whose selling-messages are so deftly interwoven into the pattern of the program.. as evidenced by routine renewals.

Most of these sponsors.. such as Fanny Farmer, Abbott's Dairies, and Duff's Cake Mixes.. are veterans on this highly productive participation. Sponsorships, limited to eight in each program, are normally solidly sold. However, for such availabilities as may occur from time to time, we suggest that you keep in touch with NBC Spot Sales.

all's well with Welles
Federated Stores Name Radio Head
Hirschmann to Organize FM, Television for Group

IRA HIRSCHMANN, director of advertising and research for Bloom-
ingdale's, New York department store, has been appointed effective Feb. 1 to organize the FM and television activities of Federated Department Stores, owners of Bloom-
ingdale's; Abraham & Straus, Brooklyn; F. & R. Lazarus & Co., Columbus; John Shillito Co., Cincinnati and Wm. Filene's Sons Co., Boston.

In his new post, Mr. Hirschmann will make his headquarters at Met-
ropolities Television Inc., operator of FM station WABF New York and licensed for experimental television operation as W2XTM. A wholly-owned subsidiary of Bloom-
ingdale's and Abraham & Straus, it was organized at Mr. Hirsch-
mann's instigation. He had assisted previously in the development of WOR while with L Bamberger & Co., Newark.

The other three Federated Stores also have filed applications for FM and television licenses. "The move is an indication of the concrete interest in the new fields of broadcasting on the part of Federated Stores," Mr. Hirschmann explained. "Through FM and television our stores will be able to offer an expanding service to all the communities in which they are located."

KGOY Missoula, Mont., has appointed Weed & Co., Chicago, as station representatives, according to A. J. Moosby, KGOY general manager.

Contact

SOMETHING NEW in accidents! A captured Junkers 88 plane, scheduled for the Army Hour was wrecked before the broadcast—by a streetcar in Inglewood, Cal. Details were not available. A jinx followed the entire broadcast of Jan. 7. Three captured enemy planes—a Zero, a Focke-Wolfe, and the Junkers 88—were to fly over Los Angeles and their flight was to be shortwaved to the NBC Army Hour, according to the plans of Leonard Callahan, chief of West Coast office of the War Dept. Radio Branch and Joe Alvin, NBC Western division special events director. But the Zero developed engine trouble. The Focke-Wolfe was grounded in Illinois. And the Junkers got crossed up with the In-

wood trolley.

Sterling Tells of RID Operations on 'Digest'

GEORGE E. STERLING, chief of the FCC Radio Intelligence Divi-
sion, related experiences and operations of the division in "A Few of the Airways", feature of the Jan. 7 Radio Reader's Digest program on CBS. He stated that few radio waves attempted to oper-
ate transmitters from the United States but that a considerable number of such stations have been tracked down in Latin American countries and subsequently closed through the assistance of local authorities.

"We will not close up shop," Mr. Sterling affirmed, saying that RID "is not a war baby" and that "we have been around since 1911." He said that a regular function of the department is to make sure that stations stay on their assigned frequ-

encies. During prohibition days he said that RID helped put many a rum-runner out of business when attempt was made "to go modern with ships and radio." In a present important function, that of assisting lost aircraft and ships to locate their positions and secure rescue facilities, Mr. Sterling said that RID is saving the taxpayer many times over the annual cost of his division which also performs numerous other duties.

PRICE URGES RADIO TO REEXAMINE CODE

ASKING broadcasters to reexamine the clauses of the Censorship Code pertaining to "enemy air attacks", Byron Price, Director of Censorship, said the Code would apply in roombomb attacks. Mr. Price's statement follows:

"Unless and until you are notified by the Office of Censorship, the "attacks by air" clause of the Press Code and the "enemy air attacks" clause of the Broadcasters Code will apply in case of any buzz bomb attack on the continental United States. You are urged as a precaution to reex-
amine these clauses and make certain that all staff members are familiar with them.

AT-3'S IN BATTLE

RCA Transmitters in China

"The AT-3's never let us down," was the praise given 10 radio transmitters credited with carrying the burden of American airforce ground communications in China from the arrival of the Flying Tigers in 1941 until the present. Their performance was described by Maj. Charles H. Whitaker, com-

munications officer of Gen. Chen-

nault's 14th Air Force, and a for-

mer "ham" and police radio oper-

ator.

The equipment traveled with the allied forces over the trackless wastes of China and operated usually from caves or the native temples, surviving all the rigors of rough terrain and atmosphere with little damage. The AT-3 is powered with 300 w for phone and 400 w for tele-

graph, with an operating distance of 700-800 miles. Today 1200 are in action in the war. They are manufac-

tured by RCA Victor Co. of Canada for the Royal Canadian Air Force, through whom they were made available to the Chunchking Government and Gen. Chen-nault's operations.

Tony Pastor

Pastor, who took over Artie Shaw's band when that leader left for Mexico in 1940, is one of the most popular young maestros today. His vocal style is heard on many of his records. Feature Pastor! Listeners love him!
THE PACIFIC COAST HAS 2 MARKETS

INSIDE MARKET. This represents counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located. 50% OF ALL RETAIL SALES MADE HERE

OUTSIDE MARKET. This represents 126 counties outside those in which the 7 principal Pacific Coast cities are located. 50% OF ALL RETAIL SALES MADE HERE

ONLY DON LEE COVERS BOTH MARKETS COMPLETELY*

* Regular Hooper reports of the “inside” market reveal that during the past year, all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks.

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of listeners in the “outside” market tuned to Don Lee stations. The reason is most cities in the “outside” market are surrounded by mountains, and long-range broadcasting of other networks won’t work.

With 38 stations completely blanketing the 16-billion-dollar Pacific Coast market, the Don Lee Network has more than 9 out of every 10 radio families living within 25 miles of one of its stations.

The Nation’s Greatest Regional Network

Mutual DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Prin. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.
Ervin, Wasey & Co. Tops MBS Billings; Sinclair Refining Leads Net’s Clients

ERWIN, WASEY & CO. again topped the agencies placing time with Mutual in 1944 with $2,406,501, according to figures released by MBS last week. Hixson O’Donnell Adv. placed second, with $3,301,917 of its clients’ money being placed with Mutual. Third was Ruthrauff & Ryan with $1,230,241, in fourth place Donahue & Co., $1,056,948; fifth Kenyon & Eckhardt with $1,041,945; sixth, R. H. Alber, $960,209; seventh, Ivey & Elington, $733,653; eighth, Arthur Mayerhoff & Co., $677,421; ninth, William H. Weintz & Co., $660,964; tenth, Masonic Inc., $542,590.

Leading the Mutual sponsor list for 1944 was Sinclair Refining Co., which spent $1,301,917 with the network. R. E. Semler Inc. again placed second with $1,145,708, followed by Kellogg Co. which placed third, as it did last year, with $1,000,739. Fourth was Metro-Goldwyn-Mayer with $891,418, followed by Gospel Broadcasting Assn. in fifth place, with $560,389. In sixth place was Diamond Products Corp., $372,427; seventh, Mutual Benefit Health & Accident Assn., $677,491; eighth, Pharmaco Inc., $367,310; ninth, Bayuk Cigars Inc., $367,065; tenth, Gillette Safety Razor Co., $542,590.

Broken down by months, October led all the others in producing revenue for MBS with $1,014,040, with March in second place with $1,097,031. Monthly billings follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Billings</th>
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<tbody>
<tr>
<td>January</td>
<td>$1,760,317</td>
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<tr>
<td>February</td>
<td>$1,866,389</td>
</tr>
<tr>
<td>March</td>
<td>$1,607,301</td>
</tr>
<tr>
<td>April</td>
<td>$1,675,600</td>
</tr>
<tr>
<td>May</td>
<td>$1,155,794</td>
</tr>
<tr>
<td>June</td>
<td>$1,221,703</td>
</tr>
<tr>
<td>July</td>
<td>$1,231,305</td>
</tr>
<tr>
<td>August</td>
<td>$1,137,293</td>
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<tr>
<td>September</td>
<td>$1,104,040</td>
</tr>
<tr>
<td>October</td>
<td>$1,002,457</td>
</tr>
<tr>
<td>November</td>
<td>$1,536,455</td>
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</tbody>
</table>

**TOTAL** $19,533,050

**MBS Billings by Agencies**

<table>
<thead>
<tr>
<th>Agency</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ervin Wasey &amp; Co., Inc.</td>
<td>$2,466,501</td>
</tr>
<tr>
<td>Hixson O’Donnell Adv. Inc.</td>
<td>$2,201,917</td>
</tr>
<tr>
<td>Ruthrauff &amp; Ryan Inc.</td>
<td>$1,230,241</td>
</tr>
<tr>
<td>Donahue &amp; Co.</td>
<td>$1,056,948</td>
</tr>
<tr>
<td>Kenyon &amp; Eckhardt Inc.</td>
<td>$960,209</td>
</tr>
<tr>
<td>R. H. Alber Co.</td>
<td>$733,653</td>
</tr>
<tr>
<td>Ivey &amp; Elington</td>
<td>$372,427</td>
</tr>
<tr>
<td>Arthur Mayerhoff &amp; Co.</td>
<td>$677,421</td>
</tr>
<tr>
<td>Mason Inc.</td>
<td>$542,590</td>
</tr>
<tr>
<td>Walter &amp; Donnelly</td>
<td>$490,392</td>
</tr>
<tr>
<td>Wallace Ferry Hardy Co.</td>
<td>$395,623</td>
</tr>
<tr>
<td>Sheen &amp; Co.</td>
<td>$395,623</td>
</tr>
<tr>
<td>E. H. Humphrey Co.</td>
<td>$1,159,719</td>
</tr>
<tr>
<td>Frederick Adv. Inc.</td>
<td>$733,653</td>
</tr>
<tr>
<td>Russell M. Seeds Co. Inc.</td>
<td>$542,085</td>
</tr>
<tr>
<td>Gotham Adv. Co.</td>
<td>$355,265</td>
</tr>
<tr>
<td>Raymond Specter Co. Inc.</td>
<td>$284,225</td>
</tr>
<tr>
<td>York &amp; Brothers, Inc.</td>
<td>$222,224</td>
</tr>
<tr>
<td>Birmingham, Castlemain &amp; Pierce, Inc.</td>
<td>$222,290</td>
</tr>
<tr>
<td>Collins &amp; Holiden, Inc.</td>
<td>$221,991</td>
</tr>
<tr>
<td>J. Walter Thompson Co.</td>
<td>$221,991</td>
</tr>
<tr>
<td>H. J. Kock Co.</td>
<td>$1,056,948</td>
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<tr>
<td>Marvin Adv. Co.</td>
<td>$221,991</td>
</tr>
<tr>
<td>Leo Burnett Co.</td>
<td>$221,991</td>
</tr>
<tr>
<td>Netflix Jones Co.</td>
<td>$221,991</td>
</tr>
<tr>
<td>Rogers Williams &amp; Clarks Inc.</td>
<td>$221,991</td>
</tr>
<tr>
<td>Allied Advertising Inc.</td>
<td>$221,991</td>
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<tr>
<td>Warwick &amp; Legler</td>
<td>$138,567</td>
</tr>
<tr>
<td>Blair Inc.</td>
<td>$138,567</td>
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<tr>
<td>Schwimmer &amp; Scott, Inc.</td>
<td>$120,563</td>
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<tr>
<td>Buchanan &amp; Co.</td>
<td>$113,253</td>
</tr>
<tr>
<td>Batten, Buton, Dunsire &amp; O’Keefe</td>
<td>$88,248</td>
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<tr>
<td>United States Adv. Corp.</td>
<td>$88,248</td>
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<tr>
<td>The Logan Co.</td>
<td>$69,351</td>
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<tr>
<td>Raymond K. Morgan Co.</td>
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</tr>
<tr>
<td>Sterling Adv. Inc.</td>
<td>$69,351</td>
</tr>
</tbody>
</table>

**TOTAL** $19,533,050

**MBS Billings by Clients**

<table>
<thead>
<tr>
<th>Client</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sinclair Refining Co.</td>
<td>$1,301,917</td>
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<tr>
<td>R. B. Semler, Inc.</td>
<td>$1,145,708</td>
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<tr>
<td>Kellogg Co.</td>
<td>$1,056,948</td>
</tr>
<tr>
<td>Metro-Goldwyn-Mayer</td>
<td>$891,418</td>
</tr>
<tr>
<td>Diamond Products Corp.</td>
<td>$372,427</td>
</tr>
<tr>
<td>Mutual Benefit Health &amp; Accident Assn.</td>
<td>$677,491</td>
</tr>
<tr>
<td>Bayuk Cigars Inc.</td>
<td>$367,310</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>$355,265</td>
</tr>
<tr>
<td>American Cigarette &amp; Cigar Co., Inc.</td>
<td>$284,225</td>
</tr>
<tr>
<td>Campau Sales Co.</td>
<td>$284,225</td>
</tr>
<tr>
<td>Clark Bros.</td>
<td>$542,085</td>
</tr>
<tr>
<td>General Cigar Co.</td>
<td>$355,265</td>
</tr>
<tr>
<td>Voice of Prophecy, Inc.</td>
<td>$277,961</td>
</tr>
<tr>
<td>Lumberman’s Mutual Casualty Co.</td>
<td>$113,253</td>
</tr>
<tr>
<td>Hixson O’Donnel Adv. Inc.</td>
<td>$222,290</td>
</tr>
<tr>
<td>Young People’s Church</td>
<td>$222,290</td>
</tr>
<tr>
<td>World’s Fair</td>
<td>$113,253</td>
</tr>
<tr>
<td>Western Auto Parts</td>
<td>$113,253</td>
</tr>
<tr>
<td>Total</td>
<td>$19,533,050</td>
</tr>
</tbody>
</table>

**FM Booklets**

COUNTER display offering a pair of booklets on FM written for the layman and released by Stromberg-Carlson Co., Rochester, to distributors and dealers. Titled "FM For You and Facts About FM," the booklets describe discovery and progress of FM and its potential developments.
It's in the Bag. Wool from over a half-million sheep helps keep the Inland Empire's farm income over 72% above the nation's average. Over 40% of the area's three hundred million dollar 1943 farm income came from livestock and livestock products.

Your sales, too, are "in the bag" when KHQ contacts consumers for you. Located in this natural livestock center where stores sold nearly $50,000,000 worth of goods last year to outside residents, it is the only medium that completely covers the area.

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.
Specify Air Express

Millions of dollars are lost annually by the ordinary slow-downs of business and industry due to the constantly recurring need for tools and materials and waiting for delivery! Air Express can close many of those gaps between planning and performance, save many of those dollars!

As you put new production plans into operation, you will find Air Express at your service with expanded facilities for helping you cut the high cost of idle machines, idle labor, idle goods.

A Money-Saving, High-Speed Tool for Every Business

With additional planes now available for all important types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U. S. cities and scores of foreign countries. Thousands of shippers are saving substantial sums through Air Express, employing its economy and efficiency in an ever-increasing number of ways.

WRITE TODAY for "Quizzical Quiz"—a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-13, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION Representing the AIRLINES of the United States

Page 36 • January 16, 1945

WMBD Control Shift Granted by FCC to Three

TRANSFER of control of WMBD Peoria, Ill., was granted by the FCC last week from H. D. Morgan, vice-president and treasurer, to Carl P. Slane, Francis P. Slane and Elizabeth P. Talbott. Sale for $114,750 of 500 shares (50%) held by Mr. Morgan and 10 shares held by Leslie Harrison, secretary, is involved in the transaction. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated.

Carl Slane, who receives 86 shares, is publisher of the Peoria Journal-Transcript. Frances Slane and Elizabeth Talbott each get 212 shares and are directors in the newspaper company. Remaining 49% interest in the station is held by Edgar L. Bill, president and manager. WMBD is a CBS affiliate, operating on 1470 kc with 5,000 w LS and 1,000 w night.

Guild Hollywood Office Includes Stations, Nets

FOLLOWING initial move by New York Radio Directors Guild, Hollywood group, now numbering more than 50 members, is framing petition to National Labor Relations Board for recognition as sole bargaining agent of agency, freelance and network directors and assistant directors. New York RDG on Dec. 16 notified CBS, NBC, Blue and Mutual via letter of its status as bargaining agent and requested time and place be set for start of negotiations [BROADCASTING, Jan. 17]...

Having successfully organized the film studios, Screen Office Employees Guild, Local 193, is planning similar drives on Hollywood stations and networks. Union has organized majority of CBS office employees and is to meet this week with Donal W. Thornburgh, network Pacific Coast vice-president, to present bid for formal recognition. Several attempts have been made in the past to organize Hollywood radio white collar employees, but without success.

Engineers Named

ENGINEERS for the six study panels of the Canadian Radio Technical Planning Board (BROADCASTING, Dec. 11) have been named. They are L. S. Payne, Canadian Marconi, Montreal, chairman and K. S. McKinnon, consulting engineer, Montreal, vice-chairman of the spectrum utilization and frequency allocation panel; J. B. Knox, RCA-Victor, Montreal, chairman and E. Farmer, Canadian Marconi, Montreal, vice-chairman, of the standard broadcasting and international short-wave panel; S. S. Stevens, Northern Electric, Montreal, chairman and Dr. F. S. Howes, McGill University, Montreal, vice-chairman of the radio communication panel; A. B. Oxtley, RCA-Victor, Montreal, chairman and J. H. Rain, Northern Electric, Montreal, vice-chairman of the FM and television panel; S. S. Stevens, Trans-Canada Airlines, Montreal, chairman and A. B. Hunt, Northern Electric, Montreal, vice-chairman of the aeronautical radio panel; Dr. A. Frigon, Canadian Broadcasting Corp., Ottawa, chairman and Dr. J. M. Thompson, Ferranti Electric, Toronto, vice-chairman of the industrial, scientific and medical study panel. A. B. Oxtley in general coordinator of panels, with G. W. Olive, Canadian Broadcasting Corp., Montreal and G. L. Irwin, Philco Corp., Toronto, as coordinators.

EXECUTIVES OF AGENCY and network help to the launch the new Krem! Shampoo weekly musical variety program on MBS, Tuesday and Thursday, 1:30-1:45 p.m. Seated are (l to r): Paula Stone, program m.c., and C. H. Cottington, radio director of Erwin, Wasey & Co., New York, agency for R. B. Semler Inc, New Canaan, Conn. Standing: Phil Brito, vocalist; A. C. Barnes, MBS vice-president in charge of sales; Edward Hennen, Erwin-Wasey account executive.

McIntyre Heads KID

FRANK G. McINTYRE, former program director of KUTA Salt Lake City, has been named general manager of KID Idaho Falls, Idaho, it was announced last week by Walter Bauchman, KID president. Mr. McIntyre, who is only 27, is a ten year radio veteran, having been with WKY Oklahoma City as news chief prior to his KUTA affiliation. Entering radio in 1940 at WOXY Kansas City, Mr. McIntyre later served with KFI Kansas City, and KUTA Salt Lake City.

Mr. McIntyre, who is only 27, is a ten year radio veteran, having been with WKY Oklahoma City as news chief prior to his KUTA affiliation. Entering radio in 1940 at WOXY Kansas City, Mr. McIntyre later served with KFI Kansas City, and KUTA Salt Lake City.

Nurse Draft

AFTER the President's message to Congress in which he mentioned the possibility of drafting nurses for the Armed Forces, the OWI domestic radio bureau received inquiries from advertisers about the Army nurse messages allocated to their programs and the possibility of dropping them. The messages, which are allocated for the weeks of Jan. 15 and 29, will go on as usual and no change will be made until some definite legislation is passed by Congress on the matter.
Only A Combination of Stations Can Cover Georgia's Three Major Markets

- **WGST** Atlanta
  - 5000W 920 Kc

- **WMAZ** Macon
  - 5000W 940 Kc

- **WTOC** Savannah
  - 5000W 1290 Kc

Available at combination rates

No single station, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the Georgia Major Market Trio, consisting of the three CBS stations in these three markets does the job — at one low cost

The Georgia Major Market Trio

Represented by the Katz Agency, Inc.
THE BALTIMORE SYMPHONY

During its 28TH consecutive season--its of Reginald Stewart--the Baltimore Symphony afternoon concerts over WBAL and NB.

The Baltimore Symphony afternoon concerts--3 times a year--Jan. 27, Feb. 3, March 3

NATIONALLY REPRESENTED
PHONY ORCHESTRA

third under the brilliant conductorship

symphony will be heard in 5 Saturday

POWERFULLY PROGRAMMED

Orchestra—Saturday

4 P. M., E.W.T., Jan. 20,

March 10, 1945

WBAL

50,000 WATTS

BALTIMORE

EDWARD PETRY & CO., Inc.
This Is It

THIS YEAR of 1945, we all pray, will bring the United Nations complete victory. Brilliant successes of our forces have been marred by temporary reverses, which have supplied the jolt needed to boot all of us out of our complacency.

This eighth inning rally in the European theatre comes with the score heavily in our favor, we are told. But every day the war is prolonged means more blood-letting.

Those are the reasons for the swift return to all-out wartime operations. The slack in production and manpower must be taken up. Drastic measures are in store.

For radio, along with all other essential pursuits, there are tougher days ahead. Look for a solid freeze on all equipment. The pinch on manpower already is on and it's touch and go as to whether 4 Fs, who have replaced deferred personnel, will find themselves confronted by short rations or shavetails.

It is this condition which prompted Assistant President James F. Byrnes to call upon all industry to cancel conventions or meetings, so railroads and hotels will be able to accommodate necessary wartime traffic.

Radio is prepared to pull in its belt as many notches as may be required. It wants only those bare necessities—equipment and replacements and in personnel required to permit stations to render peak wartime service—the kind of service that has pegged it as an essential pursuit and has won praise from all those directly identified with the war’s prosecution.

If this means foregoing the NAB annual war conference, it will be done. That was the unqualified judgment of J. Harold Ryan, NAB president, as soon as the Byrnes’ order came down. The job of acquainting broadcasters with their ever-shifting and sensitive duties in the war effort can be handled at the district meetings which get under way this month. Similarly, the war clinics and sessions of the major networks, with sponsors, will be held in conjunction with the district meetings.

The solid freeze on new station construction or modification (except where it may be certified as essential to the war’s prosecution) will bring many protests. The WPB is con-fronted with demands from the military for electronic parts and equipment. The new offensive and the Nazi counteroffensive have thrown production schedules out of kilter. None can question the military demands.

On the business side these days, most stations along with contemporary printed media have found that all they need is a transom and a basket. Many publications and stations which couldn’t make ends meet prewar, have become economic roylates. Bullish stories about the small capital investment needed in radio to bring in King Midas returns have resulted in the influx of new applications, some legitimate but most perhaps sired by the opportunistic impulse.

The new spectrum applications, when fin ally promulgated, will set off another thundering stampede of applicants for FM and television and new AM stations. But where will the trained manpower be found should Uncle Sam draft even the 4-F replacements, and remove all of the mass media from the essential manpower bracket?

This is the time for all identified with radio and with the other media to plan operations on reduced personnel rations. Those in the fighting age brackets who have been deferred should be understudied. Thoughts of new plant and equipment should be dispelled.

For the second time since the Pearl Harbor supreme atrocity, this is it.

Clock-wise?

JOE SPADEA, former station representative who just has been discharged honorably from the United States Army, offers a plan for improving broadcast production and, at the same time, increasing station revenue.

So simple in pattern that one almost spontaneously assumes it has too many bugs in it, Mr. Spadea’s idea is to re-divide the face of the clock into new time segments, forgetting all about the traditional quarter-hour base.

The ex-sergeant, whose excursions as a radio representative made him a familiar figure in major markets throughout the nation, proposes that a new 10-minute rather than 15-minute base be employed for programming. This would mean six basic program segments per hour. Such a proposal, he contends, would permit participation in the hour by two extra program sponsors.

Increased revenue from such additional participation, granting proper rate readjustments, would discourage wholesale scheduling of spot announcement periods and eradicate, or at least modify the type of radio commercial which is deplored by many industry leaders as auguring against the good of the art.

Mr. Spadea further recommends that half-hour programs be eliminated and superseded by 20-minute periods. Result: Three per hour rather than two.

There will be those, viewing such a suggestion with alarm, who will decry it as mercenary. They, for the most part, will be publishers of newspapers and periodicals who, because of paper shortages, are unable to add pages at will. There will be others who will hail Mr. Spadea’s plan as a step forward.

One must consider the possibility that such a plan would offer better balance in overall programming throughout the day. Many believe, for example, that 15 minutes is too long for the average newscast, and that five minutes is too short. Political talks could be brief.

From a producer’s standpoint, the proposal would appear to have merit. One of the difficult problems facing program directors who must do series-productions is “keeping up the average.” To keep up the average, a show must have pace. Within limits, the shorter the vehicle, the faster the pace. The Spadea plan could be a blessing to studio personnel.

Doubtless such an undertaking would mean increased employment. If it cut down on the number of spot announcements and increased the quality of those remaining, it would be performing a great service.

If he accepts such conclusions should examine Mr. Spadea’s provocative article on page 14. There may be here a workable plan for expanding the clock, a project that has occupied the imaginations of broadcasters for years.
WMFM, The Milwaukee Journal FM station, is so soundly programmed, so distinctively superior with its Frequency Modulation, that it has won a solid place in Wisconsin's radio picture. If WMFM is not on your schedule, it should be.

WMFM

THE MILWAUKEE JOURNAL FM STATION
Here's What Hooper Says about Augusta

(Continued from page 40)

Robert D. Boniel

ROBERT D. BONIEL, 50, sales- man for 11 years with Edward Petry & Co., station representa- tive, Chicago, died Jan. 7 in Miami, Fla., after a long illness. Mr. Boniel was a veteran in radio, having been director of WEBH, the Edgewater Beach Hotel station, in 1923, where he put on the air Charles Correll and Freeman Godsen, (Amos ‘n Andy). He served as first presi- dent of the Chicago Broadcasters Assn. Mr. Boniel’s home was at 2114 Livingston St., Evanston, Ill. He is survived by his wife, Helen, and two stepsons, Bennison and Michael.

Ernest Mobley, manager of WMSL

Decatur, Ala. is the father of twins.

Our Respects to

(Wasssan Appointed

COINCIDENT with the separa- tion of KGW and KEX Portland under the duply regulations, J. N. Wassan, who has been with both stations for two years, was appointed com- mercial manager of station KGW last week. Mr. Wassan has had 18 years of ex- perience in the newspaper, outdoor and radio fields of advertising. Educated in the staff of the Portland News in 1929, became sales manager of the Electric Products Corp. in 1936 and later was associated with Ramsey Signs Inc.

Sweets Shift

SWEETS Co. of America, Ho- boken, N. J., on Jan. 1 shifted its account from Duane Jones Co., New York, to Ivey and Huntington, New York. Present plans call for con- tinuation of Dick Tracy on 45 Blue stations Monday, Wednesday and Friday, 5:15-5:30 p.m.

Reed Bulen returns to his position as general manager of KYNU Logan, Utah, following six months’ service as general manager of KIIB Idaho Falls.

George Arnott has joined the sales staff of William Wright Co., station rep- resentative, Toronto.

Gerald J. Redmond, a member of the National Advisory Council on School Broadcasting, has been appointed station manager of Chicago AM, it was announ- ced by managing director Maj. W. C. Borrett.

A. A. McDermott, RCA public rela- tions officer, radio, with headquarters at London, England, has been promoted to squadron leader. He was formerly Mon- treal office manager of H. N. Binov & Co., station representative.

F. A. Bitter, senior vice-president of Stewart-Warner Corp., Chicago, has been unanimously re-elected a member of the board of directors of Radio Manufac- turers Assn. He replaces L. L. Kelsey, also formerly of Stewart-Warner Corp., now with Belmont Radio Corp., Chicago.

Capt. Frank G. King, who was for- merly chief of broadcast service section, Armed Forces Radio Service, Los Angeles, is now serving as chief- in-charge of the AFBS New York office, a post previously held by Capt. Albert Gibbons, who transferred to the West Coast. Capt. King was at one time account executive of former Blackett-Sample-Hammont, New York, and before entering the service was asso- ciated with the sales promotion agency, Harry S. LaFond Co.

KGV's coverage of Pittsburgh has made it the standby of local merchants—many have used it continuously for ten years and more. That's the real competitive test of a station. Now under new ownership—with an enhanced staff of top- flight men—KGV adds to its thorough coverage an aggres- sive policy of strong local cooperation with its advertisers. Keep your eye on KGV—it wraps up Pittsburgh for you— it gives you service—it goes places!

No. 1 Station in a No. 1 Market

PROCTOR, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

Considering Cost, Coverage and Cooperation

YOUR BEST RADIO BUY IN PITTSBURGH

KGV's coverage of Pittsburgh has made it the standby of local merchants—many have used it continuously for ten years and more. That's the real competitive test of a station. Now under new ownership—with an enhanced staff of top-flight men—KGV adds to its thorough coverage an aggressive policy of strong local cooperation with its advertisers. Keep your eye on KGV—it wraps up Pittsburgh for you—it gives you service—it goes places!

National Representatives: SPOT SALES, Inc.

Headley-Reed Co.

J. B. Fuqua, vice-president & gen. mgr.

Portable, Oregon

CBS Affiliate

FREE & PETERS - National Representatives

Considering Cost, Coverage and Cooperation

YOUR BEST RADIO BUY IN PITTSBURGH

KGV's coverage of Pittsburgh has made it the standby of local merchants—many have used it continuously for ten years and more. That's the real competitive test of a station. Now under new ownership—with an enhanced staff of top-flight men—KGV adds to its thorough coverage an aggressive policy of strong local cooperation with its advertisers. Keep your eye on KGV—it wraps up Pittsburgh for you—it gives you service—it goes places!
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.
Eiges Heads NBC Press; Knod⁷ Named Assistant
SYDNEY H. EIGES, acting manager of the NBC press department since resignation of John McKay Dec. 15, has been named manager of the department, Frank E. Mullen, NBC vice-president and general manager, announced last week.

Thomas F. Knod⁷, manager of the NBC Washington press department, has been named assistant manager in New York. Mary naw⁴ at the WRC Washington news staff, replaces Mr. Knod⁷. Dwight H. Herrick, acting manager of the network public service department has been named manager.

E. L. Bragdon, NBC trade news editor, joins RCA's department of information about Feb. 1. Allen Kalmus, of NBC's press staff, takes over trade news duties.

Charles Leslie Adams
CHARLES LESLIE ADAMS, 44, conductor of the walkie-talkie Man-on-the-Street on KFAC Los Ange⁷, was found dead in bed at his home Jan. 5. Death was apparently due to natural causes. He had been in radio since 1923, having started on KPI.

Hergonson Named
ROBERT W. HERGONSON, formerly radio producer at Foote, Cone & Belding, New York, has been appointed program director of WINS New York, replacing Mary Daly, who will be retained as his assistant.

Putnam to Pacific
1st Lt. GEORGE F. PUTNAM USMC, former news and special events reporter, is now in the Pacific Area as liaison officer to Armed Forces Radio Service. He is making a study of radio news and special events reporting, as part of the Marine Corps plan to participate more actively in AFRS [Broadcasting, Oct. 9]. Until last March Lt. Putnam was m.c. of the Army Hour.

BEHIND the MIKE
ROBERT W. LAMOND, former CBS Hollywood announcer, now manager of the Armed Forces Radio Service station at Noumea, has been promoted from assistant manager.

ALBERTO GANDERO, chief of Spanish announcers in NBC's International division, has been appointed head of the Spanish division. EMILIO DE TORRE, who is the Spanish announcer for KFI, succeeds Mr. Gandero.

Herman Named
ALBERTO GANDERO, chief of Spanish announcers in NBC's International division, has been appointed head of the Spanish division. EMILIO DE TORRE, who is the Spanish announcer for KFI, succeeds Mr. Gandero.

JOHN THORNTON, former PBS news director in San Francisco, will be replaced temporarily by ED PETITT, assistant to JOHN WHITMORE. Mr. Thornton, recovering from an illness, will be brought to the New York office for a short time until he recovers.

CHARLES F. McCARTHY, NBC news commentator and announcer, is the father of a boy. Mr. McCarthy is the former DIANA CARLTON, radio and stage actress.

ROBERTA BARTON, freelance, has been appointed head of the Blue and assistant to STUART BUCHANAN, division head.

CLARENCE STOUT Jr. has joined WAVO Vincennes, Ind., as part-time announcer. Miss H. ANN COLUMBIA has joined the announcing staff at WIRE Indianapolis, has been retained as music director of KQV Pittsburgh. Mr. Spitalny will assemble a new orchestra for KQV.

JOHN G. DUVALL, news analyst at WBFL Syracuse, Dec. 30, married SARA DOOLITTLE MINARD of Fargo, S.D.

Putnam to Pacific
1st Lt. GEORGE F. PUTNAM USMC, former news and special events reporter, is now in the Pacific Area as liaison officer to Armed Forces Radio Service. He is making a study of radio news and special events reporting, as part of the Marine Corps plan to participate more actively in AFRS [Broadcasting, Oct. 9]. Until last March Lt. Putnam was m.c. of the Army Hour.

GEORGE F. BERRO, former manager of the publicity dept., Blue Network central division and before that assistant radio news editor of The Milwaukee Journal, has been appointed radio director and assistant public relations director of the newly expanded Hospital Service Plans Commission, Chicago.

LESLIE SMITH, released by the Army and formerly in radio, has joined the announcing staff of WSAZ Huntington, W. Va.

DICK JOY, with Army discharge, has resumed Hollywood freelance announcing. It was erroneously announced he had joined the Blue Hollywood announcing staff.

LYNN BURGER, new to radio, joins WMAH Naples, Fla., asROLAND TRENCHARD, publicity director. Mr. Trenchard and formerly with WIZE Springfield O., is now engaged in the announcing staff.

BAER, brother of Phil and Leonid Spitalny and formerly music director of W7AM Chicago, has been retained as music director of KYK Pittsburgh. Mr. Spitalny will assemble a new orchestra for KQV.

TOM CRAIG, formerly with WIZE Springfield O., and WSAI Cincinnati, has joined the announcing staff of WHIO Dayton.

JEAN FINNER, at the Washington office of the War Ad Council to New York where she serves as staff manager and continues to handle food, canteen and other classes.

MORTIMER S. DANK, formerly on CBS shortwave news writing staff, has been made daily editor of the shortwave news department succeeding EDWARD MICHIELSON, who has resigned to accept an executive post at Repul & Hitchock Inc., New York, publishers.

JEAN BAER, formerly in the Mutual publicity department, has joined Air Features Inc., New York, as publicity director.

KEN POWELL, announcer on Jane Cowl's WOR-Mutual program and head of another WOR New York programs, is the father of a boy.

SYD WALTER, moderator of Commentator's Round Table on WHN New York, has been chosen honorary medical officer of an Army Air Force base in the Philippine. Mr. Walter supplies material to the GIA in the Pacific for their own round table discussions and is preparing a format of his WBN program for the use of GI's throughout the world.

HARRY WOOD, announcer of WCFL Chicago, will be inducted into the Army Jan. 19.

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun
Reproduced above is an actual photograph of a light method frequency pattern. The inside, the wide midway and the outside band are 1,000 cycle reference bands. Starting at 1,500 cycles, at the midway reference band, the succeeding outward bands increase by 500 cycle increments to 8,000 cycles.

Measurements by standard formula will show that all variations in frequency strength are within ± 2 db.

Narrowing frequency bands, from 1,000 down to 50 cycles in the bass, indicate a controlled power decrease — by means of a network in the electrical circuit of the Fairchild Magnetic Cutterhead.

Standard playbacks, in turn, increase these lowered frequency strengths by like amounts. This artificial equalizing prevents wide amplitudes in the bass and results in a flat playback.

Controlled freedom from distortion up to 8,000 cycles permits the Fairchild Magnetic Cutterhead to provide the finest possible full volume recordings of today's 6 to 7,000 cycle AM and higher cycle FM broadcasts.

Standard with the No. 539 Fairchild Recorder, the No. 541 Magnetic Cutterhead can easily be adapted to earlier Fairchild models and many other types of recorders. Descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plants: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
SPOT SAYS, "BOY, ARE WE CROWDY— 
YEP, 286 MILLION DOLLARS WORTH!"

Franchise Moves

WILLIAM A. FRANCHETZ, radio copy chief of Russell M. Seeds Co., Chicago, has joined McCann-Erickson, New York, in the same capacity. He succeeds Fred Blumen- schien, who joined Lennen & Mitch- nell, New York, as head of the radio commercial department, a new position.

STANLEY C. FARNWORTH, formerly in radio in Los Angeles and Hollywood, has joined the commercial staff of KSL, Salt Lake City.

JOHN LANGLEY, assistant newscaster at WOW Omaha, has been named chief an- nouncer. MERRILL WOODRUFF, for- merly of Sioux Falls, S. D., is a new addition to the WOW announcing staff.

JACK FAYNE, sports commentator of WFL, Philadelphia, is the father of a boy.

CASTELEON, announcer of KYW Phil- adelphia, has resigned to accept a position with WOR New York.

Sgt. MITCHELL F. STANLEY, announcer of W rolls Louisville, is the father of a boy.

GEORGE TOMLINSON, formerly with WING Hartford, Conn., has joined the announcing staff of WHK, Boston.

PAUL O'BRIEN, announcer at KYLV Logan, Utah, for two years previous to 1943, returns to the station following release from the Army to take over the KYLV announcing department.

CAPT. BOB KESTEN, Royal Canadian Corps of Signals, formerly of GFW, Kinkead, now in Montreal with the Canadian Army in charge of the Canadian mobile broadcast station attached to the 51st Army Group.

JACK LAWRENCE, former sportscaster of WFTL Miami and KWWX New York announcer, and WINSLOW PORTER, recently WINS New York announcer, have joined the announcing staff of WLBW New York. Mr. Porter has served on the an- nouncing staff of WBBX WRUL WOR, Boston, and as program director of WNAB Broadcasting and WING Wincheste.

RAY BUFFUM, former program director of KPO San Francisco, has joined the KNX Hollywood production staff.

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YOU MAY BE ABLE TO "BIRL" FOR THREE HOURS*—

BUT—YOU CAN'T ROLL PAST THAT BLANKET OF FADING, INTO WESTERN MICHIGAN!

We're not "log-rolling" for anybody when we tell you, out and out, that Western Michigan can't well hear Chicago or Detroit stations. Fading simply prevents clear reception.

You may be making out very nicely without listeners in Grand Rapids, Kalamazoo and Western Michigan—but if you want them you'll have to use Western Michigan outlets.

That's the situation... and it will stand until some genius figures out a solution to the fading problem. WKZO in Kalamazoo and WJEF in Grand Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for real coverage in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Two men lasted for three hours and fifteen minutes, before one fell, in a log-rolling contest at Ashland, Wis., in 1900.

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

Broadcasting • Broadcast Advertising
**KANSAS CITY IS A KOZY MARKET**

PORTER BLDG.
KANSAS CITY, MO.

**EVERETT L. DILLARD**
General Manager

**ELIZABETH WHITEHEAD**
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

---

**WFSJ**
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

---

**WYJL**
MAX WYLIE, author and former head of production and creative writing of N. W. Ayer & Son, New York, has joined Young & Rubi-
cam, New York, as a production supervisor. Previously Mr. Wylie was vice-president in charge of radio for Blakett-Sample-Hum-
ment Inc., Chicago and prior to that, in 1942, was script editor for CBS. Mr. Wylie's position at N. W. Ayer has not yet been filled.

John D. Postlethwaite, Richard J. Honeychurch and John S. Greer have joined the Y & R merchandis-
ing staff. Mr. Postlethwaite was formerly associated with the general merchandise office of Sears, Roebuck & Co., Chicago, and prior to that was in the New York office of Montgomery Ward & Co. Mr. Honeychurch has been associated with the Fleischmann Co. and Standard Brands in grocery and ready-to-eat and, for the past 10 years, has had experience in sales, continuity and production at WHC, Anderson, Ind.; WIRE Indianapolis; WMBD Peoria, Ill. and WLS Chicago.

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Ralph T. Smith (left), formerly copy chief of Duane Jones Co., New York, receives congratulations from the agency's "proprietor," Duane Jones, on his election as general manager of the agency.

Wade Names Miller
CHESTER MILLER, for the past three years head of his own busi-
ness in Chicago, has been named radio director of Louis E. Wade Inc., advertising agency, Ft. Wayne, Ind., according to an announce-
ment by Louis Wade, president of the agency. Mr. Miller during the past 10 years has had experience in sales, continuity and production at WHC, Anderson, Ind.; WIRE Indianapolis; WMBD Peoria, Ill. and WLS Chicago.

Trommer Change
JOHN F. TROMMER Inc., New York, for beer, beginning Jan. 15 supersedes its twice-weekly eve-
nings of "Answer Man" on WOR New York with a thrice-
weekly 12:45 p.m. broadcast as series starts a six-weekly daytime schedule in addition to a Monday-
through-Saturday night run for various sponsors. Trommer's spot schedule includes WGNY New-

AMP Signs Three
MUSIC licensing agreements have been completed between the Associated Music Publishers Inc. and KSBJ Jamestown, N. D., RNDR Bend, Ore., and KLPM Minot, N. D., and extended with KALG KFJJ KFBB KFSD KFKJ KFYR KGCO KGOF KMA KMCY KOL KOF KPCO KOHN KRON WOCO WGEW WGN WHELM WIFR WIBW WFLC WSAI WMBC WNAV WOPI WSN WSTG WTTA WTVG WTVS WTVZ WSTW WTVN WTYW WTVW WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW WTVS WTVG WTVN WTVW
**Bell Telephone Laboratories**

**Exploring and inventing, devising and perfecting for our Armed Forces**

**at war and for continued improvements and economies in your telephone service**

Research, in the Bell Telephone System, has always been an expanding activity, growing with the scientific knowledge of the times and contributing to that knowledge. Upon it have been based important inventions and developments.

The telephone, itself, was invented in the laboratory where Alexander Graham Bell was carrying on researches in speech and hearing and laying the foundation for the electrical transmission of speech. As time went on the telephone research program expanded to cover every science which gives any promise of improved telephony and every engineering art which applies to the development, construction, installation and operation of telephone facilities.

These researches and development studies now cover electrical communication of speech—both by wire and by radio—the transmission of pictures (television)—and many important projects for war.

**There Is No End to Progress**

Every new research gives rise to new inventions and to new lines for development and design. New inventions indicate new lines for research. Research and development work, invention and design go hand in hand. In the early years, this work was carried in part by the American Telephone and Telegraph Company and in part by the Western Electric Company, the manufacturing unit of the Bell System.

For many years, however, this work has been assigned to a specialized unit, Bell Telephone Laboratories, Incorporated. Theirs is the responsibility for the technical future of the industry. They carry their developments from the first faint glimmerings which basic researches disclose to the final design of equipment and the preparation of specifications for its manufacture. And after manufacture and installation, they follow their products in operation; and continue development work to devise still more perfect equipment, less expensive, more convenient and of longer useful life.

These policies and procedures of Bell Telephone Laboratories are distinguished by two characteristics. In the first place the Laboratories design for service. The consideration is not the profit of a manufacturer through first sales and replacement models but the production of equipment which will give the best service at the lowest annual cost when all factors are considered, such as first cost, maintenance, operation, and obsolescence. The Laboratories make no profit and the equipment they design is owned and used by the telephone companies; and the emphasis is upon that use.

**Organized Co-ordinated Research**

In the second place the Laboratories design always with reference to the complete communication system in which the particular equipment is to play a part.

Reliable, economical telephone service, which is the product of its efforts, is not so much an assemblage of excellent apparatus as it is an excellent assembly of co-ordinated equipment—all designed to work together reliably and economically for a larger purpose.

It is not enough that Bell Laboratories shall design a new piece of electronic equipment which has merit or a new cable or telephone receiver. They must design with reference to all the other parts of the communication system so that the co-ordinated whole will give the best possible service.

**4600 People in Bell Laboratories**

Bell Laboratories contributions to the Armed Forces derived in large part from the technical background that the Laboratories had acquired through their steadily maintained program of research. The Laboratories had special knowledge, skill and techniques which could instantly be diverted to war problems.

At the time of Pearl Harbor, over a quarter of the 4600 people in the Laboratories had twenty or more years of service. This breadth of background made possible many engineering developments outside the strict field of communication and these have been of value to the Armed Forces. So far the Armed Forces and the O.S.R.D. have engaged the Laboratories on over a thousand major projects. The majority of these assignments have been completed; and have contributed to our victories on many fronts.

Most of the Laboratories developments, of course, have been in the field of electrical communication. Communication, not simply between individuals as in ordinary telephony, but between mechanisms—as in the electrical gun director. The Laboratories techniques and electronic researches have produced many secret weapons for our country's Armed Forces.

**Leader in Electronic Development**

For those problems the Laboratories had a remarkable background of experiences in research and development. In World War I, they pioneered by developing radio telephone systems for talking between planes and between planes and ground stations. They also contributed methods and devices for locating enemy planes, submarines, and artillery.

In this war, Bell Laboratories have pioneered in the field of electronics. The Western Electric Company, which manufactures the designs of the Laboratories, is the largest producer of electronic and other war communication equipment in the United States and is now engaged almost exclusively in the manufacture of this equipment.

In war, Bell Telephone Laboratories devote their work to the needs of our Armed Forces. In peace, they are constantly exploring and inventing, devising and perfecting for continued improvements and economies in telephone service. Centralized research is one of the reasons this country has always had "the most telephone service and the best at the least cost to the public."
Air-Wick Drive

SEEMAN BROS, New York, for Air-Wick, a household deodorizer, last week started a spot radio schedule which includes initially 35-word announcements on stations in six markets, with plans under consideration for further expansion. Agency is William H. Weintraub & Co., New York.

ALASKA CHEMICAL Corp., New York, for dressers and cleaners, has appointed Charles M. Storm Co., New York, to handle advertising. Radio will be used as well as an expanded campaign in newspapers, magazines and trade publications.

NATIONAL MUSICAL String Co., New York, has appointed Charles M. Storm Co., New York, to handle advertising. Company plans a considerable advertising program in radio, magazines and trade papers.

CAMPUS CHRISTIANS, Los Angeles, has appointed Western Adv., Los Angeles, to handle its advertising.

FEWELL & Co., Los Angeles, for investments, securities, new to radio, on Jan. 1 started sponsoring a five-weekly newscast schedule on KFAC Los Angeles. Contract is for 13 weeks, with placement through Edwood J. Robinson Adv., Los Angeles.

COUGHLIN BROS., division of Guy Prod. Inc., Los Angeles, (chevy cars) has named Bennett, Wariner, & Jacobsen Inc., as advertising representatives. Radio is said to be considered.

DAWE'S PRODUCTS Co., Chicago, (vitamin products), has named Western Adv. Agency, Los Angeles, as advertising representative.

INTERNATIONAL PLASTIC Corp., Harrisburg, Pa., has appointed Seberhagen Inc., Philadelphia, as advertising agency.

ETHEL SERFAS KLEINMAN has been appointed assistant advertising manager of the Pennsylvania Salt Mfg. Co., Philadelphia.

THE FAIR STORE, Chicago (dept. store), on Jan. 9 will begin sponsorship of The Fair's Home Advisory Forum, quarter-hour show heard Tuesday on WCFL Chicago. Effective Jan. 11, sponsor will switch time of Parents Magazine on the Air from Sunday 2:30-3:15 P.M. (CWT) to Thursday 9:45-10 A.M. on WCFL. Contract for 13 weeks were placed by Ivan Hill Adv., Chicago.

DAGLISH (Ont.) Ltd., Toronto (Jewel crafts), has started weekly transcribed drama programs on 15 Ontario stations and three-weekly programs on 6 Ontario stations. Account was placed by MacLaren Adv. Co., Toronto.

LIFE UNDERWRITERS ASSN. of Canada, Toronto, has started quarter-hour transcription programs on a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

STARKMAN CHEMISTS, Toronto (prescription chemists), have started daily morning (9-10 A.M.) on CKW Toronto. Said to be the first time such a program has been sponsored in Canada. Account was placed by R. F. Smith & Son, Toronto.

J. A. MARVIN LaMon, Moncton, N.B. (Biscuits), has appointed Harold F. Stanfield Ltd., Montreal, as agency.

E. J. BEACH & SONS Inc., Chicago, is using Hill Backett & Co., Chicago, as agency for Swig's the Shops, on Ederimmer & Scamb, as incorrectly reported in last week's issue of BROADCASTING.

WHITE ROCK Mineral Spring Co., New York, recently acquired by the National Distillers Products Corp., New York, has appointed Kenyon & Eckhardt, New York, to handle advertising.

ANCHOR HOCKING Glass Corp., Lancaster, O. (container and closure division), has appointed C. H. G. Edelman Co., Cleveland, as advertising agency.

PETE HAND BREWERY Co., Chicago, on Jan. 1 renewed sponsorship of the following shows on WGN Chicago: Judy & June, Monday through Friday; Bulldog Drummond, Monday; The Crime Files of Flamingo, Tuesday; Mystery House, Sunday; Gay L. With Music, Tuesday-Thursday-Saturday. Contracts for 13 weeks were placed by Mitchell-Frost Adv., Chicago.

Page 50 • January 16, 1945
ROSEMARY L. JONES, with WMAS Mac- con, Ga., five years, has joined Rob's, Atlanta department store, to do daily Penelope Pen broadcasts and to direct the store's radio activities.

RECORD Bendevous, Cleveland, has named Ohlo Adv., Cleveland, to handle advertising for phonograph records, needles and albums. Radio may be used.

KENNETH WEBSTER, midwestern dis- trict sales manager of Wildroot Co., Buf- falo, has resigned to become national sales director of Con cluding Hair Goos Co., Chicago (F&F-DJ).

LOMA LINDA FOOD CO., Arlington, Cal., utilizing horse economics programs on Jan. 6 for 13 weeks started three-weekly participation in Art Baker's Notebook on KFB Los Angeles; Kitchen College on KFW Hollywood; Friendly Homemaker on KROW Oakland, twice weekly in Woman's Magazine of the Air on KKO San Francisco. Weekly participation is also used in Homburg's Hour on KJ Frenc. Elwood J. Robinson Adv., Los Angeles, has account.

FOREST LAWN Life Insurance Co., Glendale, Cal., on Feb. 4 starts weekly quarter-hour transcription Strange as it Seems, on KCA Los Angeles. Contract is for 52 weeks. Other radio is planned. Agency is Dan E. Miner Co., Los Angeles.


BEST FOODS Inc., New York, for various products has purchased a three-weekly quarter-hour new program by Warren Sweeney on WABC New York through Benton & Bowles, New York.

CHAMPLAIN OIL PRODUCTS, Mont- real, plans to start in February a number of radio programs on Quebec stations. Account is being handled by Harold F. Bensfield Ltd., Montreal.

CITY NATIONAL Bank & Trust Co., Kansas City, Mo., sponsors of the Big Six football games this past season, have signed for Richard Harkness newsmen commentaries 10:10-10:30 a.m. on WDAF Kansas City.

WURLITZER Co., Chicago, began spon- sorship Jan. 8 of 11 live spot announce- ments weekly on WJR Detroit and CKLW Windsor, Ont. Contract for 62 weeks was placed by Schwimmer & Stock, Chicago.

WELCO OIL Co., Chicago, Jan. 1 started a spot announcement campaign of 13 spots weekly for 17 weeks on WGN Chicago. Agency is United Broadcasting, Chicago.

CALIFORNIA Assoc., Products Co., Los Angeles (Montejo Grade Juice Punch), has appointed Lockwood Shackelford Co., Los Angeles, as advertising representative. Radio plans are said to be considered.

DEWEY Products Co., Grand Rapids, Mich. (Wally-Kleen), has named Wallace- Lindenman Inc., Grand Rapids, as advertising counsel. Advertising plans are said to include radio.

BENJAMIN MOORE & Co., New York, paint manufacturers, has appointed St. George & Keyes Inc., New York, handle advertising. Although media plans have not been completed, network radio will be used.

RIKER RESTAURANT Assoc., New York, has appointed Harold M. Hartman Adv., New York, to handle advertising. Trans- crip1ed announcements will be continued on WMCA New York. Future media plans are now being formulated.

TOPPS Restaurant, New York, has ap- pointed Lester Harrison Assoc., New York, to handle advertising. Media plans have not been completed.

CIA, GESSY Industrial S. A., Sao Paulo, Brazil, has appointed McCann-Erickson, Sao Paulo and Rio de Janeiro, to handle Brazilian advertising for Minerva laundry soap. Radio and publications will be used.

GENERAL MOTORS do Brasil, South America, has appointed McGann-Erickson, Sao Paulo and Rio de Janeiro, Brazil, to handle all Brazilian advertising for Frigidaire.

UNIVERSAL MOTORS, Chicago, started a spot announcement campaign Jan. 8 for 10 spots a day for 25 weeks on WIND Chicago. Agency is United Broadcasting, Chicago.

PHILADELPHIA & READING Coal & Iron Co., Philadelphia, Jan. 1 on WCAU Philadelphia started sponsorship of a five-minute daily discussion of a topic of the day's news written by Vic Wilson of the Philadelphia Record, and delivered by Paul Phillips of the WCAU program depart- ment. McKee & Albright, local agent, placed the contract for 52 weeks.

Sarnoff, Grauer Honored

BRIG. GEN. DAVID SARNOFF, on leave as RCA president and Ben Grauer, NBC announcer, were among five awarded a certificate of achievement by the Tau Delta Phi, national inter-collegiate fraternity, at the annual dinner Jan. 6. Gen. Sarnoff, who was unable to attend the dinner, was cited for his 25 years as pioneer in the field of radio communications, for enlightened leadership of the radio industry and for special contributions through the application of radio and electronics to military communications. Mr. Grauer's certificate commends him for meritorious pub- lic service including special War Bond work and his handling of election returns on the air.

Best Brand
In Texas

For twenty-two years wise advertisers have been using the WOAI brand to turn their products loose over, the station's 50,000-watt clear channel to range the key market area of the great Southwest.

And it's mighty profitable business for these advertisers, because—year after year—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS - - - - - - - - - - - CLEAR CHANNEL
AFFILIATE NBC - - - - - - - - - - - MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

PACIFIC BLUE NETWORK
New York - Chicago - Hollywood - San Francisco - Detroit - Pittsburgh

January 16, 1945 • Page 51
GROSS time sales of the Blue Network during 1944 totaled $3,720,994, including $2,700,000 for political sales, the Blue reported last week. Figure represents an increase of 66.3% over the gross of $2,469,948.

Leading Blue advertiser for 1944 was the Compton Co., whose purchases grossed $3,720,994. Ford Motor Co. was next with $2,700,000, followed by Kellogg Co., $2,755,129; Miles Labs, $1,229,948; General Mills, $1,126,656; Procter & Gamble Co., $1,465,017; Socony-Vacuum Oil Co., $1,357,673; Zenith Radio & Camera Co., $1,527,388; Quaker Oats Co., $1,219,942, and Sherwin-Williams Co., $966,949.

J. Walter Thompson Co. was the agency placing the most business on the Blue last year, with gross billings of $3,100,000. The agency, according to Hooper, the overwhelming choice of Chattanooga listeners, had billings of $4,100,000. This is an alarm clock, the only ear-opener in Cincinnati that commands more attention than WSAI in the morning, according to Hooper.*

*) May through September 11*

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GROSS Income of Blue Network in 1944 Found to Be Up 66.3% Over Last Year

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$2,855,700</td>
</tr>
<tr>
<td>February</td>
<td>2,785,504</td>
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<tr>
<td>March</td>
<td>2,760,208</td>
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<tr>
<td>April</td>
<td>2,711,783</td>
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<tr>
<td>May</td>
<td>2,675,048</td>
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<tr>
<td>June</td>
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<td>July</td>
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<td>August</td>
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<td>September</td>
<td>2,498,144</td>
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<tr>
<td>October</td>
<td>2,414,481</td>
</tr>
<tr>
<td>November</td>
<td>2,351,116</td>
</tr>
<tr>
<td>December</td>
<td>2,288,342</td>
</tr>
</tbody>
</table>

Total: $40,944,629
Political: 411,500

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American Broadcasting Co. (Blue) Billings by Clients

<table>
<thead>
<tr>
<th>Client</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Coca-Cola Company</td>
<td>$3,720,994</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>2,710,060</td>
</tr>
<tr>
<td>Kellogg Company</td>
<td>2,705,129</td>
</tr>
<tr>
<td>Miles Laboratories</td>
<td>1,229,948</td>
</tr>
<tr>
<td>General Mills</td>
<td>1,465,017</td>
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<td>The Procter &amp; Gamble Co.</td>
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<td>Socony-Vacuum Oil Co.</td>
<td>1,229,948</td>
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<td>Swift &amp; Company</td>
<td>1,219,942</td>
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<td>The Quaker Oats Company</td>
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<td>The Shwarz-Williams Co.</td>
<td>987,494</td>
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<td>Libby, McNeill &amp; Co.</td>
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<td>Bristol-McKeeley Co.</td>
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<td>Wellington-Robertson &amp; Co.</td>
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<td>Equipe, Inc.</td>
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<td>Philco Corporation</td>
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<td>The Andrew Jeres Co.</td>
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<td>All-Creamer Mills Co.</td>
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<td>Carter Products Co.</td>
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<td>Curtiz Publishing Co.</td>
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<td>Lehn &amp; Fink Products Corp.</td>
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<td>KRO Radio Pictures Co.</td>
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<td>A. E. Staley Mfg. Co.</td>
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<td>Hall Brothers Co.</td>
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<td>American Meat Institute</td>
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<td>The Charles B. Board of Fire</td>
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<td>E. J. Staley Mfg. Co.</td>
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<td>McKeown &amp; Brothers Co.</td>
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<td>Linus &amp; Brother Company</td>
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<td>Mallav Photography Co.</td>
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<td>Sterling Drug Co. (Consumer Products Co.)</td>
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<td>RCA Victor Division of Radio Corp. of America</td>
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<td>Searstake Co.</td>
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<td>The D. L. Clark Co.</td>
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<td>William R. Warner Co.</td>
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<td>J. E. Stain &amp; Sons Co.</td>
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<td>Everhardy, Inc.</td>
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<td>O. Cedar Advertising Co.</td>
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<td>The Welch Gatreau Co.</td>
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<td>The Reader's Digest, Inc.</td>
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<td>Manhattan Soap Co.</td>
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<td>The O. E. Clark Co.</td>
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<td>Swett's Co., Inc.</td>
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<td>Owens-Illinois Glass Co.</td>
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<td>20th Century Fox Co.</td>
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This is an alarm clock, the only ear-opener in Cincinnati that commands more attention than WSAI in the morning, according to Hooper. *
RADIO, PRESS NEWS EQUAL, HICKS SAYS

RADIO has grown up in foreign news coverage and correspondents rank on a parity with those of the press, with all the former belittling attitude forgotten, George Hicks, war reporter of the Blue Network said last week on his first visit home since February 1944, when he went to London for the Blue. After a month's rest, during which he Sunday afternoon broadcasts for Scripto will be taken over by Gordon Fraser, Blue correspondent with the American forces in France, Mr. Hicks will return to the European theatre.

Mr. Hicks, whose broadcast of the Nazi strafing of the American invasion fleet, made the night of June 6 by film recording from the deck of the flagship, was an outstanding feature of radio's coverage of D-day, said that film recording is the best means achieved so far of bringing eye-witness on the spot battle broadcasts to the public. The ideal of an instantaneous live broadcast is impossible, he said, as for reasons of military security all reports must be cleared by censorship before being disseminated.

Queried about French television, Mr. Hicks expressed complete ignorance of the topic, stating that a correspondent in the front lines, as he has been with the First Army since July 18, soon becomes integral part of the Army, losing contact with all outside matters and thinking only of what he can do to help his fighting associates win the war as quickly as possible.

Lang for Heatter

R. B. SEMLEER Inc., New Canaan, Conn., on Jan. 8 replaces Gabriel Heatter commentator, with William Lang on MBS, Monday through Friday, 12:12-15 p.m. Mr. Heatter will continue to be sponsored on his evening MBS broadcasts by Barbasol, on Sundays, by Semler for Kemfly hair tonic on Mondays, Wednesdays and Fridays by Zonite Products Corp. on Tuesdays and Thursdays. According to the Semler agency, Erwin, Wasey & Co., New York, the noon day news program which started about seven weeks ago, in addition to the evening broadcasts, proved too strenuous for Mr. Heatter. William Lang has shared the noon-day broadcasts with him.

Cord Seeks Reno CP

NEW STANDARD station for Reno, Nev., on 500 kc with 1,000 w and unlimited hours is requested in an application filed with the FCC by Nevada Radio & Television Co., 100% interest in which is held by E. L. Cord, owner of KFAC Los Angeles. President of the company is Calvin J. Smith, president and general manager of the Los Angeles outlet. G. V. Lamb of Carson City, Nev., is vice-president; E. D. Neuhoff of San Gabriel, Calif., secretary-treasurer, and A. M. Peters of Carson City, assistant secretary-treasurer.

OWI PACKET, WEEK FEB. 5

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 5. OWI transcriptions contain six 60-second announcements suitable for spot use and the 90-second announcements. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT-SPOT PLAN</th>
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<td>War Bonds</td>
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<td>MerchantMarriage</td>
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<td>Keep Food Prices Down</td>
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<td>Carriers Talk</td>
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<td>Income Taxes—March 15</td>
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<td>Stop Wartime Accidents</td>
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<tr>
<td>Conserve Cuts, Trees, and Gas—Join a Pool</td>
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See OWI Schedule of War Message 140 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

...IN READERSHIP among Agencies in New York

• New York advertising agencies consistently show a pronounced reader preference for Advertising Age. Among all general advertising publications which cover editorially all phases of advertising and marketing... Advertising Age leads the entire field in readership... not only in New York but also in Chicago and among agencies throughout the nation. A recent independent survey confirms this statement.

Broadcasters are regular users of these publications for the reason of their broad coverage and influence. More broadcasting stations use more advertising space in Advertising Age than in any other general advertising publication... because they know it is more thoroughly read, exerts more powerful influence.

Copies of latest readership surveys upon request.
TOLERANCE

Announcement has been made by WFIL Philadelphia of a weekly series of programs within our gates, new program designed to prove that "no matter what the color of your skin, no matter how or if you pray, no matter from what part of the world you come—you benefit daily by the accomplishments of peoples of all races and all creeds." Written and produced by Dr. Alexander Fleming, president of the Philadelphia Fellowship Commission, a permanent group seeking to unite the entire community in promoting racial and religious understanding and in adjusting inter-group tensions. For premiere broadcast the story of Wendell Willkie was dramatized. Some of the personalities planned for future presentations include Dr. Alexander Fleming, pencliffin pioneer, and Emma Lazarus, commissioner of the underprivileged. The commission embraces following organizations: National Assn. for the Advancement of Colored People, Fellowship House, International Institute, National Conference of Christians & Jews, Philadelphia Federation of Churches, Philadelphia Jewish Community Relations Council, Society of Friends and Metropolitan Council for Equal Job Opportunities.

Waudeville Folk

Recorded performances by vaudeville artists of the past and present are featured in Carter's Cases, five weekly quarter-hour series heard on WLIB New York.

DISCUSSING MERITS of new script for the CBS documentary series "Report to the Nation" which started Jan. 5 under sponsorship of the Continental Can Co. are (1 to r.): Paul W. White, producer of the program and director of news broadcasts for CBS; Carle C. Conway, chairman of the board and president, Continental Can Co.; Bruce Barton, president of BBDO, agency handling accounts, and R. R. Carleir, manager of advertising and sales promotion operations for the sponsoring company.

WHOM Religious Shows

With cancellation of all commercial religious programs as their contracts terminate, WHOM New York is planning a series of sustaining religious programs for all religious. Florence Warner, new public service director of WHOM, is in charge of the new project. Mrs. Warner was hostess last week to delegates assembled in New York for discussion of the improvement of religious programs on networks and local stations. Sessions were held in WHOM studios Jan. 10-13.

KOIL Manpower Help

To help solve the manpower problem at the Martin Bomber Plant in Omaha, KOIL Omaha is carrying three quarter-hour shows weekly, consisting of pieces to listeners for help in building the famous B-29s. Each program consists of a personal interview with a Martin employee who explains the work and the various jobs open. The Martin Chair, composed of plant employees, carries through the general theme with songs.

KLZ Literary Show

NEW Sunday night series titled "Me That Speak Aloud" is being aired by KLZ Denver in cooperation with the Denver Public Library and the Rocky Mountain Radio Council. Program features Henry Outland, local commentator, with his interpretations of great literature. Program was promoted by KLZ with a direct mailing to more than 2,000 civic leaders, educators and businessmen in Colorado.

WCCO News Parade

TO GIVE Northwest news to the Northwest people, WCCO Minneapolis has inaugurated a Northwest News Parade, heard Sunday 10:55 a.m. by Edward Taylor of Minnesota as the first prominent government official heard on the show's debut Dec. 3! Program is a dramatization of the most important news of the week in Minnesota, North and South Dakota and Wisconsin.
British Discussing Inexpensive Video
Plans for Mass Market Will Make $126 Sets Possible

TELEVISION sets in Great Britain, available within nine months after receiving manufacturing permission at as low as 30 guineas ($126) for cheap sets and up to 200 pounds ($800) for the best models, have been discussed in London as a possibility provided a mass market is achieved.

Organization of such a market depends on laying Post Office cables or using radio repeater stations to provide a television network covering every large population center in Great Britain and not confined, as is the case now, only to those within 35 miles of London. Plans for such a step are now being considered by the Television Committee.

Ignore Competition
American competition is not feared on technical grounds by the British manufacturers, H. D. Murdoch of the television commercial development committee of the British Radio Equipment Makers Assn., has indicated, since there are many differences in the systems of the two countries. A 525 line picture designed for 60 cycles main supply is used here against the British 405 line picture and 50 cycles supply. Most of the Empire and Europe normally also use 50 cycles.

Lack of a definite commitment or attitude by the BBC towards television does not bother the manufacturers since it is known that officials have various policies under consideration. Irrespective of the system established at the expiration of the BBC charter Dec. 31, 1954, it is felt television is inevitable. Manufacturers are prepared to subsidize video receivers with the proceeds of their sound receivers for which a great post-war market is anticipated.

RMA Cancels Meetings To Cooperate with OWM
ACTING quickly to cooperate with the request of James F. Byrnes, director of the Office of War Mobilization, to cancel unnecessary travel, the Radio Manufacturers Assn. in Washington last week canceled the annual RMA Mid-Winter Conference, scheduled for Feb. 19-21 at the Roosevelt Hotel, New York. The Board of Directors meeting on Feb. 21 will be held. RMA President Cosgrove said, but all other committee and group meetings planned for the Mid-Winter Conference were cancelled.

Cancellation also is in prospect for the tentative RMA parts trade show, authorized next June at Chicago, although previously made contingent by the RMA Board upon the defeat of Germany by April 1. It is probable, however, that the annual RMA War Production Conference and annual membership meeting scheduled in Chicago next June will be held, but on a much reduced scale.

To reach the thousand and one Neighborhood Shopping Centers of big Brooklyn Town, trust to Brooklyn's own and only full time radio station ... WBYN!

Move right in where the family shops for groceries, beverages, clothing, home needs ... and all the little pleasures that make life worth living. WBYN has its home with Brooklynnites ... and just as many Brooklynnites work in other boroughs. WBYN goes to work for you in Queens, Manhattan, Bronx, too ... with America's most unique programming idea ... the minute packages of news, racing, music, sports which give you also more coverage per dollar than any other New York station (send for brochure).

So don't go shopping all over the field when you can get intense Brooklyn coverage with just one station ... and you should have such Brooklyn coverage if you will consider the city's size (larger than Phila., Boston, Detroit, etc.). Shop for listeners through WBYN—the shortcut to sales!
**The Business of Broadcasting**

**Public Service Program**

A public service program devoted to various war effort agencies and presented by Skoruba Theaters war effort department, is continued on WINS New York last week to be succeeded Jan. 16 by a short feature on WOR Mutual, as part of the network program Music for Hall on News. Retaining the title of the local program, This is Our Cause salutes different war agencies each week. Skoruba Theaters, a chain of 66 movie houses, will promote the feature via trailers and lobby displays and direct mail, crediting WOR and Mutual. Trailer will be confined to a brief commentary.

**Science Feature**


**Telev Corp. Buys 14 mm**

INTERNATIONAL Theatrical & Television Corp., New York, organized last year to enter the television film field, is purchasing six companies engaged in 16 mm film production and expects holding company will establish headquarters shortly in N.W. 42 St., New York. George A. Hillman is president.

**Katz Calendar**

KATZ AGENCY, New York, station representative, has issued its 45th edition of its calendar of expiration dates, showing final broadcast date for any cycle of 12, 26, 59 or 82 weeks.

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**Graf's Shift**

A public service program devoted to various war effort agencies and presented by Graf's, was continued on WINS New York last week to be succeeded Jan. 16 by a short feature on WOR Mutual, as part of the network program Music for Hall on News. Retaining the title of the local program, This is Our Cause salutes different war agencies each week. Skoruba Theaters, a chain of 66 movie houses, will promote the feature via trailers and lobby displays and direct mail, crediting WOR and Mutual. Trailer will be confined to a brief commentary.

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Radio Manpower Prospects Favorable

Essential Status May Undergo a Change, Industry Warned

WITH the situation still fluid, pending size of calls from Selective Service and outcome of legislation active to force 4-Fs into essential work, the manpower outlook for broadcasters was regarded in official circles last Friday as "relatively very good as of today". While it appeared early in the week that radio, along with other media, would be seriously affected by a proposed radical revision of the War Manpower Commission "List of Essential Activities", it later developed that the industry's inclusion on the list would remain undisturbed.

However, an official warned, "broadcasters may anticipate that within the next three or four months the presence of their industry on the 'List of Essential Activities' will mean less and less protection against manpower losses. The list will be invaded by the draft boards more and more."

List a Guide

The list will continue to be used as a guide by local boards in deferring registrants between the ages of 26 and 37. Between 26 and 29 inclusive, the registrant must be an essential man as well as being employed in an essential activity. Registrants over 29 need only be in industries or services on the essential list to be considered for deferment.

Broadcasters were advised to seek deferred classifications for any of their employees who may still be classified as 4-F. Reclassification of such registrants into 2-A (F) or 2-B (F) would automatically freeze the employees to their jobs and prevent their being affected by legislation which might require 4-Fs to work in essential industry or be called into service under reduced physical standards.

As long as the industry's status on the essential list is unchanged, broadcasters will be able to keep their 4-Fs, it appeared, for whatever legislation affecting 4-Fs is enacted will almost certainly hinge on the WMC determination of essentiality.

26-29 Group

Increased calls for men for the armed forces, which will about double the current rate of inductions, on the basis of Undersecretary of War Patterson's testimony Wednesday before the House Military Affairs Committee, will have its greatest effect in the broadcasting ranks on the 26-29 age group, which Selective Service will comb thoroughly to satisfy Army and Navy needs for young men.

Inasmuch as a large part of the eligible broadcasting personnel in the 26-29 age group already have been drafted, stations will not be hard hit by increased calls from the military. Only if the armed forces again induct large numbers of men over 30, which it is not disposed to do, will the industry be seriously affected. In recent months about 5% of inductees have been over 30.

Appearing before the House Committee, considering a bill (H.R.1119) introduced by Chairman May (D-Ky.), requiring men between 18 and 45 to "work or fight", Undersecretary Patterson said that the military services will need 900,000 men during the first half of 1945 and that war industries will require another 700,000 workers. Along with Undersecretary of the Navy Ralph A. Bard, Mr. Patterson endorsed the May bill but urged the passage of a national service law as recommended by President Roosevelt in his "state of the union" message at the opening of the 79th Congress.

Mr. Patterson's testimony poses a difficult problem for critical war industries which will have to furnish a large part of the additional young men needed by the armed forces. It is expected that about 225,000 of the 800,000 deferred men in the 26-29 age group will be called, further aggravating an acute manpower situation in critical plants.

4-Fs Diverted

Whether the diversion of 4-Fs to war industry, through such legislation as the May bill, would alleviate this situation sufficiently to justify the induction of the younger men needed for the military is one of the great unknowns in the overall problem. Should it be determined that war production would be too seriously affected if large numbers of deferred young men are taken, it appears likely that pressure will be applied to the military agencies to fill their needs with physically qualified men over 30 not engaged in work essential to the war. In that event, a revision of the essential list may become necessary to provide the needed men.

To assist the broadcasting and other communication industries in obtaining technicians, the FCC has compiled a list of 1,050 licensed radio, telephone and telegraph operators, 1st and 2nd class, who are available for positions. Copies of the list, containing all necessary data, can be obtained by writing the Federal Communications Commission, Washington, D. C.

Interested in Cuba's Market?

Ask your Time-Buyer about "RHC CADENA AZUL", the Colossus* of Cuban Radio

*Best Radio Service in Cuba Affiliated with the Columbia Broadcasting System.

RHC CADENA AZUL

Cuba's only network affiliated with CBS

U. S. Representative HUMBERTO D. GONZALEZ

220 West 42nd St., New York City Wisconsin 7-1166

January 16, 1945 • Page 57
NOW'S THE TIME TO THINK OF YOUR FUTURE

IT'S FOOLISH TO THINK OF WAITING UNTIL AFTER THE WAR to make post-war plans for your product in an area with so much buying power. Profit for you in America's Third Market can be spelled with four letters: C.K.L.W. This live-wire station's 5,000 watts at 800 kc. is the punch you need to lick post-war competition. Let's talk it over now and perhaps we can start giving 'em the "old fight" right away—in spite of jammed schedules.

Union Guardian Bldg., Detroit 26

Adam J. Young, Inc.
N. Y. Representative

5,000 WATTS DAY AND NIGHT
800 KC.

MUTUAL BROADCASTING SYSTEM
Radio Retail Role
Presented NRDGA
Hollister Previews New Book;
Air Results Defined
DISCUSSING the place of radio in retail advertising last Thursday at the convention of the National Retail Dry Goods Assn. at the Hotel Pennsylvania, New York, Paul M. Hollister, CBS vice-president in charge of advertising, gave his audience a preview of a volume called "Radio Advertising for Retailers" to be published Jan. 19 by Harvard University Press. It is a report of a study of the subject made by Harvard Business School at the suggestion of CBS.
"As recently as 1942 there were some 50,000 retail companies using radio in an effort to sell goods and services and keep themselves remembered", Mr. Hollister said, adding that these retailers "paid out about one-fourth of all the broadcasting revenue of the stations and networks that year."
Results
Mr. Hollister added the following hints from Prof. C. H. Sandage, author of the volume, based on the testimony of 7,011 local firms:
"Good results can be obtained either from sponsorship of programs or from the use of spot announcements. Where radio is used as an important part of the promotional plan better results will ensue if program time is the base of the radio undertaking and spot announcements are used only to support and supplement program sponsorship. Real success should not be expected during the first six months of use. Radio can be used as successfully in small cities by small concerns as by large in large cities."
Mr. Hollister further quoted Prof. Sandage as saying that stores with advertising budgets of $50,000, should allocate at least 15% to radio for high success. Smaller firms ought to spend 20% for radio.

LOUIS GREENE, former usher of CBS Hollywood, was killed in action on the Luxembourg front, on Nov. 27 according to reports.

Television as Retail Medium
(Continued from page 14)
commercial resumption of television, transmitters located in 187 key cities throughout the country should be making video program service available to a primary market consisting of 72,188,000 people, 17,252,000 wired homes and 61.5% of the purchasing power of the U. S." Five years later, he said, "it appears that receiver sales will reach approximately 3,500,000 units per year for a total retail billing of between $600,000,000 and $700,000,000 per year."
Mr. McLean said that department stores can increase the effectiveness of their advertising by installing in-store department store television systems. Mr. Cramer told the NRDGA group that an in-store video system with one camera and a few receivers can be installed for less than $25,000.

Reduce Budgets
Tracing the history of preliminary discoveries leading to the development of television, Mr. Shane predicted that all larger communities will enjoy "regular television service" one year after the war. Intra-store television can reduce advertising budgets from 10% to 20%, he said.
The afternoon session of NRDGA's video meeting was a television production panel including the following speakers: Samuel H. Cuff, manager of the DuMont television station, WABD New York; Robert Stone, program producer, GE station, WRGB Schenectady; Raymond E. Nelson, vice-president and director of radio and television, Charles E. Storm Co., New York; Frances Hughes and Jerry Trotte of Mademoiselle; Thomas H. Hutchinson, in charge of production, RKO Television, New York, and Bud Gamble, of Farnsworth Television & Radio Corp.
Radio-electronic-television stocks advanced last Wednesday, according to the New York Herald-Tribune, "after Irwin A. Shane, executive director of Television Workshop, addressing the NRDGA, painted some rosy pictures of television of the future, placing sets in department store networks. Presumably Mr. Shane did not expect his speech to get such a wild reaction in the stock market, but he didn't realize that the market, when in a bullish frame of mind, seizes upon anything handy to justify its own operations."

Waltham Cancels
GOVERNMENT restrictions on watch manufacturing for civilian consumption have caused cancellation by Waltham Watch Co., Waltham, Mass., of Summer Welles, Mutual news program, Wednesday, 10:30-11:15 p.m. Jan. 31, according to a joint statement by network and client. Government is understood to have contracted for the entire output of the company for 1944 and 1945 for the production of precision instruments. Sponsor started the series last November in the belief that consumer production might be resumed. Agency is H. B. Humphrey Co., Boston.

JOSKE'S INCREASES SCHEDULE ON WOAI
INCREASING its already full schedule, Joske's Department Store, San Antonio, is adding another five times daily program titled Texas Today, heard over WOAI. Format is a discussion of local and state topics conducted by Doris Daniels, with guest stars featured daily.
Program, which is under a 52-week contract, is part of Joske's expansion of radio advertising in connection with the NAB radio clinic now being conducted at the San Antonio department store. In addition to Texas Today, Joske's has contracted with WOAI for a full schedule of spot announcements and also for sponsorship of a five-minute newscast six days weekly at 11 p.m. (CWT) and a quarter-hour newscast Sunday at 10 p.m. (CWT).

MOTION PICTURE recently made by members of the WLS Chicago National Barn Dance cast for the Sinclair Oil Co., along with two educational films will be shown before some 2,000 farm meetings throughout the country.

IF YOU SELL CLOTHES
(OR SOUPS OR SOAPS!)

Ask your distributor about KDAL, DULUTH

Waltham Cancels
GOVERNMENT restrictions on watch manufacturing for civilian consumption have caused cancellation by Waltham Watch Co., Waltham, Mass., of Summer Welles, Mutual news program, Wednesday, 10:30-11:15 p.m. Jan. 31, according to a joint statement by network and client. Government is understood to have contracted for the entire output of the company for 1944 and 1945 for the production of precision instruments. Sponsor started the series last November in the belief that consumer production might be resumed. Agency is H. B. Humphrey Co., Boston.

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 291,797 people who spend nearly $320,000,000 annually. You figure out how many suits and shirts that means! Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coinciden-
tal daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!
KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He knows—broad ten to one he'll say "KDAL!"
It may be the end of the road for some—but us, we don’t go that far. WAVE’s programs begin and mostly end in the Louisville Trading Area where our NBC broadcasts get the green light into homes which account for more buying power than you’ll find in all the rest of Kentucky, T.V., combined. So don’t say “stop” to us, pal...we’re just beginning! Want the rest of the fact?}

**TELEVISION BROADCAST**

**POSITION IN SPECTRUM**

Regarding the place in the spectrum (250-550 Mc) assigned for television broadcast service and contended: Many of the advancements made in the electronic art during the war have been utilized in a 6 Mc channel (Smith, Tr. 1713, 1714; Jolliffe, Tr. 3056; Joyce, Tr. 3223-33); highly satisfactory monochromepicture can be transmitted and received in a 6 Mc channel (Smith, Tr. 1741-2; Weiss, Tr. 1964-5; Jolliffe, Tr. 3056; DeMont, Tr. 3356; Hallock, Tr. 3700; Goldsmith, Tr. 3438); color transmissions are still a laboratory problem (Craven, Tr. 1822-3); the use of the ultra-high frequencies involved operating difficulties, the solution of which would require additional research and experimentation (Towne, Tr. 1887; Jolliffe, Tr. 3056-70; Goldsmith, Tr. 3438-39; Bingley, Tr. 3479-80) and that many may elapse before an ultra-high frequency television system can be established (Smith, Tr. 1735, 1743-7; Jolliffe, Tr. 3056-80; 3095-66; Goldsmith, Tr. 3438; Bingley, Tr. 3479-80).

CBS has conducted extensive research over a period of years for the purpose of establishing higher standards in television broadcast (Goldmark, Tr. 1945; Ream, Tr. 1822-23). As a result of this research it is not evident that color transmissions are feasible. Its engineers are satisfied that a superior television system can be developed in the ultra-high frequencies where wider channels can be had. Some of the larger radio manufacturers have agreed to furnish CBS with transmitters and receivers capable of operating on frequencies above 400 Mc whereby this new television service can be offered (Ream, Tr. 1764-72, 1803-6); among them are the Federal Telephone & Radio Corp., and Zenith Radio Corp. (Bingley, Tr. 3482-83; Ream, Tr. 1764-65, 1805-66; Craven, Tr. 3215-26).

The testimony of this industry group does not give definite assurance that the ultra-high frequencies used in a television broadcast system can be proven and standards adopted whereby service can be rendered to the public. Until a few of the witnesses stated that many of the recent technical advancements which made this new television broadcast system possible could not be disclosed because of reasons of national security (e.g., Ream, Tr. 1805; Goldmark, Tr. 1914). This, however, does not alter the conclusion that the time new system can be made available for a practical trial is far distant, particularly because there has been no actual operating experience with such a system.

The group favoring present television allocations testified that as soon as materials were available, production of television equipment for a 6 Mc channel could be started (Jolliffe, Tr. 3056, 3061; Joyce, Tr. 3205; Henson, Tr. 3501-02; Trammell, Tr. 3383; Goldmark, Tr. 1314-44, 3359-83), that the standards adopted for television in 1941 are satisfactory, that the 6 Mc channel would include 60 kw transmitters capable of operating on frequencies up to 108 Mc, and transmitters of 1 kw capable of operating on frequencies up to 300 Mc (requiring about 40 kw). (E.g., Tr. 1717-19; 1728-30; Beverage, Tr. 3072-73; Engstrom, 3117, 3172; Goldsmith, 3417). Others considered the 6 Mc channel sole to be of much more importance, particularly in the present lower frequency television channels (Norton, Tr. 3571-72; 3738-3816; 3819 et seq. and Tr. 3819, 1981-90; Ex. 4 and Ex. 380).

Regarding the use of the frequencies above 300 Mc for commercial television broadcasting there is testimony that shadow effects become increasingly serious as the frequency goes down (Smith, Tr. 1719; Enstrom, Tr. 3001-06, 3106; Goldsmith, Tr. 3407; Shelby, Tr. 3477; Daughters, Tr. 3490; Norton, Tr. 3776) and that multipath problems would also increase with frequency (Smith, Tr. 1723; Engstrom, Tr. 3006, 3106, 3118, 3194-96; Goldsmith, Tr. 3409-307; Shelby, Tr. 3470-44. Some witnesses were of the opinion that although multipath might occur more frequently in the higher frequencies, its intensity would be no greater and its effects would be no more than on the lower frequencies (Goldmark, Tr. 1925-35, 1950-1960, 1918-21; Norton, Tr. 3774, 3515 et seq.). There was considerable agreement that the effect signal strength with increasing frequency in the range between 300 Mc and 1000 Mc (Engstrom, Tr. 3121-34, 3138-42, 3161-65; Beverage, Tr. 3077; Norton, Tr. 3770-78, 3795-97; Goldmark, 1914-15). In event the increase, however, it is evident that the amount of noise-to-signal would increase with the use of ultra-high frequencies (Norton, Tr. 3787-89; Beverages, Tr. 3581-82; Goldmark, 1888).

With respect to relays for commercial television broadcasters, Panel 6 of RPTB proposed 20 channels between 300 and 1000 Mc and 20 additional channels between 1000 and 3000 Mc (Bingley, Tr. 3465). Panel 6 also proposed to expand television channels between 182 and 294 Me for relay purposes until needed for television transmission. Testimony was submitted on behalf of the panel that relay operation is now practicable on the 300 and 1000 Mc and would soon be practicable on the frequencies from 1000 Mc and 3000 Mc (Bingley, Tr. 3483).

**Channel Width**

The industry is entirely in agreement that the minimum channel width shall be 6 Mc (Ex. 9, pp. 6-7; Ex. 11, p. 7). This corresponds to the width of channel adopted by the Commission on
May 3, 1941, as a standard for commercial monochrome transmissions. The channel width required for a television broadcast station on frequencies below 300 mc and for experimental field testing of color transmissions. The channel width required for a television broadcast station on frequencies above 400 mc for the transmission and reception of higher definition monochrome pictures and high definition color pictures must be determined by experiment (Smith, Tr. 1713; Craven, Tr. 3489-3500).

**Number of Channels**

RTPB Panel 6 felt that approximately 50 channels were necessary to provide a nationwide competitive television broadcast service (Smith, Tr. 1710; Ex. 522). In recognition of the crowded condition of the spectrum below 300 mc the Commission worked out an allocation plan for a competitive broadcast service which utilized 26 channels each 6 mc wide (Smith, Tr. 1701-03). Panel 2, after considering the needs of other services, reduced the request to 18 channels, 6 mc wide, below 300 mc (Jolliffe, Tr. 4523-30; Ex. 522).

This decrease in number of channels was based upon the conclusion of Panel 2 that sufficient space could not be found for the 26 channels recommended by Panel 6 (Ex. 525). The recommendation of Panel 2 was also supported in part upon the Government sharing with television a number of the channels recommended (Jolliffe, Tr. 4529).

**RTPB Panels Nos. 2 and 6 both recommended** for the development of wide channel television (Ex. 7, p. 22; Ex. 522, p. 3). The space recommended for this purpose by Panel 2 was 460 to 956 mc (Ex. 522, p. 3).

The proposal that there could be made available to television broadcasting, 6 channels between 44 and 54 mc and 6 channels above 204 mc. It will be noted that the frequencies between 225 and 300 mc could not be allocated for television broadcasting because all these frequencies are required for Government services, and hence the channel formerly assigned to television in this portion of the spectrum must be deleted. It will be further noted that television has been allocated the same 12 channels below 225 mc as previously allocated to these channels and that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that all television channels above 100 mc are left unassigned at this time and that before an assignment is made, the Commission will give due consideration to the requirements of television. It is intended that manufacturers of television receiving sets and equipment will use these channels.

**COMMISSION'S PROPOSALS**

The Commission is fully convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc can be developed, and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6 mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6 mc channel, with the improvements presently available over present development, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6 mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

The portion of the spectrum between 450 and 920 mc (less 508-524 mc temporarily assigned for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used by "pickup" stations for relay of program material to the main television stations for retransmission; in addition, frequencies between 450 and 920 mc will be available for a wide range of other services without the need for a new assignment. Four of these stations can be assigned in the 6 channels below 100 mc and the other three in the 6 channels available between 180 and 216 mc.

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The Commission finds that the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6 mc television channel. However, the Commission does not believe that broadcast service to the public through the use of a 6 mc channel, with the improvements presently available over present development, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra-high frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcast as many 6 mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

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FACSIMILE

COMMISSION’S PROPOSALS

THERE is no technical or other objection to the use of channels allocated for FM broadcasting for facsimile broadcast service during the period in which such broadcast services are not being rendered. When engineering considerations, as adopted for facsimile broadcast service, will be made for the use of the FM channels by the respective licensees of both commercial and educational stations to transmit facsimile material as an auxiliary service to their regularly scheduled sound program service.

Each FM channel is 200 kc wide and, if any channel is not necessary in the use of these facilities for an auxiliary service, it may be determined at the time standards are adopted. It is understood that these channels are not to be used for international broadcasting. The RPTB will propose standards for facsimile broadcast transmisssions on a simplex basis in the near future. In addition some of the channels in the 25 mc band will continue to be available for experimental facsimile.

By multiplexing facsimile with sound transmissions simultaneous reception of sound and facsimile from a single broadcast station is possible. This operation can be accomplished. The Commission appreciates that this offers certain service advantages. However, it is the opinion of the Commission that the use of such operation should be permitted with certain additional requirements. In the first instance, a system can be demonstrated whereby both the sound and facsimile material can be transmitted and received on the one channel without degradation to either of the transmissions and without requiring the use of filters or other devices which may enhance the cost or complexity of the service. According to this procedure, the use of the facsimile channels for facsimile transmissions will be restricted to simplex operations.

The twelve 6 mc channels allocated for television must be fully utilized if they are to serve to provide a nation-wide broadcast service. With this in mind, the Commission does not believe that it would be in the interest of television broadcast service to permit the use of television channels for their sound and video channels for facsimile service. Accordingly, the applicant may not be required to meet the conditions expressed in the RPTB proposal, such suggesting such operation must be rejected.

By permitting the use of the 6 mc channels allocated for both commercial and educational broadcast service for facsimile broadcast service, there is made possible for establishing facsimile as a broadcast service to the public. This of course does not satisfy the proposal that facsimile be allocated frequency space whereby a separate broadcast service can be rendered. This is important so that facsimile broadcast service be separated from service if the need for communication be determined by their relative importance on the public service. It is proposed to the Commission to establish the RPTB proposal for the operation of these bands.

The proposed allocation of bands for experimental facsimile and experimental facsimile for television must be made available for establishing broadcast service to the public. Accordingly, the RPTB proposal has been made available for an experimental facsimile service to the public.

The allocation is accompanied by the following conditions:

1. The allocation will be established on bands on an experimental basis.

2. The 5750-6500 mc band represents an attempt to reconcile a conflict between the RAC proposal assigning 5750-6500 mc and the RPTB proposal of two bands, 5750-6500 and 6500-6750 mc.

3. It is the opinion of the Commission that the use of this channel band, if at no! wise handicap international broadcasting, is a service of great importance to the S. P. and the future of international aviation. The Commission is currently making efforts to ensure that these bands of the future will not be available, as will be shown in this report, for international aviation and not for broadcast service on that region of the spectrum.

Other Broadcast Services

(1) RELAY BROADCAST (For information on this service, refer to the names and addresses of witnesses and transcripts pages.) It is proposed to allocate for relay broadcasting the band between 25 and 26 mc, instead of the 16 channels now allocated between 20 and 40 mc. These 25 channels would be grouped into circuits and shared with other services having interfering characteristics. For these reasons, the Commission is discontinuing the 25 mc international broadcast service.

It is the opinion of the Commission that the 25 mc band be used for experimental broadcasting during the period in which sound broadcasts are not being rendered.
broadcasting, and 940 to 990 mc, allocated for fixed services and experimental broadcasting, as well as the various experimental fixed and mobile bands above 1900 mc, will be available for experimental broadcasting.

(2) ST (STUDIO-TRANSMITTER) BROADCAST

ST stations are used to transmit programs from the main studio to the transmitter of a FM broadcasting station or an international broadcast station. Twenty-three channel bands and channel width are now allocated to this service in the range 350 to 344 mc. ST stations employ FM only with a maximum frequency swing of 200 mc (Tr. 3671-3672).

The recommendation of RTPB, Panel 4, was that the ST service be allocated 16 600-kec channels between 300 and 1000 mc, 16 600-kec channels between 1000 and 5000 mc, and 15 channels of unspecified width between 3000 and 10 000 mc. In support of this proposal, the technical and economic advantages and dependability of radio links were stressed (Tr. 3687-3688, 3689). It was also urged by witnesses testifying with respect to international and educational broadcasting needs, that the ST service be allocated to meet the important and growing requirements of these services (Tr. 3682-83, 1434-1455).

Panel 2 of RTPB proposed that ST broadcasting be allocated on a shared basis with other services) the bands of 400 to 420 mc and 1600 to 1800 mc, as well as experimental band of 8800 to 7200 mc (Tr. 4559, 4563).

Panel 3 of RTPB proposed that the bands of 940 to 990 mc to the ST broadcasting service, to be used on a shared basis with the fixed point to point FM developmentals, between the television channels between 192 and 216 mc may also be authorized for ST stations upon the condition that no interference will result to television broadcasting. The channel width for ST stations in these several ranges has not as yet been determined. Removal of the ST band from its present range of 880 to 1000 mc is expected to impose no hardship. It is expected that the few ST stations now in operation on this band will be permitted to continue on a temporary basis, provided no interference to Government services results from such operation.

Consideration of the request for allocation of ST frequencies above 1000 mc will be given at a later time, upon a showing of the additional channels and further information concerning equipment and mobile bands above 1900 mc are, however, available for ST experimentation.

(3) SATELLITE CONTROL

Satellite control is a new type of service proposed by Panel 4 of RTPB as an aid in the use of satellite transmitters by standard broadcasting stations. Satellite transmitters are used to improve the coverage of broadcast stations, and it was stated that their use has not been general due to the high cost of interconnecting equipment and economic factors. It was stated that it is now possible to provide a closed circuit to the connecting circuit between the controlling standard transmitter and the satellite by use of ultra-high frequency radio channels.

The proposed method would use a small portion of the carrier power from the controlling transmitter to modulate a high-frequency radio carrier, with the audio program present as an accompanying modulation. The receiving transmitter or receiver would then amplify and broadcast the high-frequency component, and the result would be a radio carrier which would be amplified and broadcast. This type of service would be of value in the control circuit: (Tr. 3688-3691).

Panel 2 of RTPB proposed that three channels be allocated for this purpose in each of these bands, namely, 1200 to 1410 mc, 5200 to 5300 mc, and 8500 to 8600 mc. The channel width required would be a minimum of 3229 kc, for a standard broadcast standard on operating on 1000 kc (Tr. 3688-3691; Ex. 106). Mr. Craven also recommended that synchronization control links be provided above 1000 mc. The final rules for FM stations would provide specific bands for satellite control and for experimental service by satellite transmitters, and it is proposed that experimental bands wherein such operation could be included. These bands are as follows: for standard FM broadcast, the band of 10500 to 13000 mc, 16000 to 18000 mc, 26000 to 30000 mc, and above 50000 mc.

The Commission recognizes that the use of the bands will be desirous in some instances for the operation of satellite transmitters. No evidence has been adduced, however, to show that this function cannot be performed by the use of wire lines, and the Commission will not enunciate rules adequate to indicate that the proposed service will be technologically ready for operation on a regular basis. Accordingly, no channels are now being specified for satellite control, pending further development and showings in favor of radio facilities for such circuits. Experimentation will be authorized in the fixed and mobile bands above 1900 mc.

(4) DEVELOPMENTAL BROADCAST

Developmental broadcast stations are licensed to carry on development and research in the advancement of non-commercial educational broadcasting including development of equipment for educational broadcasting and of related subjects. Such stations may broadcast programs when they are necessary to the experiment being conducted, and no regular program services may be broadcast unless specifically authorized by the Commission.

Developmental broadcast stations are to be allocated the 48 channel frequencies from 43.45 to 43.95 mc, which extends from 1014 kec to Springerfield, Ohio Market.

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FM broadcast service. Frequencies for such experimental broadcasting are set forth in Sections 4.111 to 4.117 of the Commission's Rules and include frequencies in the ranges of 25 to 27 mc, 32 to 44 mc, 118 to 115 mc and frequencies above 300 mc. The rules for experimental high frequency broadcasting have not as yet been deleted, in order to provide for the few such stations yet in existence. No new allocations in this service have been authorized since 1940 (Tr. 3673-3674).

It is expected that this service will be deleted and, accordingly, no allocations are proposed. Applications proposing experimentation in high-frequency broadcasting will be considered under the developmental broadcast service.

NONCOMMERCIAL EDUCATIONAL

Position in Spectrum

SUBSTANTIALLY all of the witnesses who appeared with respect to non-commercial educational broadcasting agreed that the educational band should continue to be contiguous with the regular FM broadcast band. The Commission, accordingly, has not deleted, the educational band, the regular FM band, so that they remain contiguous.

The reasons for moving the regular FM band from 8600 to 8800 mc to 8800 to 9000 mc fully set forth in the previous section of this report (FM). The same reasons which were decisive with respect to moving the regular FM band to 8800 to 9000 mc, are also decisive with respect to moving the non-commercial educational band. It is the conclusion of the Commission that educational broadcasting will be able to render a markedly superior service as a result of the superior propagation characteristics of the band of 80 to 88 mc as compared with the present 88 to 90 mc band.

To minimize the difficulties for the five present non-commercial educational licensees, it is provided that they may retain their present assignments and be available to provide the new band become freely available and, for a stated period thereafter to be subsequently determined by the Commission. During this interim period, existing regular FM stations will also be shifted to the 43.45 mc band. Therefore, the advantages accruing to the educational stations from the superior propagation characteristics on the higher frequencies, plus the advantages accruing from a position immediately adjacent to the regular FM band, will not be outweighed by the inconvenience of changing frequency.

Channel Width

SUBSTANTIALLY all of the witnesses appearing with respect to this service urged that at least 16 channels be allocated for noncommercial educational broadcasting. The burden of the testimony offered, moreover, makes it clear that if present plans of educators materialize, 16 channels will not be sufficient to provide the service which educators desire. Accordingly, the Commission concludes from the evidence submitted that 20 channels, each 150 kc wide, and an additional channel, 150 kc wide, be allocated for non-commercial educational broadcasting.

The testimony thus briefly summarized plus the general tone of our testimony and exhibits of educators appearing in these hearings, indicates that at least 20 channels must be allocated to non-commercial educators all of which if presently planned non-commercial educational broadcasting are to find room in the spectrum.

The testimony and exhibits show that the service which these non-commercial educational FM stations might provide is of outstanding merit, and may prove highly successful. The Commission concludes that our democratic institutions as a whole, would benefit from the educational programming and broadcasting which the non-commercial educational service might provide.

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DISCUSSION BY FREQUENCIES OF PROPOSED ALLOCATIONS

EXCERPTS from the FCC report citing reasons for proposed allocations on specific broadcast bands:

42 to 44 mc—This range is presently allocated to broadcasting and is a portion of the band (42 to 50 mc) used in the U. S. for FM broadcasting. The proposed allocation of a separate FM band as discussed in section 8 of Part II, would move FM broadcasting to a region higher in the spectrum so that the band would begin at 84 mc. This change will ultimately leave the assigned fixed and mobile areas available, except aeronautical, and in the U. S. it will be used for an expansion of nongovernmental fixed and mobile services.

It appears that it will be some time before materials are available for the construction of frequency modulation transmitters and receivers to operate in the portion of this band assigned for FM broadcasting. The proposed allocation designates this segment of the U. S. television channel 8 and it further proposed that this channel be shared by nongovernmental fixed and mobile services.

While the Commission considered the channel allocation for television broadcasting and it was further recommended that this channel be shared by nongovernmental fixed and mobile services on the same basis as channel No. 1. 60 to 64 mc—The present international assignments are: 60 to 66 mc is allocated but is used only for fixed and mobile services for television: 66 to 72 mc is internationally allocated to television and used in this country for television; 72 to 78 mc is internationally allocated to fixed and mobile services in the U. S. for television and mobile services in the U. S. for television services. This portion of the spectrum is presently divided between television broadcasting and the amateur services with television from 50 to 56 mc and the amateurs from 56 to 60 mc. The proposed allocation would result in shifting the 56 to 60 mc television channel No. 2 would fall between 54 and 60 mc. This will not interfere with amateur operations and it will result in a substantial benefit to the educational services. The Commission recommends these channels in place of the channel Nos. 1 and 2.

In the event television should vacate this channel, the Commission would also be inclined to relocate the channel in whole or in part to television services. 84 to 102 mc—This entire portion of the spectrum is presently allocated to television services. The Commission proposed a separate frequency allocation which is allocated to fixed and mobile services and used by governmental services in this country. It is proposed to allocate this portion of the spectrum to FM broadcast station.
casting. Provision is made for a total of 90 channels, the lower 20 being reserved at this time for noncommercial educational broadcasting and the remaining 70 to be used for commercial high-frequency (FM) broadcasting.

162 to 180 mc—This spectrum is allocated to television broadcasting. The Commission has determined to make no allocation of these 6 megacycles at this time. As pointed out in section 8 of Part II it may develop that some of this space is needed for FM broadcasting. It may also develop that the emergency services will require additional assignments in this area. The lower 180 mc for television and facsimile is delayed, and if there is sufficient need for additional space below 225 mc for these services, it may be necessary to utilize this band to accommodate one or more of these services. So that it will be in a position to provide for these contingencies and to make a decision based upon actual operating experience and demonstrated need for channels, the Commission is reserving this band but at the present time has allocated no more of the uses just named.

162 to 180 mc—This band is presently allocated as follows: 162 to 166 mc for television; 168 to 180 mc fixed and mobile, used in the U. S. by governmental radio services. The proposed allocation gives the governmental services slightly less space (162 to 170 mc) and the 10 megacycles between 170 and 180 mc is proposed to be used for fixed and mobile instructional and navigational aids, a substantial number of which are already operating in that band.

180 to 216 mc—These international allocations are as follows: 180 to 192 mc fixed and mobile, used in the U. S. by the governmental services; 204 to 216 mc to television (2 channels). The proposed allocation of 180 to 216 mc for television and the governmental services. Channels 9, 10, 11 and 12 (192 to 216 mc) are proposed for sharing by television and non-governamental fixed and mobile services on the same basis as channel No. 1.

216 to 420 mc—Present international allocations in this band are as follows: 216 to 224 mc for fixed and mobile, used in the U. S. by the governmental services; 224 to 230 mc to amateur services; 230 to 234 mc to fixed and mobile; 234 to 245 mc to television fixed and mobile used in the U. S. by the governmental services; 258 to 270 mc fixed and mobile; 270 to 282 mc fixed and mobile—used in the U. S. by the governmental services; 292 to 294 mc to television; 294 to 300 mc fixed and mobile in U. S. by governmental services. At present there are no international allocations above 300 mc. However, the Commission has allocated 400 to 401 mc to the amateur services.

The proposed allocation is for fixed and mobile services to be used in the U. S. exclusively by the governmental radio services, except for the 400 to 401 mc which is assigned to the amateurs in lieu of their present band 224 to 230 mc, and except further 75 channels between 223 and 400 mc which will be assigned to non-governmental aviation services. The U. S. Governmental frequency quantities of equipment operating on frequencies throughout this portion of the spectrum and it is proposed that this use be continued. In exchange for this assignment the governmental services are not to limit their use of 240 and 282 mc as indicated below, will make possible the assignment of an even larger continuous block of the spectrum to non-governmental services, particularly experimental television broadcasting.

470 to 490 mc—This range is allocated to experimental facsimile broadcasting as described in section 16 of Part II.

490 to 600 mc—This range is allocated to experimental broadcast services. It is expected that the service be devoted primarily to experimental television but other broadcast services will be permitted to experiment between 490 and 600 mc. It is to be noted that the portion of the spectrum between 500 and 524 mc is being allocated to air navigation aids but it is expected that this use will be discontinued. An appropriate note to this proposed allocation reserves it for experimental broadcasting. It should also be noted that between 540 and 560 mc certain fixed services, such as studio transmitter links, control and police facsimile, will be permitted to conduct experimentation.

## CBS Program Plans for 1945 Outlined

**Douglas Coubert**, CBS vice-president in charge of programs, outlined the network's program plans for 1945 at the 15th annual meeting of the CBS Affiliates Advisory Board at the group's first meeting of the year at the Westgate Hotel in New York on Thursday at CBS headquarters in New York. William Lodge, director of engineering, reviewed the status of FM and television service. John R. White, chairman; Cyril Ray, vice-president; and treasurer; and John J. Cafferty, CBS vice-president in charge of station relations.

**FCC Tours Bell**

MEMBERS of the FCC last Friday were in New York to inspect new radio and communications equipment at the Bell Telephone Labs. Accompanying the six FCC members were Chief Engineer George E. Adair and General Counsel Charles P. Flannery. The Commissioners left for New York following the Radio Correspondence Ass'n dinner last Thursday night.

**CBS Newsman Barred**

FOR THE FIRST time since the leading invasion, Supreme Headquarters last week canceled the accreditation of a correspondent. Cyril Ray, BBC correspondent with the AEF, was charged with violating security by broadcasting an uncensored account of the U. S. forces in Europe to a French newspaper. The breach of security is against the German forces at Ardennes. Other correspondents have had their credentials suspended for violations, but this is the first case of cancellation.

**Disc-Turner Case Hearing Expected**

All Parties Would Be Heard; Nels Welcome NABET Action

EARLY ACTION by the National Labor Relations Board (NABET) network-Petrillo platter turning case was expected last week as the Board announced receipt of an unfair labor practice charge filed by NABET against NBC and Blue for refusal to bargain. Simultaneous issuance of complaint and calling of a hearing at which all parties will be heard was considered probable this week.

NABET’s charge was filed with the New York regional board under Sections 8(1) and 8(5) of the National Labor Relations Act, stated that the networks advised the technicians union “that they would refuse to honor the certification of the NLRB and bargain with NABET because of the threats of James C. Petrillo of the Musicians’ Union to call a series of wildcat strikes because NABET is a company union.”

NABET’s action was welcomed by Nels trimmler, president of NBC, and Mark Woods, president of Blue, both of whom issued statements explaining their positions and making a public plea to Allen T. Powley, NABET president, giving their reasons for refusing to recognize the NLRB certification, as follows:

Mr. Trammell stated that NBC “is and always has been willing to abide by a decision of the NLRB in determining the jurisdictional question. However, in view of the fact that the AFM insists that the certification of the NLRB effectively determine this issue and refuses to abide by it, we declared that we had no alternative but to decline to negotiate with either union with respect to ‘platter turners’ until the issue is finally and effectively determined.”

Cassidy Due Home This Week From ‘W’ War Front” - WB

JAMES CASSIDY, director of international broadcasts of WLW Cincinnati, who has been overseas since last July, is scheduled to arrive in New York late this week for a rest after covering the European war. Arriving in London during the heavy buzz bomb attacks, Mr. Cassidy has seen action with Gen. Hodge’s First Army.

He was the first American correspondent to reach Germany, scooped the world on the fall of Aachen and narrowly escaped death two days before Christmas in a Nazi dive-bombing attack in which four members of his staff were killed [BROADCASTING, Jan. 8]. Mr. Cassidy will be met in New York by his wife, Rita Hackett, and Fritz Kuhn, in her own right on WLW and WSAI prior to its acquisition by Marshall Field.

Inaugural Coverage

RADIO coverage of the Presidential inauguration ceremonies in Washington Jan. 20 will be limited to Washington radio reporters already members of the Radio Correspondents Assn, who have White House Correspondent’s Assn. cards.
Proposed FCC Allocations

(Continued from page 13)

ard broadcast service. A number of proposals were made during the hearing for utilization of this valued frequency, with suggestions that it be duplicated for local service throughout the country.

Because the demand for frequencies greatly exceeded the supply, the proposed allocations left flexible assignments for broadcast service. Thus, vastly increased facilities may be provided for FM; an additional 6-mc band (102-108 mc) is unassigned but can be used for either FM or television; provision is made for facsimile on a simplex rather than on a multiplex basis, but with multiplexing possible on FM frequencies if experience indicates its feasibility.

The allocations, it is emphasized, are simply proposed and not final. Included in the 265-page report was an order specifying procedure to be followed in the filing of exceptions. A written request must be filed with the Commission by Jan. 29, and a covering brief must be submitted (25 copies) by Feb. 9. It is expected oral arguments will be limited—probably to 20 minutes per party. Thereafter the Commission will determine final allocations. These may not deviate materially from the proposed plan.

The FCC did not announce proposed allocations to cover the range 10,000 to 25,000 kc, expected within four to six weeks. Racing against time, it compiled the allocations for the range 25,000 to 30,000,000 kc in six weeks, which established a record for so Hereusian an undertaking. Commissioner E. K. Jett, former chief engineer, supervised the FCC proceedings, with the bulk of the report drafted under the direction of General Counsel Charles R. Denny Jr. and Chief Engineer George P. Adair.

IRAC Plan Stands

The FCC report dealt with non-Government assignments and was coordinated with IRAC, with the latter setting the allocations pattern. A dozen meetings were held with IRAC, and the FCC met intermittently through last Wednesday on the report, giving the final approval at that time.

In most essential particulars, the IRAC plan of allocations, which brought a tidal wave of industry protest, appeared to stand firm. The Government retained practically all of the assignments IRAC originally earmarked. But the general non-Government assignments represented compromises down the line.

The television allocations, while a compromise of the positions of the two contending groups, nevertheless appeared to follow largely the plan originally enunciated by Commissioner Jett. [BROADCASTING]

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L. S. TOOGOOD RECORDING COMPANY

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Page 66 · January 16, 1945

BROADCASTING · Broadcast Advertising

Decca Sales

DECCA RECORDS Inc., New York, and subsidiaries achieved the highest sales record in the company's history in 1944 with total sales estimated at between $13,000,000 and $14,000,000, compared with $11,278,345 in 1943, a peak year. November and December sales in 1944 were higher than for any earlier month in the year, December sales alone amounting to approximately $1,500,000.

Stresses the importance of educational broadcasting, and pointed out that the testimony of educators indicated the service "may prove to be the only American contribution to education but all democratic institutions as a whole." There are now five educational FM stations in operation, with four under construction. Eight applications were on file when the hearing was held. Approximately 160 educational institutions have evinced interest in the service.

Present Stations Stay

The Commission emphasized that existing FM stations will not be required to move up the band until receivers capable of tuning into higher frequencies are available and commercially available. "The cost to the public will not be great," it said, pointing out that only some 500,000 FM sets are in use and that these are principally combinations, capable of receiving both FM and AM. Moreover, they are several years old. Some can be converted. The FCC concluded that these receivers or attachments would be made obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters will not be substantial, the Commission said.

Apropos "subscription radio" proposed by the new subsidiary of Musak, the Commission said no specific allocation would be made now. If this proposed service, which would be paid for on a rental basis by subscribers, proves technically feasible, the report said applicants would be permitted to apply for frequencies for the near FM commercial band. Musak, at the hearings, sought three FM channels at the end of the band for the "pigsqueal" service.

A quick analysis of the spectrum for broadcast and related services shows:

44-84 mc for 6 television channels 6 mc wide, which will be shared with non-government services on a noninterfering basis.

54-88 mc for noncommercial FM. 29 channels 200 kc wide as against 15 channels requested.

58-102 mc for commercial FM (70 channels 200 ke wide).

102-106 mc not assigned, but available for expansion of FM, television, facsimile or non-Government emergency services.

106-216 mc for 6 television channels 6 mc wide.

470-480 mc for experimental facilities.

490-920 mc for experimental high definition television, but with the 505-524 mc band to be used temporarily for all navigation aids along American coastlines.

1225-1325 mc for television relay, to be used as pickup for relaying programs to main television stations. In addition 490-920 mc range to be avail-
able for this type of service until needed for direct broadcasting. In addition to the broadcast services, the allocations cover other radio communications projects including a number of new operations for railroad and civic "walkie-talkie" services, rural telephone and medical services.

**Supplementary Services**

The FCC's summary of these supplementary services follows:

**THEATRE TELEVISION**

Since theatre television, as still in the experimental stage, the Commission has not allocated any specific frequencies for the service but announces that it will consider applications for experimental stations in bands being allocated for that purpose. During the hearing it was stated that the major motion picture companies at the end of the war will begin experiments with the production and exhibition of theatre television programs in specific local theatres and with the transmission of such programs to distant cities.

**AVIATION**

Heavy demands of the aviation industry for radio channels above 25 mc in the postwar period were granted by the Commission almost exactly as specified. Commission comment on this service: "The allocation to our present and postwar transportation and economy does not require elaboration. Aviation operations are wholly dependent upon the use of radio for insuring the safety of life and property in the air."

**AMATEUR**

The allocation plan boosts the number of channels allotted to amateurs pointing out that this service is one of the oldest in radio and its development closely parallels that of the entire radio art. The amateur service is a vast training school and constitutes a huge reservoir of skilled operators; amateur experience handles radio communications through terrific interference and radio technicians are in the building, operation and maintenance of radio equipment; and also renders valuable public service during periods of disaster, the report states.

**PUBLIC RADIO**

Criminals of the future will find the way of the transgressor harder as the police build up radio communication networks with the greatly increased number of frequencies allotted by the Commission. The use of channels in the 30 to 44 mc band is increased from 30 to 50, a band from 152 to 156 mc was assigned. With suitable equipment likely to be available in the near future, the Commission has provided channels which may make possible the same frequency networks for transmitting photographs and fingerprints from one police department to another and to the FBI in Washington.

**FIRE SERVICE**

Channels are provided for much wider use of radio by fire departments which hitherto have largely depended on an outgrown arrangement of sharing police radio systems. Ninety-two cities of over 100,000 population have indicated their intention of using radio for fire service.

**EMERGENCY AND MISCELLANEOUS**

Increased channels are allotted for emergency communications radio systems: for electric, gas and water companies, for buses, streetcars and the operation of highway maintenance departments; for oil companies drilling in inaccessible areas, for the location of all oil reservoirs, for recording, for motion picture crews out on location and for press associations and newspapers reporting events at places where regular facilities are not available.

**New Radio Services**

**RAILROAD RADIO**

Its week-long hearing in September on the use of radio on railroads has shown that it will contribute to the safety of life and property and should be of almost universal benefit to the public, the Commission has set aside a sizeable number of channels for that purpose.

**CITIZENS RADIOCOMMUNICATION SERVICES**

There are the "walkie-talkie" on the battle front and the possibilities for widespread use in peacetime have induced the Commission to allocate the band from 460 to 470 mc for a purpose to be known as the "Citizens Radio Communication Service." Portable radio can be used, for example, to establish a physician's calling service, for communication to farmers and ranchers, for contact between the police in mountain and swamp areas, for communication between the firefighters and the citizens in the vicinity.

**Common carrier operation will not be permitted and no charge can be made for messages. Only the minimum requirements of the Commission Act plus a few minimum traffic rules will be set up. No technical knowhow will be required.**

**RURAL TELEPHONE SERVICE**

Provision is made for a rural telephone service to furnish a radio-telephone link for isolated communities, farmers, miners and others who cannot be or are not served by wire line facilities. The Commission does not expect specific frequencies for this service but will permit it to share the band of frequencies allocated to television, most of which will be concentrated in urban areas.

**INDUSTRIAL AND MEDICAL SERVICE**

Three bands are assigned for industrial and medical radio equipment to prevent interference with other radio services.

**GENERAL MOBILE SERVICE**

Certain frequencies have been designated for ultimate use by urban and interurban mobile units such as trucks, buses, taxis, police, doctors' cars, ambulances, etc. Before assigning any frequencies in this band, however, the Commission will determine "the efficient plan by which they may be employed."

**'Door Open' Policy**

An allocation in FCC policy was seen in the FM phase of the report. To keep the door open for later applicants the Commission said it was considering adoption of a plan whereby 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM radio companies an opportunity to enter FM if they so desire, the Commission said, and in addition will enable some new persons to participate in FM's early development.

The remaining 20 commercial channels will "be reserved from assignment" at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated, the Commission said.

The latter reservation was seen as possibly having a bearing on the proposed subscription radio service. In a paragraph in its detailed report devoted to that service, the Commission said it does not have sufficient information to determine whether stations should be licensed. "If this service proves feasible and the Commission decides to license it in this type, the Commission said, "applicants will be permitted to apply for channels in the regular FM commercial band or in such other band or bands as the Commission may later designate."

To buttress its "door open" policy for newcomers, the Commission recalled that only 26 percent of the 204 FM applications pending last August (there are now upwards of 300) were from interests independent of standard stations. It pointed out that the new AM station is considerably cheaper and an FM station more cheaply than others by utilizing the same buildings, studios, etc., and can operate more cheaply than others by using common public service.

Few Sets Now

"During the first period of FM development when FM receivers in the hands of the public are few and advertising revenues insufficient to cover costs, he can offset his expenses against revenues from FM operation—which may be a very great advantage under present tax conditions," the report said.

The allocations for television, providing 12 channels below 300 mc, compares with 18 allocated in that band. The Commission said it found that the maximum which could possibly be assigned to television in the lower spectrum if the minimum needs of other radio services are to be met.

The Commission said it was fully convinced that recent developments in the electronic art will make possible wide channel television above 400 mc and the transmission of higher definition monochrome pictures and high definition color pictures.

On the basis of the allocation of 12 channels of six megacycles with the Commission contended that it will be possible to authorize seven television stations in one city if the need therefor is shown. Four of these stations could be assigned to the six channels below 100 mc and the other three in the six channels available between 180 and 216 mc.

**Maximum Results Expected**

Implicit in the report was a warning to all those who engage in television that maximum results are expected. One underlying principle, it said, is that where within a reasonable time a particular station or service has not made full
usage of its assigned or allocated facilities, consideration would be given to the needs of others. Cognizance is taken of the fact, the Commission said, that even a single television channel requires more spectrum space than is assigned to all the stations of some other services.

"Therefore," said the report, "while television stations will be licensed at the present on an unlimited time basis, if after a reasonable period licenses are not using the facilities sufficient to warrant an unlimited assignment consideration will be given to other applicants for all or part of time."

To conserve facilities, the Commission said that in the case of 10 of the 12 television channels, advertisers may be required to reorganize the operation of nongovernmental fixed or mobile services on the channels upon a proper showing of need and that these channels may be shared on a noncontending basis. Similar provision, it said, is being made for the sharing of television channels 7 and 8 with governmental fixed and mobile services.

The weighty report was based on public hearings conducted by the Commission from Sept. 28 through Nov. 2 covering the entire spectrum of 10 to 30,000 to determine the needs of the non-Government radio services. The Commission took 4559 pages of testimony, received 543 exhibits and heard 231 witnesses.

**BOTH HOUSES GET RADIO LEGISLATION**

PAVING the way for early Congressional consideration of new radio legislation, bills were introduced last week in both Houses to amend the Communications Act of 1934.

In the House Rep. Pehr G. Holmes (R-Mass.) introduced for third consecutive session a revised version of the old Sandberg Bill to reorganize the FCC into two divisions, restrict the Commission's authority over business practices and frequencies and make its procedure more clearly. His bill (HR-1109) was referred to the Interstate & Foreign Commerce Committee.

In the Upper House Sen. Vandenberg (R-Mich.) introduced a bill (S484) aimed at preventing James Caesar Petrelli, AFM president, or anyone else from interfering with the broadcast of noncommercial educational or cultural programs. His original bill, introduced in the last Congress, was passed for refticia during the Speaker's table in the House.

**PREMIUM CRACKER BUYS NEWS ON 100**

With the announced intention of taking advantage of news program popularity, National Biscuit Co., New York, is now launching a 1945 campaign for Premium crackers on over 100 stations on a 52-week basis. Plan to concentrate on radio this year for Premium, and the ambition, as with other advertising for this product, is in line with a policy to change from one medium to another from time to time.

Different products, according to a company spokesman. Drive to promote Shredded Wheat, as a cereal to be eaten hot or cold, conceived as a pictorial project, will be introduced in 600 newspapers Jan. 15, and will run through July.

Radio schedule placed by McCann-Erickson, New York, agency for Premium Crackers east of the Rockies, calls for 8, 10 and 15-minute newscasts, three to six times weekly, on 90 stations plus transcribed spots on four Philadelphia outlets, some contracts effective Jan. 1, others later. There is an additional schedule on the West Coast, which will probably include about 40 outlets, placed by Botsford, Constantine & Gardner.

List of stations signed through McCann-Erickson follows:

WOR, WNEW, WABC, WSM, WOR, WFL, WEF, WBAI, WNYC, WOR, WJZ, WABC.

The Guild Negotiates

**NEW TUBE RECORD?**

**Hooper Measures Total Air Audience**

**Service Supplements Regular Hooper Ratings Results**

C. E. HOOPER Inc. has announced it now can supply measurements of total program audiences as well as the average or monetary audience measured by Hooperratings. Using the Hit Parade, a 45-minute program, as an example, the announcement pointed out that if three different persons each listened to different 15 minutes of the program the total audience would be three, whereas the average audience would be one.

**How It Works**

New service, available on a special survey basis to subscribers to Network Hooper ratings, works as follows: The Hooper Interviewer, who has the numbers of all persons called during any broadcast period, recall those persons listening to the program immediately following the broadcast. Each member of the audience is asked if, in addition to the quarter-hour during which he reported listening, he heard the same program during its other quarter-hours.

When these data are compiled, a ratio is taken between the audience during the quarter-hour with the highest rating and the total audience that ratio applied to the highest quarter-hour rating to give the overall audience rating. For example if the interviewer found 250 listeners for the highest quarter-hour which had a rating of 10, and 50 others who listened at some time during the program but not during the highest quarter-hour, the total audience for that interviewer would be 250, and the total audience rating would be 12.5, worked out by the formula, 200 is to 250 as 10 is to X.

First commercial use of this method was made during the Elgin Christmas Party, broadcast for two hours on CBS on Christmas afternoon. Among other things, the Hooper Interviewers noted that the program set a new high in number of listeners per receiver, 4.2.

**NEW TUBE RECORD?**

**KWK Discards 8-Year-Old Rectifier Units**

WHAT is believed to be a record life for a tube was set in St. Louis last week, when Frank Fillmore, transmitter supervisor of KWK, removed a pair of high voltage rectifier tubes from the transmitter after they had served 58,720 and 56,467 hours of service, respectively.

Tubes were the original equipment of the present transmitter, dating back to August 1936. Mr. Fillmore reports he will miss his old standbys, but he has three other originals to keep him company. Can any transmitter beat this record? Mr. Fillmore thinks his eighty-year-old service record for the tubes might possibly be some kind of a mark.
FCC Study Shows Income Gains For Nets, Stations in 1943

GROSS REVENUE from time sales of the four major networks, five regionals and 841 standard broadcast stations in 1943 aggregated $228,102,164, compared to $190,147,052 for 10 networks and 851 stations in 1942, according to the FCC analysis released last Thursday coincident with the annual Commission report to Congress. Operating income before Federal taxes was $66,475,686, as compared to $43,650,228 in 1942.

The FCC figure of $228,102,164 for gross time sales compares with the estimate of BROADCASTING, $233,900,000, made a year ago in the 1944 Yearbook.

Gain of One-Fifth

In its report to Congress the FCC listed the 1943 net revenue for time sales of the nine networks and 841 stations as $190,704,153, an increase of 19.59% over the 1942 figure of $163,642,745 for 10 networks and 851 stations. One small regional network discontinued operations in April 1943 and did not submit a 1943 operations report, the Commission noted.

Sale of talent and other incidental broadcast activities added to the gross revenue a total of $19,618,621 in 1943, an increase of 29.07% over the 1942 aggregate of $15,196,554.

Of the gross time sales figure, the national networks and their owned, managed and operated stations accounted for $104,248,322. Regional networks and their operated and managed stations reported gross revenue of $42,837,891, an increase of $1,659,000 over 1942.

National and regional non-network time sales (spot) accounted for $56,475,686 in 1943, compared to $50,123,752, an increase of $6,351,934, or 12.64%.

The four major networks and their nine key stations reported time sale revenues aggregating $71,027,292, the FCC advised Congress, compared to $69,404,487 in 1942. Combined broadcast revenues of the Blue, CBS, Mutual and NBC and their nine key stations were $64,301,538 in 1943 as compared with $52,425,541 in 1942, and broadcast income (revenues less expenses before Federal income tax, and excluding net losses from other than standard broadcast operations) amounted to $53,595,023 for 1943 and $43,350,136 for 1942.

Standard broadcast stations in general reported substantial improvement in 1943, the Commission (Continued on page 72)
**FEDERAL COMMUNICATIONS COMMISSION**

**DECISIONS**

**ACTION BY ADM. BOARD**

1940-12-28 to 1940-12-29

1. The New York Times Co., Inc. v. FCC

2. The New York Times Co., Inc. v. FCC

3. The New York Times Co., Inc. v. FCC

**NEW SCHOOL OF DISTRICT OF COLUMBIA**

- Granted to New Commercial Educational FM Station on frequency to be assigned by FCC, 1 kw, experimental basis only.

**Applications**

**APPLICATIONS**

- Granted to Channel 8 New Commercial Education Station on frequency to be assigned by FCC, 1 kw.

**Applications**

- Granted to Channel 11, New Commercial Education Station on frequency to be assigned by FCC, 1 kw.

**Applications**

- Granted to Channel 12, New Commercial Education Station on frequency to be assigned by FCC, 1 kw.

- Granted to Channel 13, New Commercial Education Station on frequency to be assigned by FCC, 1 kw.

- Granted to Channel 14, New Commercial Education Station on frequency to be assigned by FCC, 1 kw.

- Granted to Channel 15, New Commercial Education Station on frequency to be assigned by FCC, 1 kw.

- Granted to Channel 16, New Commercial Education Station on frequency to be assigned by FCC, 1 kw.
LISTENING SURVEY COMPILLED BY NBC

NBC laid claim to 57% of radio listenership at night in the 1,077 cities in the United States of 10,000 women polled. The survey is based on the first report from NBC's 1944 Nationwide Survey of Listening Habits, released last Wednesday.

CBS was credited with 26% of the listenership, the Blue with 8% and Mutual with 9%.

The report was first revealed by James R. Nelson, NBC network sales promotion manager, at a luncheon meeting at the Ritz-Carlton Hotel, New York. He was accompanied by an advertising agency and the NBC management and station planning and advisory committee.

The survey describes NBC as the network "listened to most" in each break-down by city size and has Mutual leading the Blue in percentage. The basis for the questions in the survey of what amounts to one out of every 140 radio homes in the country. Three million cards were distributed by mail to 70 radio listening organizations.

Basic questions, asked both for night and daytime were: 'What stations do you listen to regularly?' Which of these stations do you listen to most?

Two "popularity" studies given the "listened to most" results for daytime listening and a combined day-and-night study will follow this report plus a "coverage" report on the booking of a night and day listening area maps with circulation figures summarizing regular listening and with a county-county figures for each network.

LEAP CHEWING GUM Co., Chicago, on Jan. 20 starts program on 79 NBC stations Sat, 5:14-6 p.m. Agency: Bess & Louden.

VIELMONT OF CANADA, Windsor, Ont., on Jan. 24 starts premiere of Tim and Tyler, a comedy-drama series, on 23 CBC Dominion network stations. Mon.-Fri., 7:30-8 p.m. with repeat to western stations Thurs., 12:30-1 p.m. Agency: Young & Rubicam, Toronto.

PROCTER & GAMBLE Co., Cincinnati (Oxford Soap), on Jan. 8 renewed Perry Mason on 143 CBS stations, Mon. thru Fri. 2:30-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Jan. 1 renewed Bessie Eyes on 48 CBS stations, Mon. thru Fri. 2:15-3 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

Network Changes

Coca-Cola Co., Atlanta, on Feb. 6 shifts Songs From Morton Downey from 109 Blue stations, Mon. thru Fri. 3:15-4:15 p.m. to possible hours from 1:15:15:30 p.m. Agency: D'Arcy Adv., Co., N. Y.

Texas Co., New York (Tea products), on Jan. 7 added 18 CBS stations to Tempo Star program, a total of 113 CBS stations Sun, 9:10-10 p.m. Agency: Budge & Traub, Co., N. Y.

Cudahy Packing Co., Chicago (Oly Dutch Cleanser), on Jan. 15 added 37 CBS stations to Tessa & Tom, for total of 111 stations shifting from Mon. thru Fri. 12:30-1 p.m. Agency, Grant Adv, Chicago.

Manhattan Soap Co., New York (Jalapeno Soap), on Jan. 1 added 113 CBS stations to The Strange Romance of Evelyn Winters, for total of 141 CBS stations Mon. thru Fri. 10:15-10:45 a.m. Agency: Duane Jones Co., N. Y.

ASCAP's four regional supervisors were to meet in New York Jan. 15 at the Hotel Ambassador with Herman Greenberg, assistant general manager, for a conference. Attending would be Richard J. Powers, West and Northwest, I. T. Cohen, South, John O'Keefe, Midwest, and Fred Erdman, East.
FCC Income Data
(Continued from page 69)

stated. Average broadcast income of the station, channel stations with operating power of 50 kw, unlimited time, was $400,170 in 1943, or an increase of 21.81% over 1942, the Commission reported.

For channel unlimited stations, operating with 5 to 25 kw power averaged $61,850 for 1943, an increase of 56.46% over the previous year. Average broadcast income reported by regional stations in 1943 was $79,784, as compared with $52,867 in 1942, an increase of 50.91%.

Local unlimited time stations reported average broadcast income of $12,962 in 1943, an increase in rate of 18.92% over the 1942 average, $4,399.

Broadcast income reported by local unlimited time stations affiliated with major networks averaged $15,106 in 1943, an increase of 50.91% over the 1942 average, while unlimited time stations not affiliated with major networks reported a rate increase of 18.88% over 1942.

In the Red

Of the 841 stations reporting, 94 accounted for losses in 1943, as compared with 194 of 851 stations in the 1942 statistics. Average loss per station in 1943 was $6,548, compared to an average loss in 1942 of $6,590. Only 22 of the stations reporting losses in 1943 were affiliated with the major networks, against 46 in 1942.

Average broadcast income of the 809 stations affiliated with major networks in 1943 was $72,975, an increase per station of 30.71% above the $58,825 average for 782 stations in 1942.

For the fiscal year ending June 30, 1944, the FCC reported a total of 924 stations, an increase of 12 over the previous fiscal year. Sixteen new stations were licensed in the year ending June 30, but four licenses or construction permits were surrendered.

A total of 1,689 standard broadcast stations and 2 experimental outlets were being operated during the last fiscal year, 1,318 authorizations issued and 209 special authorizations issued. At the close of the 1943 fiscal year 47 FM stations were operating and estimated 500,000 receiving sets in use. A total of 302 applications for new FM stations were filed.

In television six commercial stations and two experimental outlets were providing program service and 52 applications for commercial stations were on file.

During the last quarter of the fiscal year the FCC personal staff was reduced approximately 25% from 2,159 to 1,670 to conform to the Commission's reduced 1945 budget, Congress was told. Last year Congress lopped off more than $2,000,000 from the FCC appropriations. Other subjects covered in the report to Congress follow:

Frequency allocation—Excessive applications for unused frequency space by reducing the width of the space to be occupied by individual stations and by examining operating practices and systems.

New regulations—In the proceeding of individuals for licenses, the FCC will take no further action until its decisions give expression to "public interest" considerations.

Standard broadcast regulations—Studies are being made toward revision of existing rules and standards are being made by the Commission and the Broadcast Allocation Committee of the Radio Engineering Board.

Network regulations—While a study of the effects of these regulations has not completed, it is apparent that the program service throughout the nation has increased by 1% to 2% between March and April. The increased competition between networks and the extension of network service to a greater number of stations.

Noncommercial educational stations—Applications filed were consolidated by the FCC indicate that many states are forming groups or networks of educational FM stations. The Commission has been in touch with the U.S. Office of Education and the Hispanic American Education Commission, Department of Education, in the preparation of material for assisting applicants in this field.

Facsimile—Little interest has been shown in multiplex facsimile and no regular FM broadcast stations have been authorized to transmit multiplex facsimile.

NAB District Meetings Will Be Held, Ryan Says; First Session in Memphis

DISTRICT meetings of the NAB, which were to open in Memphis Jan. 15 at the Peabody Hotel, will proceed as scheduled. President J. Harold Ryan says the district meetings are not intended to violate the ban on conventions issued by James F. Byrnes, War Mobilization director.

Mr. Ryan’s opinion that the national convention would not be held [Broadcasting, Jan. 8] is unchanged, however. Provision against such an official convention was made at the last NAB Executives War Conference, when delegates adopted an amended resolution to the associations’ bylaws permitting the Board to cancel a national convention by a two-thirds vote of the Board members. It is not known to what extent the by-laws required that an annual meeting be held.

Election of directors for the ensuing term, with the event of such directors, could be cast by mail, according to the amended by-laws.

Meetings of the Board of Directors will not be affected by the Byrnes order, which ruled against meetings requiring more than 50 delegates. Membership of the board is 25.

Indefinite postponement of the 1945 NBC war clinics which had been scheduled for February in New York, Atlanta, Chicago, and Los Angeles, was announced last week by Niles Trammell, NBC president.

Clinics were called off with “extreme regret and with no reluctance,” Mr. Trammell said, pointing out that the step had been taken only after consultation with the NBC Stations Planning and Advisory Committee which met at the network’s headquarters in New York last Tuesday and Wednesday.

Meanwhile the new War Committee on Conventions, through its chairman, Col. J. Monroe Johnson, said the basis for considering applications for holding meetings of more than 50 people would be "how the war effort would suffer if the meetings were not held".

For meetings over 50, applications will be considered by the Committee and permits granted if essentiality is established. Col. Johnson said that the Committee was making no provision against meetings under 50, but disapproved those, too, if they were non-essential to prosecution of the war. Other members of the Committee are: Robert P. Patterson, Under Secy. of War; Ralph A. Bard, Under Secy. of the Navy; John Grant, chairman of the WPA, and Charles M. Hay, deputy chairman of WMC, R. H. Clarke, special assistant to Col. Johnson, is secretary of the Committee.

New C-P-P Series

COLGATE - PALMOLIVE-Peet Co., Jersey City (Palomilve soap, Halo shampoo), on Jan. 6 started Judy Canova Show on 128 NBC stations. Tuesday, 10-10 p.m. (EWT). Bill Leyland is producing the series. Opie Cates is musical director. Joseph Rines produces for Ted King Inc. and Sherman & Quinette, agencies servicing soap and shampoo accounts. Program replaces Palmolive Party.

Experienced Manager

Interested in buying control of regional or local station.

All replies confidential.

Box 102, Broadcasting
Help Wanted

Copywriter—Young man with several years experience, capable of writing salable commercial and news copy. Permanent position with 1000 watt midwest network station. Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western part of country. Must be available 25,000. Good post-war future. Box 882, BROADCASTING.

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

Announcer—Almost all around work. Substantial, intelligent, Northeast network local. Complete details first letter. Box 65, BROADCASTING.

Transmitter operator—Upstate New York regional station. First class license only. Permanent position. Send qualifications. Box 69, BROADCASTING.

Southern station, 250 watt, has good position for 1st class engineer, also openings for beginner with late license, unopen- ing openings. Box 78, BROADCASTING.

Newman wanted—We are looking for a first class newsman to handle news pe- riods from 7 A.M. to 6 P.M. The man we want must have a good voice. He must have the ability to think and write. If there be any local disaster he must know how to cover it—on the spot. Details will be on all contacts and present the news completely and concisely. The man we want has had considerable news experience, and we would like to know all about him in his application. Address Box 91, BROADCASTING.

Wanted for 5000 watt southwestern net- work station. Two thoroughly experi- enced, versatile, male continuity writers, capable of top-flight production in both commercial and news departments. Details and spot announcements, excellent salaries to the right people. No lookers, habitual drinkers or visionaries wanted! Perma- nent positions. Tell all in first letter: age, experience, salary expected, Enclose late photos. Address Box 92, BROADCASTING.

Newswriter, Good, progressive midwestern CBS regional outlet where news gets top treatment. Send complete description, all de- tails and photos. This is not a war job, but is a permanent job paying $250.00 per month or start more; if you prove you deserve it. Box 104, BROADCASTING.

KGFW, Kearney, Neb., wants first class engineer, minimum announcing, excel- lent future. Box 26, BROADCASTING.

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 30¢ per word. Ad must be all light face or all bold face copy. Count 3 words for blind box number. Dead- line Monday preceding issue date. Send box replies to Broadcasting Maga- zine, 870 National Press Bldg, Washington 4, D. C.

Help Wanted (Cont'd)

Copywriter—If you are a good radio copy- writer, particularly with retail experience and possess a good ear for sales, you can join a well established agency where there is real opportunity for advancement. Outstanding experience and qualifications. Give complete information in first letter, includ- ing number and class of any licenses and copy. Jemp Advertising Company, 2115 North. First Central Tower, Akron 8, Ohio.

Wanted—Chief engineer or combination man holding first class license and good sal- ary, good working conditions, no boom- town. WMAM, Columbus, Georgia.

Wanted at KPFA, Helena, Montana, 520 watt, NBC affiliate, one announcer who can deliver excellent radio news shows and newscasts. Also, one straight announcer, no radio experience, must have experience in writing, experience references, restricted permit not necessary, but bring additional salary.

 Experienced sound installation engineer. Write or wire Electronic Network, Albany Hotel, Denver, Colorado.

WEAU, EAU CLAIRE, WISCONSIN WILL PAY $25 A WEEK TO QUALIFIED PERSON TO ANNOUNCE FOR FORTY FOUR HOURS.

Wanted—First class transmitter engineer for 5000 watt station. Salary $45.00 per week. Apply WISR, Butler, Penna.


Opportunity for experienced announcer who is qualified for program director, 6500 watt station. Excellent facilities and key station for regional network. Give detailed outline of experience and background. KLO, Ogden, Utah.

WGOH, Gulfport, Mississippi has openings for 1st class, radio. Salary $45.00 per week. Write or wire WGOH, Gulfport, Miss.

First class radio engineers. One of radio's most modern stations, Good working conditions. Excellent opportunity for any ambitious Salesman. Immediate placement, permanent. Send details immediately.

Salesman. Wanted by thriving California station. Must have beautiful voice and substantial experience with commercial copy. Family man preferred, one who can fit into some team activity, must be a serious co- worker. Must be good salesman, not a looker, and have excellent business ability, residence. No house accounts. Re- ply promptly. Box 125, BROADCASTING.


Situations Wanted

Just programs? No! It’s a "idea that sells." And you have a head and a good hand and it’s "idea that sell" plus "back- ground knowledge. Need someone with substantial experience as program director, means sound research, M. A. is preferred, script and continuity writer, and engi- neer. If you are "idea that sell," Married, 4P. In established network, good flourish selling climate of. Box 82, BROADCASTING.

Operator-Announcer—Experienced news, commercials, record shows. Acquainted with all phases of broadcasting. Dependable. Has desirable draft exempt. Box 54, BROADCASTING.

Station manager or assistant. Change desired to higher salary situation backed by radio knowledge and experience. Commercial position. Stability, ability, draft exempt. Must have second class license. Box 85, BROADCASTING.

What station of 1 kw or better is looking for a draft exempt engineer, with first class permit, and experience at assistant engineer's duties. Box 67, and salary first letter will be answered. Box 84, BROADCASTING.

First class engineer. Four years' experience, 15¢ as chief. Desires to return to mid- west. Permanent position desired. No draft requirement considered. Box X, BROADCASTING.

Announcer-newscaster, thoroughly experi- enced, reliable. Seek congenial connection midwest station. Box 86, BROADCASTING.

College graduate qualified for continuity, news writing, receptionist. Box 87, BROADCASTING.

Hollywood announcer available. Network experience, 7 years. Versatile, depend- able. Will work at BOX BROADCASTING.

Top radio news-writer can make your best announcer sound better. Newspaper, press agencies, book publishers, radio or television, years of age. Successful experienced announcer. Guaranteed $45, has best big city experience, presents copy, good voice and good look. Midwest or south. Box 85, BROADCASTING.

Chief engineer of 250 watt and Police FM, Des Moines, Iowa. Experienced and FM preferred. Available 30 days. 5 years, AM, FM. Broadcast references. Box 90, BROADCASTING.

Chief engineer—Radio broadcasting, communcation. Ten years engineering experience. Specialist audio facilities. Ref- erences. Box 96, BROADCASTING.

Permanent position wanted. Transmitter engineer fully experienced; operation, construction installation, maintenance, 15 kw stations. Available soon. Kindly state salary, etc., work week. Box 98, BROADCASTING.

Announcer-woman. 5 years staff announcing experience. Radio broadcasting, music. Box 94, BROADCASTING.

Radio engineer about 15 years experience in broadcast, telephone, design and construction, and PUC practices. Would like to make a connection in a good place. Box 82, BROADCASTING.

Station manager—Metropolitan major net- work station interested in making change. Family man: 35 years of age, Successful and profitable operations experience. All correspondence treated confidential. Box 69, BROADCASTING.

Announcer-newscaster. Four years experience, proven record, news, ad lib, straight, 1500 words. Draft exempt. Experienced. Interested in your offer. Box 108, BROADCASTING.

All night or early morning man wanted to operate 5 kw or 6 kw. Two years of experience with early morning shows. Can do both straight and straight announcing. Has completed an accredited college. Interested only in a permanent job where dependable, hard working man may ad- vance. Box 112, BROADCASTING.


Wanted position in the management of a local radio station.

Situations Wanted (Cont'd)

Situations Wanted (Cont'd)

Sales or station manager of proven ability available. Well known to industry, adver- tising executive, and networks. Can handle local sales, network business. Salary open if opportunity and conditions are satisfactory. Box 99, BROADCASTING.

Wanted to buy—250 or 1000 watt broad- casting set up. Studio, transmitter, antenna, etc. Reply in first letter. Full details, description. Box 87, BROADCASTING.

Speech output, high fidelity, eight channels, frequency monitor, tunable, six microphones, portable speech input, six amplifiers, General Electric or other equipment, including towers, phasing equipment or parts of tower. Box 88, BROADCASTING.

Wanted—Modulation and frequency moni- tors. RCA, Gates or Western Electric console for 250 watt station. Box 68, BROADCASTING.

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modula- tion monitors, three antennas coupling units, phasing equipment or parts, tower. Box 91, BROADCASTING.

Wanted—1 kw transmitter with all avail- able associated equipment. Pay furnish full description. Box 94, BROADCASTING.

Wanted to buy—1000 watt broadcasting equipment: transmitter, modulation and frequency monitors, towers, recorders, other studio accessories. Give details. All cash deal. Box 95, BROADCASTING.

Wanted—5 kw transmitter, three 200 foot towers, phasing equipment, and phase monitor. Give specifications and price in reply. Box 108, BROADCASTING.

Complete equipment for 255 watt installa- tion, including tower of 185, the antenna to suit. A good piece of equipment. No particular station. Radio Station WIGA, La- Grange, Calif.

Will pay cash for coils and/or condensers. State rating and capacity of any avail- able and price wanted. Box 97, BROADCASTING.

For sale

Transmitter—250 watt complete trans- mitter with one set of tubes and some spares tested. Box 59, BROADCAST- ING.

For sale, Part interest regional station, location requested. Box 104, BROAD- CASTING.

Vertical radiator, 200 ft complete. Tubular construction. Will erect your location. Box 1, Lanks, 625 S. Church, Visalia, Calif.

Miscellaneous

Will furnish equipment for radio station for interest. Box 28, BROADCASTING.

R.K.O. BUILDING, RADIO CITY, N.Y., CIRCLE 7-0193

January 16, 1945 • Page 73
Ryan Heads Board; Felts Begins
NAB Tour

SUBSCRIPTION rates for membership in the Broadcast Measurement Bureau; for the first two years will be based on station net income. Hugh M. Felts, newly named BMB president, was to close Monday (Jan. 18) before NAB District 6 at the Peabody Hotel, Memphis, first of a series of NAB district meetings.

Net receipts, to be used for allocating subscription costs, are defined as billings based on gross rate for advertising service less time and advertising agency discounts, if any, and including net billings to the networks, Mr. Felts was to explain. No member station will be required to state its actual volume but it may frame the class into which its volume falls based on 1944 income.

Rate $60—$7,200
Classifications range from $60 per year dues for stations of $15,000 or less income to $7,200 annually for those whose net incomes exceed $2,000,000. Four alternatives are offered for paying dues: (1) total two-year subscription fee in one payment by July 1945; (2) two payments, 1945 dues by July 1945 and 1946 dues by July 1946; (3) half-year 1945 payment by July 1945 and monthly payments thereafter.

Subscription contracts were to be submitted at the Memphis meeting, which was scheduled to open Monday morning and conclude this afternoon (Jan. 18). It is understood that the completion of its study, will adjust the amount of subscriptions in accordance with station net circulation, billing practices, net sales or combination of other pertinent factors which the study may disclose. Any warranted increase as disclosed by the study, will not exceed 25%.

At the BMB board's first annual meeting last Tuesday in New York, finishing touches were added to the Bureau's plan which Mr. Felts is scheduled to explain at each of the NAB District meetings. At Tuesday's meeting the Board ratified action taken at an organization conference Dec. 1 (Broadcasting, Dec. 18). J. Harold Ryan, NAB president, was formally elected chairman of the Board; Paul West, president of the Assn. of National Advertisers, first vice-chairman; Frederick R. Gamble, president of the American Assn. of Advertising Agencies, second vice-chairman; Roger W. Clipp, president of WPTL, Philadelphia and chairman of the NAB Research Committee, secretary-treasurer.

At a news conference following the Board meeting, Mr. Felts expressed the hope that "every station will send a representative qualified to act for it" to the forthcoming NAB District meetings.

The plan will be outlined in detail for us by every broadcaster to fully understand the objective which we are seeking and the methods by which we hope to accomplish it. We are going to lay our cards right out on the table and we are confident that the broadcasting industry will respond enthusiastically as have the advertisers and agencies."

Up to Broadcasters

Supplying headline "BMB Ready to Go as Soon as Stations Sign Up," Mr. Felts said the preliminary steps had been taken and all that is necessary now to get the station circulation measurement study under way is for the stations to pledge the $1,000,000 the project will cost. Now that BMB has been organized, he said, it is up to the broadcasters to take the next step. When pledges have passed the $500,000 mark, and only then, he said, will BMB go into action, renting offices in New York, preparing mailing lists and making the other preparations necessary for the actual conduct of the survey.

Queried about operation of the BMB plan, Mr. Felts said 1,000-000 ballots will be mailed to a carefully selected list, covering every county in the country and containing proportionate representation of families classified by income groups and type of communities to assure a proper cross-section. Follow-ups will be used to secure a minimum of 50% return of the ballots from each county.

When returns are in and tabulated, he said, subscriber stations will receive a manual showing station coverage of all U. S. counties. Primary coverage, he said, has been defined as that area in which the station is mentioned as being heard at least once a week by 50% or more families; secondary, 25%-50%; tertiary, 10%-25%; counties reporting less than 10% regular listening will not be credited to the station, he said.

In addition to this manual, Mr. Felts explained, each subscriber station will also receive a coverage map copyrighted by BMB. Data from the manual and the map may be used by the subscriber station in its promotion and advertising, he said, adding that the Bureau will draw up a code of procedure for the stations to follow. Material will not be available to non-subscribers, he stated.

 Asked what effect the BMB surveys, which are planned on a biennial basis, will have on the studies which have been made periodically by the major networks, he said that probably the networks will move into the qualitative field, leaving the purely quantitative circulation measurements to the BMB, whose methods have been regularized by the advertisers and agencies, who will share equally with the broadcasters the direction of the surveys. NBC's reports on "stations listened to most", he said, are studies of "popularity" and not of circulation.

Membership Complete

Board membership is now complete, Mr. Felts said, with appointment of Melvin Brorby, vice-president of NAB, to serve with NAB and AAAA. AAAA and NAB had previously completed their appointments, so the Board now consists of 15 members, with Mr. Felts still included in the NAB delegation until the next meeting of the NAB Board, when a successor can be named.

Following is the completed BMB board membership:

NAB—Messrs. Ryan, Felts, Clipp; Dr. Frank A. Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Robert T. Mason, WMUR Marion, O. AAA—Mr. West; Joseph M. Allen, assistant vice-president and advertising manager, Curtis-Moore Co.; Robert E. Elder, director of market research, Lever Bros., Inc.; A. N. Halsey, vice-president, A. E. Stadler, director of media, Procter & Gamble Co.; J. A. Miller, advertising director and sales promotion manager, Standard Oil Co. of New Jersey; Donald R. Steier, advertising director, Standard Brands Inc.

AAAA—Mr. Gamble; Leonard T. Bush, vice-president, Compton Adv. Agency; Charles F. Feltis, head of station relations, Young & Rubicam; Linnes T. Nelson, chief timebuyer, Walter Thompson Co.; D. E. Robinson, director of research, Pedlar & Ryan; M. M.

Following is the classification of stations for purposes of determining membership fees for the first two years, length of the initial study:

<table>
<thead>
<tr>
<th>Range of Income</th>
<th>Yearly Dues</th>
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<tr>
<td>$16,001 to $18,000</td>
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<td>$10,000,001 to $25,000,000</td>
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CBS Appoints Stanley As Dorrance Assistant

HOWARD STANLEY, sales promotion manager of WTOP Washington, D. C., has been appointed director of CBS in the Capital, has been named to network headquarters in New York as assistant director of promotion, for CBS-owned stations, under promotion director Dick Dorrance.

Prior to joining WTOP in August 1945, Mr. Stanley had been with WINX, now owned by the Washington Post. In 1938 Mr. Stanley was at WGAN Portland, Me. as director of promotion and publicity and in 1940 joined Mason-Dixon Network, Lancaster, Pa., where he did news and special events in addition to promotion.

As a newspaper man, Mr. Stanley has worked for the Atlantic City Evening Union, Philadelphia Bulletin and Boston Globe.

CF's Granted Two

A NEW DEVELOPMENTAL broadcast station and a new non-commercial educational station were granted by the FCC last week. The developmental station, authorized to WAPO Chattanooga, will operate on an experimental basis only with 1,000 w. Frequencies will be assigned by FCC, the engineer. The new educational station, granted to the School District of Kansas City, Mo., will operate on the FCC's frequency, assigned by the Commission using power of 1,000 w.
She Sang a Nursery Rhyme... and Revolutionized FOOD MERCHANDISING!

Back in 1932, Irene Wicker, The Singing Lady started advertising cereal to children, who do not buy cereals—but eat them. Another trail was blazed... and along that trail scores of children's radio programs have traveled, to create vastly expanded markets for a large category of food products.

IN THE Distribution Decade,

ADVERTISING MUST AGAIN BLAZE NEW TRAILS!

Along the highroad of America's industrial progress, many of the main milestones have been advertisements and advertising ideas that opened up whole new concepts of merchandising the products of industry.
Post-war... because expanded production and abundant manpower and capital will demand at least 40% consumption increase over pre-war levels... the distribution of merchandise to consumers will be the key factor in achieving national prosperity. Again—advertising must pace progress. As never before, advertising men face a responsibility and an opportunity to raise the world's highest standard of living to a new pre-eminence.
Your clients will look to you, in the Distribution Decade after V-Day, for accomplishments surpassing everything advertising has ever done. Alert advertising men are looking ahead... planning and preparing for that responsibility and that opportunity.
So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.
HERE's a new RCA rectifier developed to meet the needs of continuous heavy-duty industrial and broadcast service. Electrically identical to the improved RCA 872A/872, the 8008 has an extra-heavy base with large pin-contact area. Can replace the 872, 872A, or 872A/872 if socket changes are made. The 8008 is built for long life and high dependability, and like all RCA tubes is backed by continuing RCA engineering and research.

This is one more example of how RCA engineering "know how" and a continuing program of research are making available to broadcasters new and better tube types.

The fountain-head of modern Tube development is RCA.

**TECHNICAL DATA**

| Fil. Volts | 5.0 |
| Fil. Amp. | 7.5 |
| Max. Peak Inverse Plate Volts (Condensed-mercury temp. 20° to 60°C) | 10,000 |
| Peak Plate Current, Amperes | 5 |
| Average Plate Current, Amperes | 1.25 |
| Tube Drop, Volts (approx.) | 10 |

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION - CAMDEN, N. J.