DON'T BE DECEIVED by the fact that she occasionally flutters; that lavender and new lace hold a top priority with some of the many striking things she does. It's intentional, we assure you, with WOR's Bessie Beatty.

If, in girlhood, Bessie Beatty had deliberately planned to be one of the great women of radio, it would have been hard for her to build a more valuable and decidedly applicable background than she did.

She began as a newspaper reporter in California. She was a correspondent with the women's Battalion of Death on the Russian Front in World War 1, and, while there, scored long-remembered beats in her interviews with Lenin, Trotsky and other revolutionary leaders. There followed years of editing for top women's magazines, press agentry, book writing and lecturing.

It's little wonder then that every weekday morning on WOR Bessie Beatty offers 245,180 housewives a glimpse into a world they can only dream about, a life that is full and rich, with something different wrapped in every minute's comment. Interpreted in the cold terms of cash, Bessie Beatty and WOR bring their sponsors each thousand homes in which these listeners live for the comfortably low cost of only forty cents.

The Bessie Beatty program is a WOR-created show, and another typical example of the skill with which this station's gifted programmers can fuse a personality and a formula to produce carefully calculated results.

If you're an agencyman or a sponsor with a show problem on your mind, why not take advantage of WOR's invaluable experience? Our number is PE 6-8600, or write...

—that power-full station WOR

at 1440 Broadway, in New York
Since 1935, Midwest Americans have been contributing dollars and dimes (and larger sums, too) each year to the WLS Christmas Neighbors Club. This money buys orthopedic walkers, medical inhalators, wheel chairs, and other needed items for children's hospitals and the children's wards in general hospitals. This Christmas our listeners gave voluntarily and gladly, $26,563.56 (as of January 4, 1945). We are glad our facilities are available for this and kindred projects in which our listeners work with us in the common interest of our part of America.

It seems a simple thing, swallowing peanuts too hastily. The first diagnosis? Year-and-a-half-old Gerald Zolper of Mendota, Illinois, has a cold. But this cold does not respond to treatment. A specialist is called in. He finds the truth: PEANUTS lodged in TRACHEA and BRONCHIALS. The peanuts removed, irritation brings on swelling; it becomes necessary to open the throat and insert a silver tube; finally, there is even an abscessed lung, all resulting from peanuts.

But now, two years later, little Gerald Zolper smiles again. During his twelve most dangerous days in the hospital at Mendota, an INHALATOR helped keep the life-stream flowing for Gerald; made it possible, his mother tells us, for Gerald to respond to the fine treatment and care he had. And so, Gerald's smile becomes our reward for this particular inhalator, one of many given by the WLS Christmas Neighbors Club, which is supported wholly by voluntary contributions from our listeners. As you look at the picture of a boy who lives and smiles you will understand our pride in the WLS Christmas Neighbors Club, our appreciation of the listeners who make it possible.
Wealth Piles Up in the Inland Empire. A Fortune in Zinc is loaded for shipment. One-eighth of the nation's zinc comes from this area. In addition, it is the world's largest lead and silver mining area, producing one-fourth of the silver, one-third of the lead.

Sales Pile Up, too, here in the Inland Empire. Department store sales for the first 10 months of 1944 were 2% above the previous year. KHQ not only covers the 37 counties in this Trading Area, but is the only single medium giving this complete coverage.
"The ear is the
Voltaire would have liked December on WABC:

For during that month, Arthur Godfrey, Phil Cook and Margaret Arlen conducted three separate campaigns on the air, on behalf of the men and women in our armed forces.

Godfrey (from 6:30 to 7:45 A.M.) asked for blood...Cook (a half-hour later) asked for books...Arlen (only fifteen minutes after that) asked for Christmas gifts.

Results:

**GODFREY** got **2,083 pints of blood** in a single day—CAPSALS DAY at the New York Blood Bank—establishing a *new record* which Col. Earle Boothe, Director of the Blood Donor Service, is "sure will stand for some time to come." (CAPSALS are members of WABC's "Give a Pint—Save a Life Society", of which Godfrey is founder and honorary president.)

**PHIL COOK'S** listeners sent him more than **20,000 books** for veterans' hospitals and rest centers in the New York area! New books, once-read books, books to nourish every possible reading taste.

**MARGARET ARLEN** received over **30,000 Christmas gifts** for the New York Port of Embarkation! They filled the p.o.e., then overflowed onto ships scheduled to leave before Christmas, into adjacent army hospitals and camps.

There never was a Christmas quite like this before. For these were *anonymous* gifts; each of them, blood, book, or package, labeled only: "For any G. I. Joe."

You can't help marveling at the generosity of people. You can't underestimate the bond between great radio personalities and their listeners.

*represented by Radio Sales, the SPOT Broadcasting Division of CBS*
Mr. Gordon Gray, Manager
Radio Station KOIL,
Omaha 2, Nebraska

Dear Mr. Gray:

We are writing this letter to tell you how much we are pleased with our present morning radio news program.

This program has brought us more tangible results than any one thing we have done in the advertising line in a long time. Placing our individual sales people on the air has brought a direct contact between the consumer and the distributor, inasmuch as the customers, when they come in the store, ask the person waiting on them if he happened to be on the radio that morning.

I believe this is the first time this has been tried in Omaha, and it certainly brings the store into the mind of the average person more quickly than a regular commercial.

I want to wish a Merry Christmas to you and your staff from all of us here at the Berg Clothing Company.

Very truly yours,

BERG CLOTHING COMPANY
Dean K. Bowen
Advertising Manager

DB/LB

"...MORE TANGIBLE RESULTS..." a common and pleasant experience for KOIL advertisers. No will-o'-the-wisp big claims ... no fancy promises ... but tangible results! Just one of the reasons why, in Omaha, IT PAYS TO ADVERTISE ON KOIL!
GREATER COVERAGE IN A MARKET WHERE

effective buying power
SHOWS A 102% GAIN*

Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of $571,000,000 over 1940 is from basic industries... industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

*Based on latest figures as compared with 1940 census.
For years, RCA broadcast transmitters and RCA studio equipment have been known as the finest. This reputation for quality, plus the outstanding engineering and design features of these equipments, have made them the undisputed first choice of broadcast stations for the past decade.

During this ten-year period, most of the major advances in transmitter design have appeared first in RCA transmitters—including high-level Class B modulation, air-cooled, high-power tubes, front-of-panel access and many others. Postwar, RCA transmitters

1. MICROPHONES — RCA microphones of these three types—the 44-B for high-quality, studio pickups, the 77-C for special, directional pickups and the 88-A for field use—are the symbols of the industry.

2. TRANSCRIPTION TURN TABLES — The RCA 70-C Turntable—with combination vertical and lateral pickup head—is the standard to which others are compared, over a thousand in use.

3. RECORDERS — The RCA 73-B high-quality recording equipment is the finest broadcast-type recorder produced today. The OR-1A portable recorder and the 72-D recording attachment are also popular.

7. AUDIO AMPLIFIERS — The individual units of deluxe, RCA, audio equipments are also available separately. There are special units for use as pre-amplifiers, line amplifiers, monitoring amplifiers, etc. Also racks, shelves, etc.

8. LOW-POWER TRANSMITTERS — Modern-styled, RCA transmitters of proven performance and reliability are available in all powers. The unit above is the 1 KW (the left-hand section alone is a complete 250 watt transmitter).

9. 5/10 KW TRANSMITTER — RCA engineers developed the first air-cooled 5 KW transmitter a number of years ago and have been constantly improving on it ever since. The SE/10E, latest model in this series is shown here at WMCA.

13. MONITORING EQUIPMENT — RCA modulation monitors, frequency monitors and phase monitors are standard units, designed specifically for broadcast use and built to match other RCA broadcast units.

14. FIELD INTENSITY METER — The RCA, 308-A Broadcast Field Intensity Meter, designed for field or mobile use, is the standard measuring instrument used by most consultants and station engineers.

15. MEASURING EQUIPMENT — The RCA, 68-B Audio Oscillator and the RCA, 69-C Distortion Meter are universally used for determining the frequency response and distortion characteristics of broadcast installations.
will embody new features developed from the unequalled experience of RCA engineers in building the most advanced types of electronic equipment for the military services.

Moreover, it is worthy of note that only RCA actually builds all of the equipment items—microphones, turntables, amplifiers, transmitters, antennas, etc.—which are required in a modern broadcast station. These equipments are designed to work together and thus provide maximum convenience, efficiency and performance. Most important, they are proven units which RCA has built in the past and is building today.

4. PORTABLE EQUIPMENT — This is the RCA OP-6 portable pickup equipment. A companion unit, the OP-7, provides a four-position, high-level mixing system also suitable for outside use.

5. STUDIO CONSOLE — The RCA 76-B2 Studio Console is a complete speech-input equipment for small and medium-sized stations. Provides the advantages of RCA quality in a "package" unit.

6. DELUXE STUDIO CONSOLES — Custom-built RCA consoles and rack assemblies—such as this one at WFBH—represent the very finest in broadcast studio equipments. In use in many network studios.

0. 50 KW TRANSMITTER — The RCA 50-E Transmitter, shown here, is also air-cooled. It uses the high-level, high-efficiency, Class B modulation circuit first introduced to broadcasting in RCA transmitters.

11. ANTENNA PHASING EQUIPMENT — RCA custom-built antenna coupling and phasing units (for both directional and nondirectional systems) are another industry standard. Built in several sizes and cabinet models.

12. ANTENNAS — After the war, RCA will offer AM antenna towers in several designs, thereby bringing to broadcast stations the full advantages of overall, RCA engineering and responsibility.

5. MONITORING ASSEMBLIES — RCA, custom-built assemblies of audio and monitoring units for the transmitter station represent the most advanced and finest type of equipment for the purpose.

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
At Deadline . . .

PAUL A. PORTER, FCC chairman, addressing the annual Federal Communications Bar Assn. meeting in Washington last Friday night, admonished broadcasters to observe to the letter the FCC's new freeze order policy announced earlier in the week. He declared that frivolous applications will not be condoned, only requests for facilities in areas not now receiving primary service will be considered, and all others not voluntarily withdrawn will be designated for hearing on the "freeze" issues.

EMERSON Radio & Phonograph Corp., New York, which on Nov. 19 discontinued You Can't Take It With You on MBS, will resume network broadcasting shortly, with meetings scheduled next week to determine type of program and network.

LOUIS COWAN, chief of the New York Office, OWI Overseas Branch, has arrived in London for a three-week inspection tour of OWI and Psychological Warfare facilities in the European theatre. Don Drenner, radio engineer of the OWI Overseas Branch assigned to Radio Luxembourg, returned for a brief vacation in Parsons, Kan., his home.

HERMANN FLOREZ, Washington consulting engineer, formerly with WOR New York and MBS, returned last week for a brief furlough from a European assignment for OWI. He worked on the American Broadcasting Station in Europe (ABSIE) and Radio Brussels.

LICENSEE of KPH Wichita, Kan., has filed for a new FM station on 46.1 mc with coverage of 18,170 sq. mi. Approximate cost is $110,560.

Now it's GREAT SCOTT

on the YAWN PATROL!

He's on all night in Washington, D. C. That delightful master of quick wit that's comical without being irritating. (And if you've heard the tired cracks of some of the all-night boys you'll know exactly what we mean!)

Great Scott was a natural for the spot when WWDC went on the air around-the-clock . . . only station in town, by the way, that operates 24 hours. He goes on at 1 A.M. and comes off at 6 A.M.

It's a good spot for any advertiser who has something to sell to the people of the nation's capital . . . the cross-section of America.

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

Represented nationally by WEED & COMPANY

BROADCASTING • Broadcast Advertising
HIGH FIDELITY

American radio has covered its first war with high fidelity.
Untried, raw recruit, radio has already earned its service stripes.
It has taken its men and microphones to every fighting front, earned its way into the confidence of Army and Navy fighting men, sharing the same risks in every theatre of war.
Despite danger, enemy interference, transmission difficulties, American radio men report the war wherever our fighting soldiers go: North Africa, Sicily, Normandy, Guadalcanal, Leyte, Tokio and now, Luzon!
On the home front, radio has done more to sell bonds: it has sold the reasons for buying bonds. It has popularized the unpopular: rationing; food, gas, shoes, which had to be popularized if our fighting men were to get what they needed when they needed it.
It has collected paper, fats, tin and scrap. It has uncorked the generosity of the nation for Red Cross, Community War Fund, Infantile Paralysis, China, Russia, Army and Navy Relief drives.
It has connected the home front in farm and factory with the fighting front, arousing civic pride and individual responsibility.
It has presented the facts of total world war, the role of United Nations, and the price that must be paid in a world grown small because of the airplane and the instrument of radio itself.
It has brought home the final facts of victory: casualties, the wounded and the maimed who are coming back in our midst, and those who will never come back.
It is pointing the way toward peace, but it is not forgetting there's a war still to be won.
It has done this without cost to the Government or to the taxpayer, without prejudice or political bias.
This is the American system of broadcasting.
This is WSM.
"Tough day at the office, dear—nobody came in from F&P!"

- Seriously—we don't claim to chase away each shadow, or to make each day a song! But many, many users of spot broadcasting tell us that we certainly take a load off their shoulders and help make their jobs appreciably easier. What can we do for you, Sir—today?

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

EXCLUSIVE REPRESENTATIVES:

BUFFALO  CINCINNATI
WOR-WKNY  KDKA  WDAY
INDIANAPOLIS  FARGO
WEZV  KDRC
KANSAS CITY
KWEB
LOUISVILLE
WAVE
MINNEAPOLIS-ST. PAUL
WITC
ST. LOUIS
WIBD
SYRACUSE
WHO
WOC
WHO
IOWA
WOC
WHO
CHICAGO:  180 N. Michigan
NEW YORK:  444 Madison Ave.
SAN FRANCISCO:  111 Sutter
HOLLYWOOD:  6331 Hollywood
ATLANTA:  322 Palmer Bldg.

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BROADCASTING • Broadcast Advertising
Initial District Meetings Endorse BMB

Feltis Signs 80% of Stations at Parleys

By ROBERT K. RICHARDS
ENTHUSIASTIC support of the new Broadcast Measurement Bu- reau was registered at the first two district NAB meetings in the current 15-district tour as over 80% of the stations attending handed signed contracts to Hugh Feltis, BMB's president.

Exactly 80% of the 35 NAB Sixth District members assembled in Memphis last week. Two meetings were held by the Sixth District Wednesday and Thursday. First signatory was Dallas where 45 stations were represented, 82% subscribed on Wednesday.

First contract was signed by Bob Dabadie, manager, WJBK Baton Rouge. First NAB director to sign was Hoyt Wooten, presi- dent, WREC Memphis, who pre- sided at the Sixth District parade. First signatory at Dallas was Hugh A. L. Half, NAB director, general manager, WOA, San An- tonio. Total individual registration at Memphis was 38. At Dallas 87 registered.

At Dallas, in a close election, Martin B. Campbell, managing di- rector, WFAA Dallas and WBAP- KXTO Fort Worth, was named di- rector of the 13th. Mr. Half succeed- ing Mr. Half. Mr. Campbell was elected to a two-year term starting at the end of the next annual NAB membership meeting or at such time as the Board of Directors may designate.

Initial Meeting

The district meetings, first of 15 to be held throughout the nation during the next two months, took on special significance in view of the announcement by J. Harold Ryan, president, NAB, that, bar- ring an unexpected change in the war situation, there would be no annual war conference or conven- tion this year. Mr. Ryan, arriving a day late at the meeting after participating in a nationwide broadcast appeal for the Mile o' Dimes campaign Sunday night, at- tended all sessions Tuesday.

The 28 stations signing contracts in Memphis at Mr. Feltis pre- sented the plan at a Tuesday session were—Arkansas: KFAB

St. Louis Post-Dispatch Urges Cleanup of Newscasts by Nets

AN APPEAL to the nationwide networks to eliminate middle com- mercials in news broadcasts and to meticulously select news program sponsors, was sounded last Thurs- day by the St. Louis Post-Dispatch in a lead editorial and cartoon.

George M. Burbach, general man-ager of KSDK and an official of the newspaper, has spearheaded a drive to clean up news commercials.

The Fitzpatrick cartoon accom- panying the editorial, depicted a citizen before his radio receiver which blares out: "Warsaw liberat- ed, buy our laxative," American casualties, try our pills.

The editorial follows:

The time has come to urge the big radio networks to change some of their practices regarding newscasting. In particular, NBC, Columbia, Mutual and Blue network (1) should quit interrupting news broadcasts with commercial plugs and (2) should quit permitting these broadcasts to be spon- sored by objectionable advertisers.

News broadcasts nowadays can- reach sublime heights as they tell of the liberation of a Warsaw, of a bat- tle of Bastogne, or they may bring sadness into American homes as casual- ty figures are released. The public should not be compelled to listen to commercial plugs in the midst of news like this, or be subjected to the ap- peals of patent medicine or cosmetic advertising, while hearing dispatches of heroic proportions.

Some months ago, in announcing that his radio station had banned middle commercials, Leo J. Fitzpatrick of sta- tion WJR Detroit, pointed out that the war has brought a new impor- tance to newscasts.

"We must remember," he said, "that practically all listeners have relatives or close friends in the armed services.

"It is interesting," he added, "that the last bomb announced by the newsman was a进行轰炸, 进行轰炸 Wenger, WIBR Beechwood, WBIR Rock Island, WPBG Altoona, WOKO Kalamaoo, WAVE Louis ville, KATE Alberta Les, KTRF.

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Construction Frozen by FCC, WPB

Policy Excepts Regions Lacking Primary Service

VIRTUAL freezing of all new station construction was ordered last week by the FCC in the light of advices from the War Production Board that the reduction in manpower in the broadcasting is in the war interest will no longer justify the use of available manpower and critical materials for new installations.

In a Supplemental Statement of Policy adopted at a meeting Tuesday, as forecast last week in Broadcasting, the Commission noted that the order of Jan. 25, 1944 relating to new station and changes in existing facilities "is to be interpreted in the light of present conditions which require that all available manpower and critical materials be devoted to the furtherance of the war program."

Pursuing its new policy, the Commission at last Tuesday's meeting, denied a number of applications for construction of new stations pending for hearing. Two applications for permits to construct local channel stations in areas in which no primary service is available and three applications for station improvements costing less than $500 were granted.

CP Denied

At the same time, WPB denied its fourth application within the last month, turning down the Central Valley Broadcasting Co., Sacramento, Cal., which had received a construction permit for a 250 w unlimited station from the FCC on Nov. 9. The Board had refused another application for a Sacramento station, filed by Lincoln Dellar, a week earlier.

In view of the WPB advices, the Commission, its policy will be to designate for hearing all applications for new standards stations "unless the Board establishes that (1) the construction will result in making service available to a community which does not receive primary service from any existing broadcasting station and (2) that all requirements of the Jan. 25, 1944 Statement of Policy have been met."

Addressing the Federal Communications Bar Assn. annual dinner last Friday night, Paul A. Porter, FCC chairman, emphasized the freeze policy is no idle gesture. He said applications on which their faces do not right are established: (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcasting station and (2) that all requirements of the Jan. 25, 1944 Statement of Policy have been met."

Jan. 26, 1944 has been set for the hearing.

FM and television grants will not be made on a first-come, first-served basis. "There is no question but what WPB took everything early," Mr. Porter said to those most qualified—"not to those under the wire earliest". The freeze order, he explained, does not apply and never has applied to governmental or developmental services.

As to the duration of the freeze, Mr. Porter said the question could not be answered by the Commission or anyone else. It depends upon the success of our armed forces and upon the support given at home, he added.

John Creutz, director of the Department of Broadcast, WPB Radio & Radar Division, advised the Commission that the general attitude now taken by the WPB makes no provision for new broadcasting facilities. Certain types of changes in facilities, however, may be made without WPB approval, he stated, covering, in general, new construction, not involving construction work and cost, and not requiring the purchase of a transmitter or receiver.

Helpful to Many

Construction costing more than a fixed amount, limited in most cases to $200 for cost of materials, new equipment or labor, may not be started without WPB approval, Mr. Creutz advised. Except for the provision made last September allowing an expenditure of up to $500 for a minor capital addition or change not involving construction, he said, restrictions on the purchase of equipment and materials have not been greatly changed.

Mr. Creutz reported to the FCC that the procedure adopted jointly by the Commission and the WPB on Jan. 26, 1944 has been beneficial not only to the agencies but also to a number of applicants wishing to install various types of radio services. Under this procedure, he said, WPB has authorized the starting of construction of some of the broadcasting stations, generally not requiring priorities. He added that in conjunction with FCC, several stations have received priorities for developmental work in FM.

"The problems in procurement of maintenance materials for radio transmission and communication," he said, "are of no greater extent than can be made to be over. There are only a few specific types of tubes and other components which are not obtainable on the maintenance rating provided for radio. It should be remembered that this rating is the same rating that is used by the Army and Navy to obtain their equipment. In almost every case the WPB has been willing to make an exception for the reason that the reason is insufficient manpower to make full use of existing production facilities."

Applications Pending

The new policy will have no effect on applications under the FCC pending file but a Commission official advised broadcasters it would be to their advantage to terminate all applications which cannot be granted under the new (Continued on page 65).

Women Who Tune in Soap Operas Aren't Neurotic, CBS Survey Reveals

CBS, in a recently completed survey on listeners to daytime serials, has found no evidence to support the criticism that women who listen to this type of program are neurotic or will become so. Findings of the survey, according to suggestions for improving serials, were made public by Frances Farmer Wilder, CBS consultant on daytime programs, speaking Jan. 15 in Denville. He has been a meeting of the Asso. for Education by Radio.

Research was conducted by Elmo Roper, and the findings checked by Raymond Franzen, statistical consultant; Dr. Paul Lazarsfeld, director of social research, Office of Radio Research, Columbia U., and Edward Plummer, professor of psychology at Ohio State U. Results are based on interviews in 125 urban and rural communities with 6,000 women usually home between 9 a.m. and 5 p.m.

Some Like Serials

CBS found, according to Mrs. Wilder, "that within the same level of culture, the women who listen to serials are exactly like those who do not listen, reading the same magazines and newspapers, engaging in the same social and community activities. Some 50% of those interviewed listened to "soap operas". A break into three cultural levels, measured by income and education, has been made. In the lower cultural level, over 33% of the women with high income listened, and over 40% of college women listened. The same generalzo level, the number of women in the group who listen to serials decreased in the high income group changed.

Women listen to serials because they are "true to life," (74% gave this reason) and because they give "lessons" in "living," now because "there is nothing else to listen to," the survey showed. Two factors were found to help establish the impression of reality—the human element and the day-by-day occurrence of events.

The serial listener tunes to "soap" programs a little over one hour and 15 minutes per day, but she listens more time (one hour and 30 mins.) to daytime radio other than serials, the survey shows. She was found to listen to an average of 5.8 serials a day, and to hear these 8.8 times weekly out of a possible five times.

Eliot Lovett is Elected As Bar Association Head

ELIOT LOVETT, veteran Washington radio attorney, last Friday was elected president of the Federation of Bar Assns. for the 1946 term. He succeeds Ben S. Fisher, of Fisher & Orsdel general counsel of the Chesapeake & Potomac Tel. Co., first vice-president; Philip G. Luchs, Luchs & Scharf, sec.-vice-president; Thomas P. Litte hype, secretary, and Bryon G. Lock, Lock & Reynolds, treasurer. Mr. Fisher and P. H. Messey, Jr., of Segall, Smith & Hennessey, were elected to vacancies on the executive committee. Following a meeting Friday afternoon, the Association held its annual banquet at the Hotel Statler. Paul E. Porter, new chair of the FCC, was the speaker.

KPDN Transfer

APPLICATION was filed with the FCC last week for voluntary assignments of licenses to KPDB, Tex. from R. C. Holles, sole owner, to his three children, Harry, Jane, and C. and his new business as Radio Station KPDN, an equal partnership. Money consideration was $1, Mr. Holles stated in the application that he was no longer able to care for the station. KPDB operated an unlimited time with 100 w on 1450 kc.

Chatten to Return

LOUIS J. CHATTEN, director of the Radio & Radar Division, WPB, will return to his post on Jan. 29 following his recovery from an operation he underwent in early December. Mr. Chatten was temporarily absent from Washington as Radio Station KPDN, a low power station, which he owns under the name of Meridian West.

Gruen Watch Renew

GRUEN WATCH Co., New York, is renewing its full spot schedule of time signals on a 62-week basis, as contracts expire, through its agency, McCann-Erickson Inc., New York.

IER Called Off

FOR THE FIRST time in its history the Institute for Education by Radio, which meets annually in Columbus, O., has been cancelled, Dr. I. Keith Tyler of Ohio State U., director, announced this week. The decision was in cooperation with the Government's request to call off meetings of more than 50. Last year 1,016 attended the Institute. Kindred organizations, usually meeting in conjunction with the IER, also expected to call off their respective conferences. Included: Asso. for Education by Radio, National Asso. of Radio Farm Directors, Federation of Junior Girls, Junior Directors, Junior Town Meeting League and National Asso. of Educational Broadcasters. The IER had been scheduled for May 4-7.
IN A TERRIBLE STATEMENT FOLLOWING a review of the National War Labor Board of its own decision, the NWLB reversed the decision in the WMAL Washington announcer fee case involving a dispute between the American Federation of Radio Artists and the Washington Evening Star station, Kenneth H. Berkeley, station general manager, served notice that the license corporation would not take the reversal "lying down." Doing a complete "about face" the NWLB, in a decision of Dec. 28, 1944, made public last Thursday, held that Dr. Royal E. Montgomery, chairman of the NWLB, erred in a decision in favor of WMAL, ordering the $50 salary increase retroactive to Oct. 15, 1943. [BROADCASTING, Aug. 28.]

AFRA filed petition to reconsider and requested an open hearing, contending that AFRA's decision was, in fact, an "arbitration" and not a matter for Board consideration. [BROADCASTING, Sept. 11.]

In its reply brief WMAL contended the record "literally" shows the defendant had the necessary knowledge and acceptance of the fact that the hearing was conducted by a hearing officer of the Board, for the Board and ultimately to be decided by the Board. Reply brief also quoted the AFRA filing which referred to Prof. Montgomery as a "hearing officer".

In reversing its own decision and upholding the recommendations of Prof. Montgomery, the majority opinion stated: "...we think that both parties should in fairness be bound by their arbitration agreement, even though the award was set up in terms of a recommendation of a panel, which does not represent a review of the merits of the case, but is limited to a determination that the increase awarded is permissible within the stabilization program. There is no dispute within the Board on this latter fact, since the decision merely puts the radio announcers on this station on the same basis of pay as the announcers in the other major stations in Washington—a permissible application of the bracket principle."

Concurring in the majority opinion with Mr. Gill were: Nathan Feinsinger and Edwin Witte, public members; Carl Shipley, George Meany, John Brophy, Robert Waite, representing labor. Joining Mr. Keezer in the dissent were industry members: Fred Climer, Walter T. Margets, James Tan, Clarence S. Kelman.

In his dissenting opinion Mr. Keezer said the process of reaching the result of the majority opinion "involved what I regard as a flagrant error in reasoning and procedure. Since it is the sort of error which there well may be opportunities to repeat, I feel constrained not to explain it and thus explain my dissent."

Mr. Keezer pointed out that Dr. Montgomery acted as a hearing officer and "did not understand that he was called upon to make an award which would be final and binding, but thought he was expected to make recommendations of an advisory character...Since the record left room for doubt as to what the referee understood his commission to be, I asked him directly, and he told me directly, that he understood it to be that of a panel making recommendations rather than that of an arbitrator making a final and binding award."

Berkeley Objects

Mr. Berkeley's statement, after reading the decision released last Thursday, was: It was comprehensive to me that the National War Labor Board can construe a hearing officer's report, embodying only his recommendations, as an arbitrator's award. The Washington Star Broadcasting Co. is entitled to a decision based on the merits of the case and, of course, we will take the necessary steps that ensued."

Lester Cohen of the Washington law firm of Hogun & Hartson, counsel for WMAL, echoed Mr. Berkeley's sentiments, although he declined to state what action would follow.

Emily Holt, national executive secretary of AFRA, issued the following statement: "The War Labor Board's decision recently viewed by AFRA's faith in arbitration attested to by the inclusion of arbitration clauses in all AFRA contracts. In this instance, AFRA and WMAL stipulated that the issue between them should be arbitrated by a referee appointed by the WB and that his award should be final and binding, with the board's power to review the award limited its compatibility with the wage stabilization program. AFRA is gratified that the board based its decision on the terms of the stipulation and ruled on a clerical error misidentifying the referee as a hearing officer."

"It is particularly gratifying that the position which was upheld by the arbitrator was to make the collective bargaining agreements of the Washington stations uniform and not to place any one at a competitive advantage to the others."

Should the reversed decision be allowed to stand, it is expected to adversely affect other stations. In Chicago last month a regional WLB panel recommended that AFRA demands for assigned fees at Class B stations be denied, citing the Aug. 10 decision of the NWLB in a precedent [BROADCASTING, Dec. 25.]

Following is the Dec. 28 decision: Broadcasters for forced by excessive union quotas to employ more staff musicians than they need for good station operation is in sight and WMAL and Local 12 of the American Federation of Musicians, who heard Nov. 29, 1944, Mr. Northrup explains that the parties are operating under a contract that expired in 1942 and which they were unable to renegotiate because of the station's demands that the quota be discarded and the union's refusal to reduce it. In February 1944 when the union asked for a 15% wage increase in accordance with the "Little Steel" formula, WOV counted with a demand for a reduction in staff. Each side rejected the other's proposals and the matter reached the NWLB.

"It is first of all clear," Mr. Northrup found, "that station WOV has no need for, and cannot be required to hire 12 musicians at all times is thus a make- work, or featherbedding, rule which incurs a weekly wage to a number of men who do virtually nothing to earn it except belong to the musicians union. Any attempt to characterize this proviso otherwise just ignores the realities of the situation."

Pointing out that the quota system arose from the union's "wholly legitimate desire to further the em- (Continued on page 58) .

January 22, 1945 — Page 15

BROADCASTING / Broadcast Advertising
Television Above 480 mc Seen
By Jett

FINAL ALLOCATIONS in the spectrum above 25 mc will be handed down by the FCC “some- where around March” according to Commissioner E. K. Jett disclosed last Monday at a news conference held in conjunction with the Tuesday resumption of the FCC's proposal allocations from 25-30,000 mc [BROADCASTING, Jan. 16].

At the same time he asserted that the FCC expects “long-range television service” on a nationwide basis to come above 480 mc.

Charles R. Denny Jr., Commission general counsel, made it plain that the proposed allocation of FM (84-102 mc) is considered “perma- nent” whereas the 44-mc allocations for television are not.

IRAC Members Participate

Sitting with Commission person- nel at the news conference were members of the Interdepart- ment Radio Advisory Committee which cooperated with the FCC in the proposed allocations. Represent- ing IRAC were Comdr. P. D. Masters, USNR, IRAC chairman; Lt. Comdr. A. L. Loucks, USCG, chairman of the IRAC Technical Subcommittee; Capt. E. M. Web- ster, USCG, chief of Coast Guard communications; Dr. Jett, assistant chief engineer, IRAC vice-chairman; Dr. J. H. Delinger, chief of radio, Bureau of Standards; Col. A. G. Simpson, USA, the War Dept. member of IRAC.

Representing the Commission were, besides Commissioner Jett and General Counsel D e n n y : George E. Adair, chief engineer; Harry M. Plotkin, assistant general counsel and chief of the litiga- tion section; M. H. Woodward, Ph.D., of the International Divi- sion; Dr. Lyndt P. Wheeler, chief of the Technical Information Divi- sion.

For nearly an hour and a half newsmen and women pried ques- tions about the proposed allocat- ions, during which the following points were developed:

1. FM eventually will occupy the spectrum from 50 mc.
2. Television eventually will move “upstairs” above 480 mc.
3. Proposed allocations below 25 mc (including the standard band) likely will be released in “about six weeks”.
4. The FCC will permit commercial television above 480 mc “just as soon as the industry shows it can perform TV service” in the upper spectrum.
5. Whether the multiple-ownership rule limiting ownership of FM to stations applies to the CIO is a “legal question for the Legal Dept. to determine. The same applies to proposed subscription radio, which will seek three FM assignments in each city in which it plans to operate.

Citizens Radiocommunication Service offers “unlimited possibilities.”

7. Fewer frequencies were allo- cated Government services than recommended by IRAC. After the Government radio needs will greatly diminish.

Video Interference Less

3. Exceptions and requests for oral or written participation in the proposed allocations above 25 mc should be filed “as soon as possible.” Deadline is Jan. 29 for exceptions, with Feb. 9 the last day to file covering briefs (25 copies). Oral arguments are Febr. 14.

Questions as to why television was “put back” to the 44-mc band “apparently it is subject to far more interference” based on lengthy discussion in which re- porters, network representatives and Commission personnel partici- pated.

Dr. Wheeler explained that be- cause there are fewer television stations than FM, long-distance on-co-channel interference would be less than television than FM. Commissioner Jett felt that 12 television channels tenta- tively allocated below 225 mc were not sufficient for a “truly nation- wide television service.” Indicated that the FCC expects “long range television service” to come above 480 mc.

Until the profession shows the Commission it can perform a service above 140 mc the FCC will not license commercial television “upstairs”, said Mr. Jett. He explained that experiments must be con- ducted, then the FCC must get together with the industry and formulate standards. He pointed out that while it took “a couple of years” to get together on present television standards, it took several years of experiments and research, adoption of standards for the higher spectrum depends on how much experimentation has taken place by time sufficient production can be assured to make higher definition television a general service.

Reaction Industry Problem

“They cannot have nationwide competitive television service in the lower band,” said Mr. Jett. He explained the proposed rejuggling of channels in the lower frequencies would permit a maximum of seven stations in an area such as New York.

As to FM allocations and tele- vision allocations, Mr. Denny said: “We know that wherever FM is placed it will stay permanently. Television won’t.” Mr. Jett speculated that eventually FM may be extended to include the 102-108 mc band and the 78-84 band “should television be moved”.

The Commission has not deter- mined how many FM stations in a community will be permitted al- though Mr. Jett pointed out that in the New York metropolitan area some 18 or 20 standard stations are licensed and that FM, because of its short-range signal, can accommodate more stations on a single frequency.

A question arose as to whether the Commission, under its multi- ple-ownership rule which limits ownership of FM to six stations per organization, or corporation.

(Continued on page 68)

Final Video, FM Allocations in March

Reaction Varies to Allocation Proposal

FMBI Opposes 'Drastic' Move; Baker Calls RTPB Meet

WHILE THE preponderant reac- tion to the FCC's proposed spec- trum-wide allocation plan announced last Monday was favorable, many of most aspects, FM Broadcasters Inc., at a special meeting in Wash- ington last Friday, expressed dis- appointment over the “proposed drastic change in the position of FM broadcasting in the spectrum.”

Confounding many observers was the almost unanimously favorable reaction of television interests to the FCC plan providing 12 “down-stairs” 6 mc channels, split into two separate bands, but with ample provision for experimentation in high definition television “upstairs” around 500 mc. Both the high defi- nition proponents, led by CBS, and the lower band advocates, spear- headed by RCA and DuMont, ap- peared entirely satisfied with the Commission's findings.

At its meeting, called by Presi- dent Walter J. Damm, of Milwau- kee, the FMBI board in deprecating the FM shift, authorized Mr. Damm to name a committee to prepare and supervise FMBI's appearance at the oral arguments Feb. 14. Presi- dent Damm promptly designated this committee: John Shepard 3d, Valley Forge; Ray E. Streibert, president of WOR New York and executive vice-president of MBS; Cecil Mastin, WNBF Binghamton, N. Y.; J. E. Brown, chief of technical affairs; Carl- sky Jr., consulting radio engineer and technical counsel to FMBI, and Mr. Damm, ex-officio.

The board reaffirmed the position FMBI had taken at the allocation hearings last fall. "While the board expressed its unanimous approval to that part of the report allocating additional frequencies for FM broadcasting and the maintenance of high fidelity standards," the announcement, "it expressed con- cern over changing from a band where FM has been operating satisfactorily for more than five years to one which has been unexplored for this type of service and for which receiving sets and transmitters to be used have not been contempl- ated or designed."

FMBI had successfully cut through opposition to the new broadcast medium several years ago but broadcasting art wasn't popular. Measars. Damm and Sheph- ard, along with Maj. Edwin H. Armstrong, participated in its founding and encouraged virtually every one of 60 FMBI sta- tions to enter the battle on the now 335 FM applications pending. In addition to Measars. Damm, Shepard, Streibert, Janasy and Brown, others attending the meet- ing were G. W. Lang, WGN Chi- cago; A. B. Church, KMBC Kansas City; Ray Manson, Stromberg- Carlson, all directors; Maj. Armstrong, Dr. W. R. G. Baker, GE vice-president; W. R. David, GE, William Carter, Stromberg- Carlson; Philip G. Loucks, FMBI counsel; M. M. Janasy, of the Loucks. Information on FMBI, please.

(Continued on page 65)

TBA Names Bingley

F. J. BINGLEY, chief television engineer of Philco Radio & Tele- vision Corp., was named vice-presi- dent of Television Broadcasters Assn. at a TBA board meeting Fri- day afternoon. He succeeds Robert L. Gibson, vice-president of General Electric Co.

Page 16 • January 22, 1945

BROADCASTING • Broadcast Advertising
Hook them...then boat them

A fish that hasn't come to gaff is still a long way from being in the boat. And a radio audience that doesn't produce sales at low cost, misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore . . . W-I-T-H gets the okay oftener and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying . . . he's using coverage, popularity, and cost. Using the same 3-way yardstick in Baltimore, they're finding that W-I-T-H produces the greatest number of listeners per dollar spent.

If you have something to sell in this 6th largest market . . . W-I-T-H is your best bet.

WITH
Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
January 22, 1945 • Page 17
NLRB Issues Complaint Against Nets

Hearing Ordered Jan. 30 On Platter Turner Controversy

A CONSOLIDATED complaint against National Broadcasting and Electric Networks Inc. (NBC), was issued last week by the National Labor Relations Board and a hearing was ordered Jan. 30 in New York to answer charges of unfair labor practices filed by the International Assn. of Broadcast Engineers & Technicians (NABET).

The American Federation of Musicians was named as a party to the complaint, which charged that, notwithstanding the Board's certification of NABET as the bargaining unit for turntable operators, the AFM "has persisted" and "has made demands" for the purpose of obtaining platter-turning jurisdiction.

The Board's action, taken within three days after it received charges filed by NABET [BROADCASTING, Jan. 16], reviewed the jurisdictional claims of the two unions in the NBC representation case, No. 14-RC-964, the Board's certification of NABET, the refusal of the networks to abide by the certification, and the position taken by the nabs as set forth in letters from Niles Trammell, NBC president, and Mark Woods, Blue president, to Allen T. Powley, president of NABET.

Unfair Practices Cited

"The activities of each of the respondents," the formal complaint asserted, "have a close, intimate and substantial relation to trade, traffic and commerce among the several states and tend to lead to labor disputes burdening and obstructing commerce and the free flow of trade."

"The acts of each of the respondents . . . constitute unfair labor practices within the meaning of Section 8, subdivisions (1) and (5) and Section 2, subdivisions (5) and (7) of the Act."

The complaint referred to NBC as owning six stations (WEAF WMAQ WRC WTAM KOA KPO) and studios in Los Angeles, operating various shortwave, television and experimental broadcasting stations, including "feeding" experiments over wire lines to approximately 140 broadcasting stations in the U. S., Canada, Hawaii and Cuba. It referred to the Board as finding that NABET (NBC KGO RECA) and having 191 affiliates.

The complaint alleged:

The Board on March 24, 1945, issued a certificate of NABET in the exclusive representation of the technical, including turntable operators. The AFM was a party to the proceedings.

That AFM "urged upon the Board that it should have jurisdiction over operation of 'on the air' playback equipment, more commonly known as 'platter turners' or 'plattiers' and that musicians units should be limited to each station of the respective respondents.

That notwithstanding the certification by the Board on Nov. 4, 1944, 'AFM has persisted in urging upon the Board that it should have jurisdiction over operation of 'on the air' playback equipment, more commonly known as 'platter turners' or 'plattiers' and that musicians units should be limited to each station of the respective respondents."

That the American Federation of Musicians refused to enter into an agreement with the Board on the merits of the jurisdiction, but that it remains "an indestructible organized unit" and has made demands upon the respondents that they bargain collectively with the AFM with respect to the terms and conditions of employment of "platter turners" or "plattiers" for NBC.

That at various times since Nov. 24, 1944 and shortly after the Board's certification of NABET, the respondents refused to recognize the AFM as their exclusive bargaining agent. It is claimed by the respondents that the AFM has refused and it continues to refuse to bargain collectively with respect to the terms and conditions of employment of the respondents' employees.

That the motions to dismiss the complaint were denied on the merits by the Board.

The Board decided to try the complaint on the merits, and a prehearing conference was conducted.

The complaint was continued until Jan. 30, the first day of the hearing.

Relay Networks Operating on 1900 mc

Along Airlines Are Asked by Raytheon

APPLIANCES for construction permits for two relay experimental stations above 1900 mc, the first in a proposed nationwide network, were submitted to the FCC by the Raytheon Mfg. Corp., in line with its plans for a transcontinental relay network along airline routes, last October during the FCC allocation hearing [BROADCASTING, Nov. 6].

Indicating its intention to aid the development of television, the Commission last week permitted construction permits to Philco Radio & Television Corp., the Allen B. DuMont Labs. and P. R. Mallory & Co. for experimental television stations in Arlington, Va., Washington and Indianapolis. Frequencies below 300 mc are to be assigned by the Commission's chief engineer.

New York, Boston Stations

Raytheon proposes to make its prospective nationwide relay system available for television and FM networks, as well as for communications, traffic control and automatic positioning report, high-speed telegraph and facsimile and high-quality telephone service. The system would be in New York and Boston.

Power of 100 w is proposed, with the stations using various emission methods including A0, A1, A2, A3, A4, A5 and special, high-frequency operations involving FM, time pulse and other methods of modulation which may be developed by Raytheon research engineers. Raytheon proposes to relay telephone, telegraph and facsimile messages along airline routes, simultaneously with television and FM either on a point-to-point basis or between fixed points and mobile units.

The FCC already has granted construction permits for experimental relay stations to the AT&T, which proposes a New York-Boston system, and the International Business Machines Corp. and General Electric Co. for a Schenectady-New York-Washington network [BROADCASTING, Nov. 13].

Under last week's grants for experimental stations, Philco proposes to use its Arlington outlet in conjunction with a Washington-Philadelphia relay system. The DuMont station will be located at the Hotel Harrington, 11th & E Sta., NW, P. R. Mallory & Co., manufacturer of radio equipment, proposes to use the station in connection with development of television equipment. The Commission before the Commission are applications of Western Union and Television Productions Inc., subsidiary of Paramount Pictures, for experimental relay stations, WU seeking channels above 2000 mc, and the Paramount organization asking for assignment below 300 mc.

From Bomber

RECORDING of an actual Army acceptance test flight of Boeing B-29 Superfortress model B-29A-20-FN, Jan. 16 over KPH Wichita, at 5:45 p.m. George Gow, KFW news editor made the flight and recorded the highlights of the test by shortwave from 25,000 ft. above the city. Outside temperature was 18 below zero, but inside the pressurized Fortress the temperature was 55 above zero. Lieut. Col. A. A. Vaught, 8th AF, was in command of the test flight. The Army accepted the test as the completion of the flight.

Esential Status

Of Radio Retained

WMC List Provides Induction Guide for 26-29 Age Group

RENTENTION of broadcasting as an essential activity was reaffirmed last week by the War Manpower Commission an revised list sent to draft boards for use as a guide in registering males 26 years of age in the 26 through 29 age group.

Classifying activities as either critical or essential, with registrants to be inducted first from groups of occupations in the latter category, the list included radio broadcasting and television among essential communications services, Radio communications (telephone and radiotelegraph) was listed as critical.

Equipment Production Critical

Production of radios and radio equipment, radar and television were called critical with vinylite transcriptions listed as essential.

The list covers 35 groups of activities which are devoted to production of war materials and which are specified as critical. No attempt is made to indicate the relative importance of different occupations in the activities but "all technical, scientific and research personnel" employed in the activities listed are declared by the Commission as being engaged in critical activities.

While the new list is to be applied only in the current induction of men in the 26 through 29 age group, the new list was warned not to depend on the list as a guarantee of protection against drafting of older men. Deferments were granted by Selective Service, it was emphasized, to tide employers over only until replacements can be trained. Broadcasters should be prepared to replace their younger employees with married men or men over 38, an official advised.

It appeared likely, however, that the list would protect essential activities from loss of 4-F's in the event of legislation.

More Women in Industry

After War Seen by RMA

EMPLOYMENT of women by radio manufacturers in the postwar period according to a survey made by the Radio Mfrs. Assn. which revealed that peace-time production will include a greater proportion of women employed than in peacetime. Results of the survey showed that women represented 51.9% of the total employment, 86,173 in 1940 and will represent 58.1% of the estimated 404,250 employees at end of war. This is the first year of war production, while postwar employment of both men and women may be at least 68.5% greater than in 1940.

Number of women employed for war production and radio soared 248.5% over 46,000 of July-September. Women total 64.6% of present employment, estimated at 241,286, the RMA said.
Plant Your Sales Seeds with WMT

...and reap the results of Iowa's Biggest Corn Crop in History!

607,608,000 bushels of corn...that's what the farmers of Iowa produced in 1944—and that's big business. From this and other Iowa industry, $1,500,000,000, and probably more, was earned by the "corn country folks" in WMT's regular daytime listening area. Folks out here have money to spend for your product...sell them with WMT. At 600 kc with 5,000 watts WMT covers 320 miles in diameter...the largest primary listening area in the state of Iowa. Put WMT and Iowa on your next schedule.

WMT—the "Buckle on the Corn Belt"...the simplest, least expensive, most effective way to reach the rich "corn country folks" of Iowa.

Represented by the Katz Agency
Young & Rubicam Again Tops Agencies With CBS Billings

YOUNG & RUBICAM again ranks first among agencies placing time on CBS during 1944, an analysis of the network's billings discloses. The Y&R billings totaled $485,018. Monthly billings in 1944 follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$5,628,948</td>
</tr>
<tr>
<td>February</td>
<td>$5,145,906</td>
</tr>
<tr>
<td>March</td>
<td>$4,850,645</td>
</tr>
<tr>
<td>April</td>
<td>$4,945,005</td>
</tr>
<tr>
<td>May</td>
<td>$4,269,388</td>
</tr>
<tr>
<td>June</td>
<td>$3,804,785</td>
</tr>
<tr>
<td>July</td>
<td>$3,283,917</td>
</tr>
<tr>
<td>August</td>
<td>$2,968,174</td>
</tr>
<tr>
<td>September</td>
<td>$3,201,790</td>
</tr>
<tr>
<td>October</td>
<td>$3,877,594</td>
</tr>
<tr>
<td>November</td>
<td>$3,190,926</td>
</tr>
</tbody>
</table>

May was the best month last year for CBS, with billings totaling $5,848,018. Monthly billings in 1944 follow:

<table>
<thead>
<tr>
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</tr>
</thead>
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<tr>
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</tr>
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</tr>
<tr>
<td>November</td>
<td>$3,190,926</td>
</tr>
</tbody>
</table>

Industry classification summary of CBS network gross billings for 1944:

<table>
<thead>
<tr>
<th>Category</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>$3,420,510</td>
</tr>
<tr>
<td>Building Materials</td>
<td>$2,862,750</td>
</tr>
<tr>
<td>Cigars, Cigarettes, Tobaccos</td>
<td>$3,034,000</td>
</tr>
<tr>
<td>Clothing and Dry Goods</td>
<td>$1,017,250</td>
</tr>
<tr>
<td>Confectionery and Soft Drinks</td>
<td>$1,356,000</td>
</tr>
<tr>
<td>Drugs and Toilet Goods</td>
<td>$1,800,000</td>
</tr>
<tr>
<td>Financial Instruments</td>
<td>$625,000</td>
</tr>
<tr>
<td>Food and Food Beverages</td>
<td>$7,966,037</td>
</tr>
<tr>
<td>House Furnishings and Jewelry and Silverware</td>
<td>$478,000</td>
</tr>
<tr>
<td>Lubricants and Fuels</td>
<td>$1,792,125</td>
</tr>
<tr>
<td>Radio, Phonographs and Musical Instruments</td>
<td>$1,356,000</td>
</tr>
<tr>
<td>Stationery and Office Supplies</td>
<td>5,172,000</td>
</tr>
<tr>
<td>Statisticians and Publishers</td>
<td>1,125,000</td>
</tr>
<tr>
<td>Stationary and Office Supplies</td>
<td>2,125,000</td>
</tr>
<tr>
<td>Airport Equipment</td>
<td>15,952,285</td>
</tr>
<tr>
<td>Automotive Jantzen Knitting</td>
<td>1,869,412</td>
</tr>
<tr>
<td>Automotive Jantzen Knitting</td>
<td>379,475</td>
</tr>
<tr>
<td>Automotive Jantzen Knitting</td>
<td>478,092</td>
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<tr>
<td>Automotive Jantzen Knitting</td>
<td>369,000</td>
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<tr>
<td>Automotive Jantzen Knitting</td>
<td>5,968,000</td>
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<tr>
<td>Automotive Jantzen Knitting</td>
<td>1,356,000</td>
</tr>
<tr>
<td>Automotive Jantzen Knitting</td>
<td>3,034,000</td>
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<tr>
<td>Automotive Jantzen Knitting</td>
<td>3,034,000</td>
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<tr>
<td>Automotive Jantzen Knitting</td>
<td>3,034,000</td>
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<tr>
<td>Automotive Jantzen Knitting</td>
<td>3,034,000</td>
</tr>
<tr>
<td>Automotive Jantzen Knitting</td>
<td>3,034,000</td>
</tr>
</tbody>
</table>

CABLES 1944 BILLINGS BY AGENCIES, SPONSORS

*Handed by More Than One Agency.*

<table>
<thead>
<tr>
<th>Agency</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>California Comm. for the Right to Work</td>
<td>$812.50</td>
</tr>
<tr>
<td>Allied Adv. Agencies</td>
<td></td>
</tr>
<tr>
<td>Southern California Democratic Comm--Downey, N. W. AYER &amp; SONS, INC.</td>
<td>$1,102</td>
</tr>
<tr>
<td>Electric Co. Adv. Patrick</td>
<td>1,984.00</td>
</tr>
<tr>
<td>Baker Adv. Agency Ltd.</td>
<td>670.875</td>
</tr>
<tr>
<td>General Foods Corp.--Postum</td>
<td>1,716.80</td>
</tr>
<tr>
<td>Continental Bakeries Co.</td>
<td>12,584.00</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet Co.--Palmolive Shave Cream</td>
<td>571.50</td>
</tr>
<tr>
<td>Continental Bakeries Co.</td>
<td>706.394</td>
</tr>
<tr>
<td>General Foods Corp.--Graysenits &amp; Graysenits Flakes</td>
<td>965.170</td>
</tr>
<tr>
<td>Led Bates, INC.</td>
<td>2,248.027</td>
</tr>
<tr>
<td>Batten, Barton, Dursine &amp; Osborn, INC.</td>
<td>77,084.38</td>
</tr>
<tr>
<td>Armstrong Cork Co.</td>
<td>492.006</td>
</tr>
<tr>
<td>Cream of Wheat Corp.</td>
<td>107,490</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>120,779</td>
</tr>
<tr>
<td>E. F. Church &amp; Co.</td>
<td>961.126</td>
</tr>
<tr>
<td>Scheinly Products Co.--Cresta Blancs Wine</td>
<td>166,305</td>
</tr>
<tr>
<td>Sears, Roebuck &amp; Co.</td>
<td>891,092</td>
</tr>
<tr>
<td>E. R. Sibley &amp; Sons.</td>
<td>2,344.365</td>
</tr>
<tr>
<td>Beaumont &amp; Hohman, Inc.</td>
<td>11,583.00</td>
</tr>
<tr>
<td>Pittsburgh Lines, Inc.</td>
<td>785.981</td>
</tr>
<tr>
<td>Betty Bowes, INC.</td>
<td>656.006</td>
</tr>
<tr>
<td>General Foods Corp.--Peet's 40% Bran Flakes</td>
<td>725.000</td>
</tr>
<tr>
<td>Maxwell House Coffee</td>
<td>256.830</td>
</tr>
<tr>
<td>Prudential Insurance Co. of America</td>
<td>620.405</td>
</tr>
<tr>
<td>Biow, Inc.</td>
<td>2,129.010</td>
</tr>
<tr>
<td>National Democratic Committee</td>
<td>140,899</td>
</tr>
<tr>
<td>Englehard Co.</td>
<td>165,700</td>
</tr>
<tr>
<td>Eveready, Inc.</td>
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<td>Hunt Bros.</td>
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<td>Lady Hatter Co.</td>
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<td>Philip Morris &amp; Co., Ltd.</td>
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<td>Procter &amp; Gamble Co.--Laws</td>
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<td>Rama Wine Co.</td>
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<td>Scheinly Products Co.--Pennsylvania</td>
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<td>One Thousand Club of the United States of America</td>
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<td>W. Earl Bothwell Adv. Agency</td>
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<td>American Home Products Corp.--Duff's Ready-to-Bake Mixes</td>
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<td>Jeans Knitting Mills</td>
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<td>Bierch &amp; Van Norden</td>
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<td>Peter Paul, INC.</td>
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<td>Hooke's Adv. Agency</td>
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<td>Baking Van &amp; Storage Co.</td>
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<td>Buchanan &amp; Co.</td>
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<td>U. S. Rubber Co.</td>
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<td>Hudson Coal Co.</td>
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<td>Cockfield, Brown &amp; Co.</td>
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<td>Campbell Soup Co.</td>
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<tr>
<td>Broadcast Advertising</td>
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In an article appearing in the November 11th issue of "The Billboard," radio station KXOK is highly recommended for its promotion. The article points out that KXOK's promotional activity "rivals the savvy and class of any network promotional office."

KXOK believes in promotion. Moreover, this station believes in correlating its promotion in all media used for best results.

"The Billboard" article tells the complete KXOK promotion story...and, naturally, we're proud to be singled out in this manner, with national recognition for doing what everyone terms, a "top-notch job of promotion."

Ask KXOK or John Blair representatives for complete details of how KXOK "proves that KXOK advertising sells."
**HOOPER**
**Proves That ONLY WLAP**
**"DOES THE JOB"**
**IN Lexington, Kentucky**

**HOOPER LISTENING INDEX**
Fall, 1944 City Zone Lexington, Ky.
—Share of Audience—
Total Coincidental calls—this period 9,538

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<tr>
<th>MORNING INDEX</th>
<th>WLAP</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>OTHERS</th>
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<tr>
<td>Monday thru Friday</td>
<td>8 to 12 Noon</td>
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<th>’45</th>
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<td>39.7</td>
<td>35.8</td>
<td>0.3</td>
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</tbody>
</table>

**OVER $60,000,000...**
... will be paid to Bluegrass tobacco growers before March 1st!

**NUNN STATIONS**
WLAP
LEWIS & MILLER
KNOXVILLE, TENN.
WCMI
ASHLAND, KY.
JUNTINGTON, W. VA.
KWDA
AMARILLO, TEX.

**REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.**

**COMPTON ADV. CO.**
Procter & Gamble Co.—Crisco... 410,500
Ivory Soap 310,165
Dawn 311,725
Ivory-Oxylod 1,009,540
Soap—Vacuum Oil Co. 28,890

**COYLE ADV. AGY.**
Attorney General Common.—F. D. Harrigan... 126 126

**COTTER ADV. AGENCY**
H. C. Cull—Candidate for Gov. of Mass... 370 370

**CRUTTENDE & EGER**
Admiral Corp... 259,435 259,435

**DANCER-FITZGERALD-SAMPLE**
American Tobacco Products Corp.—Anacin... 1,512,909
Anacin, Benadryl... 1,111,714
Benadryl... 1,427,877
Benadryl... 165,165
Beech-Nut... 583,899
Beech-Nut... 583,899
Beech-Nut, Anacin... 193,650
Beech-Nut, Hill's Gold Tablets... 165,458
General Mills Inc.—Travestik, Rix... 327,356
Goldman & Gamble Co.—Oxydol... 509,652
Sterling Drug Inc.—Bayer... 789,853
Doctor Leonard... 547,777
Dancers—D'Arcy Adv. 246,316
Dancers—D'Arcy Adv. 216,447

**D'ARCY ADV. CO.**
Coca-Cola Co. 520,750 520,750
HUGO A. DRAWDYER
Constitutional Democrats of N. C. 576 576

**DONARUE & CO.**
Grinnell Laboratories... 8,216 8,216
SHERMAN E. ELLIS CO. 11,540 11,540

**GME. Esty & CO.**
Colgate-Palmolive-Peet Co.—Super Suds... 319,713
R. J. Reynolds Tobacco Co. 1,912,727

**FLAGLER ADVERTISING**
W. W. Burpee Co. 12,892 12,892

**FOOTE, CONE & BELLING**
American Tobacco Co. 1,067,113
Armour & Co. 256,702
Brenners Inc. 256,702
Campbell Soup Co. 765,171
Lockheed Aircraft Inc. 234,588

**GILHAM ADVERTISING AGENCY**
Pet Milk Sales Co. 10,710 10,710
GLASSER-GAILEY & CO. 25,283 25,283
Colonial Dames Inc. 320,591 330,591
GREGG-BRIDGS... 29,622 30,812

deborah H. BAXON
Democratic State Committee of N. Y... 10,121 10,121
L. M. HARRISON & ASSOCIATES
National Independent Council for Roosevelt... 5,681 5,681
REYNOLDS & MCDONALD
John Morrell & Co. 236,875 40,850

**HILLMAN, SHANE & BRETHER**
"K" Products Inc. 32,050
Hollywood Democratic Comm. 1,782 33,772

**HIXON-O'DONELLY, ADV.**
Dak & Night Mfg. Co. 4,568
Hoffman Radio Corp. 10,179
Richfield Oil Co. 462,875
Stokes Sickle Co. 26,313

**DUANE JONES Co.**
Manhattan Soap Co. 72,782
G. F. Mellor Co. 96,996
Reynolds Tobacco Co. 121,141

**JACOBS & LANGLEY**
Citizens Comm. Against Prop. No. 12... 812 812
H. W. EASTER & Sons Adv. Co. 110,027 110,027
JOSEPH KATZ CO. 285,092
Marland Pharmaceutical Co. 15,971

**KENYON & ECKHARDT**
Southern Cotton Oil Co. 407,566 407,566
KNOX REEVES ADV. AGY. 276,782 276,782
General Mills, et al—Whalettes... 216,782 492,504

**ARTHUR KURNER INC.**
U. & Tobacco Co. 411,504 411,504
LAKESPIRO-BURMAN... 29,342 29,342
PLUNKETT & MCDONALD
Andrew Jergeas Co. 21,411
P. Leland Co. 149,849 171,587

**ADDITION LEWIS & ASSOCIATES**
Manoah-Of-the-reel Reg. Co. 334,656 334,656
LONG ADV. SERVICE
Gardner & Breen & Agricultural Farmers Assoc. 16,132
Gallenkamp Stores Co. 5,746

**MCCANN-ERICKSON**
Cheesefield Mfg. Co. 654,706
Colman Products 8,699
Dr. Edwards Co. 10,751
Pacific Coast Box Co. 483,980
Palbo Mills Inc. 214,304

**NAXON INC.**
General Electric Co. 1,894,079 161,887 1,855,996
THE TIME to spring into action is all the time, as far as Weed & Company is concerned. Delivering good times on good stations, Weed treats time as its full-time business, which means more business for its stations.

Alert, radio-wise Weed men, on the job from coast-to-coast, make time mean money to all stations that carry the letterhead line “Nationally Represented by Weed & Company.” Alert stations know that when Weed handles it, “time will sell!”

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
Not even in state election board headquarters is the set-up as complete as in the editorial rooms of The Oklahoman and Times on election night. City, county, state and national returns from this source are invariably first on the wires.

Covering 2,800,000 highway miles a year, Oklahoma Publishing Company owned Mistletoe Express Service keeps dealers' stocks fresh in 409 Oklahoma cities and towns ... furnishes subscribers with their Oklahoman and Times only minutes old.

GEARED TO 1945 Speed

Ranking right along with such network commentators as Morgan Beatty, Robert St. John and Kaltenborn among Oklahoma listeners is WKY's own staff of newscasters who contribute toward the station's complete news coverage, local and national. Ten regularly scheduled daily news periods round out WKY's service to listeners.

When business gets the green light along the post war highway, don't overlook the Oklahoma Publishing Company's four lane approach to merchandising problems in the Oklahoma City market. If you prefer newspapers, there's the Oklahoman and Times. If it's the farm market you are after, you have The Farmer-Stockman. If radio is your favored medium, use WKY. If product distribution is a problem, remember Mistletoe Express. BUT, if you want to do the maximum job with the least effort, coordinate the four in a single package.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY
WRGB ANNIVERSARY NOTES RELAY PLAN

IN a program Jan. 13 at Schenectady commemorating the fifth anniversary of the television network inaugurated by General Electric Co., Paul L. Chamberlain, transmitter sales manager of GE’s electronics department, told the WRGB television audience that seven companies have already indicated intention of providing video relay facilities after the war. One of the companies, International Business Machines Corp., will install its initial circuit connecting Schenectady with New York, Mr. Chamberlain said.

Participating in the anniversary program was Niles Trammell, NBC president, who spoke and was televised from New York and Robert S. Peare, GE vice-president in charge of advertising, publicity and broadcasting, who spoke from the WRGB studios.

Let WEBR Sell Your Product to the Rich Buffalo and Western New York Market

No need to pay fancy prices to tell your story to the Western New York Market! 65% of the population and 70% of the total retail sales of the eight county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO...well within WEBR’S primary service area.

BUFFALO Courier-Express STATION
WEBR
MUTUAL NETWORK

does it at
LOWEST!
COST

Nationally Represented by WEED & CO.

Overall Acceptance of Blue Programs Is Goal of Net's New Promotion Policy

OVERALL acceptance of Blue programs and Blue stations is the major goal of the network’s new promotion policy, Fred Smith, director of advertising and promotion, states in a broadside presentation sent last weekend to Blue affiliates. Policy is explained in an eight-point outline:

1—About the first of each month the Blue will send stations all planned promotion for the month, except for interim emergency material, which will be kept to a minimum so stations’ monthly pre-scheduling will hold up.

2—Concentration increases promotion’s effectiveness, so stations should expect more “package promotions.” Like the 60-day Sunday-night job. Asking stations to give these promotions priority over everything else, Mr. Smith suggests that they follow the Blue priority system: 1, the major promotion; 2, new shows; 3, old shows moving to new times; 4, old shows with new opposition; 5, special events.

3—Watch the network’s bulletins about emergency or interim problems will tell stations what the Blue is doing about them at its M & O stations, providing a model for station follow-up.

4—Special bulletins about emergency or interim problems will tell stations what the Blue is doing about them at its M & O stations, providing a model for station follow-up.

5—Blue will prepare several types of advertising: Program promotion, ads for newspapers and national magazines, promoted in tab form; spotlight ads for stations with lists of strategic station information, furnishing maps and program schedules to be sent to stations.

6—Special promotion, which will be “stepped up,” is now a complete unit. The home market promotion medium: To supply you with better recorders and audience, they follow the Blue priority system: 1, the major promotion; 2, new shows; 3, old shows moving to new times; 4, old shows with new opposition; 5, special events.

John Coburn Turner, formerly script editor of the Blue, has been made head of the new promotion division of the Blue program department and will be responsible for all promotion on the air of the network and its programs, Hubbell Robinson Jr., vice-president in charge of programs and production, announced.

Three-writers—Juliet Glen, formerly of Compton Adv., and recently resigned from the Red Cross; Marjorie Duhan, also from Compton; Patsy Cristy, formerly a researcher for Isabel Manning Hudson—will be associated with Mr. Turner in the new division, which will work closely with the network’s promotion and advertising department. Elinor O’Connell, formerly of the Blue spot and political sales staff, will handle traffic details as assistant to Mr. Turner.

Overall Acceptance of Blue Programs Is Goal of Net’s New Promotion Policy

8—A monthly management bulletin “will keep you up on the national picture, on our progress as a network—and your progress as part of it.”

9—Special bulletins about emergency or interim problems will tell stations what the Blue is doing about them at its M & O stations, providing a model for station follow-up.

10—Blue will prepare several types of advertising: Program promotion, ads for newspapers and national magazines, promoted in tab form; spotlight ads for stations with lists of strategic station information, furnishing maps and program schedules to be sent to stations.

11—Special promotion, which will be “stepped up,” is now a complete unit. The home market promotion medium: To supply you with better recorders and audience, they follow the Blue priority system: 1, the major promotion; 2, new shows; 3, old shows moving to new times; 4, old shows with new opposition; 5, special events.

A Penny Saved is a Penny Earned
Benjamin Franklin
The lion's share... all day long

On this Hooper showing, WOWO gets not only more, but most, of the radio listenership in the Fort Wayne Trading-area (as defined by Rand McNally), in the golden hours between 8 A.M. and six in the evening. A special study carried on in Fort Wayne and 8 intermediate cities; also in rural areas surrounding each city, showed more than half the sets in this area tuned to one station... a record consistently maintained throughout the entire half-rural, half-urban primary of WOWO.

This exceptionally high Hooper rating, rural as well as urban, explains the enormous pulling-power of WOWO... this, and the day to day alertness that has earned eight awards for outstanding efforts in the fields of promotion and publicity.

Sponsors of shows on WOWO are assured of a welcome for their product-stories in a majority of the radio homes in the prosperous WOWOland. WOWOland means 133 counties in three states... plus Fort Wayne.

Your NBC Spot Salesman can bring to life the cold but convincing figures of the Hooper Index. Get the full story from him.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KEX • KYW • KDKA • WOWO

Represented nationally by NBC Spot Sales—except KEX
KEX represented nationally by Paul H. Raymer Co.
Night-time listening in

• FIRST of a series of reports from NBC's 1944 Nation-wide Survey of Listening Habits is just completed.

It contains details as to how the people in 1077 cities...all the U.S. cities of 10,000 population and over and accounting for 16,000,000 radio families or 56 percent of the nation's total...responded when they were asked: "To which station do you listen MOST...at night, after 6:00 p.m.?”

These pages give you the highlights. For complete information, write to the NBC Promotion Department for the booklet—"1077 Cities...and How They Listen at Night."

NBC leads next network in "listened to most at night" by 128%

and...

57% of the Radio Families "Listen Most" to NBC

25% of the Radio Families "Listen Most" to Network B

6% of the Radio Families "Listen Most" to Network C

9% of the Radio Families "Listen Most" to Network D
1077 cities

Summing up by cities:
NBC leads by nearly 6 to 1

- In 860 cities NBC leads all other Networks (total radio families 14,576,813)
- In 154 cities Network B leads all other Networks (total radio families 1,254,996)
- In 32 cities Network C leads all other Networks (total radio families 149,949)
- In 14 cities Network D leads all other Networks (total radio families 50,158)

National Broadcasting Company
America's No. 1 Network
Where to make Sales at a Profit

and 6 good reasons why

1. Ample power—500 w.
2. Good spot on the dial—980 kc.
3. Thorough coverage of market.
4. Varied program schedule.
5. Large listening audience.
6. Best dollar for dollar value.

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and
Mutual Broadcasting System

GE Continues Ken-Rad
GENERAL ELECTRIC Co. will continue to supply Ken-Rad tubes to Ken-Rad customers through established distribution channels, it was emphasized last week by GE officials in announcing that the Ken-Rad brand of tubes will be continued [BROADCASTING, Jan. 1]. The Ken-Rad group will be officially known as the Ken-Rad division of GE's Electronics Dept. It has been explained by GE to customers that Ken-Rad will now have the benefit of the GE engineering and research facilities.

Dutch Boy Quiz
NATIONAL LEAD CO., San Francisco (Dutch Boy paint), on Feb. 4 starts sponsoring a quiz-barter type program, Trading Post, on 8 CBS Pacific stations, Sunday, 5:30-5:55 p.m. (PWT). Contract is for 33 weeks. Art Baker will m.c. the audience-participation show with Tom Hargis assigned producer. Agency is Erwin, Wasey & Co., San Francisco.

World War I and three years with the Bureau of Internal Revenue, he returned as cost accountant in the radio division of the East Springfield Works, becoming Division auditor in 1934. With the transfer of the Division to Baltimore in 1938 he planned and installed accounting operations to accommodate wartime expansion which saw production skyrocket to 5100 times its prewar volume.

**Table:**

<table>
<thead>
<tr>
<th>War Message</th>
<th>Net Work Plan</th>
<th>Group KW</th>
<th>AE</th>
<th>Ind.</th>
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See OWI Schedule of War Message 147 for exact and time of programs carrying war messages under National Spot and Network Allocation Plans.

**Benoit Promoted At Westinghouse**

NAMED V-P for Standard and Shortwave Broadcasting

PROMOTION of Walter E. Benoit to the vice-presidency of Westinghouse Radio Stations Inc., taking over substantial executive duties for all Westinghouse standard band and short-wave broadcasting facilities in anticipation of postwar expansion was announced last week by Walter Evans, vice-president of Westinghouse Electric & Mfg. Co. and head of the broadcasting subsidiary. Mr. Benoit continues as assistant to the vice-president, Radio & X-Ray Divisions, maintaining headquarters in Baltimore.

In announcing the appointment, Mr. Evans said that Westinghouse now has five stations—KDKA, KYW, WBZ, WBZA, WOWO—broadcasting regular programs on FM and has applications pending before the FCC for television transmitters in Philadelphia, Pittsburgh and Boston.

Area Expansion

"In addition," he pointed out, "recent acquisition of KEX at Portland (Ore.) extends our responsibilities to the Pacific coast and special attention will be given KEX programming to incorporate those high standards of service which have been a hallmark of Westinghouse radio ever since KDKA presented the world's first regularly schedule program just 23 years ago. It is these and similar matters of paramount importance to wartime operation and postwar development which will be correlated and expanded under Mr. Benoit's direction.

Mr. Benoit originally joined Westinghouse in 1916 in the accounting department of the Chico-pee Falls (Mass.) plant. After two years in the Army Air Corps in
More than twelve thousand letters came flooding in to WGAR after Santa greeted youngsters of Northeastern Ohio in his annual pre-Christmas radio visit (sponsored by Coca-Cola for the past 4 years). It was more than an exceptional demonstration of mail response. It was another expression of the friendliness that Ohio people, both young and old, have for The Friendly Station.

WGAR
CLEVELAND

12,973 LETTERS TO SANTA
WWJ’s OWI Policy
ALTHOUGH WWJ Detroit has banned all transcribed announcem-
ents, it will continue to cooperate with the OWI Domestic Radio Bu-
reau by using its station announce-
ments prepared from live copy material sent by the Government
agency, a letter from Harry Ban-
nister, station general manager, to
the OWI said in explanation of
WWJ’s policy. The station, accor-
ding to OWI, has generally carried
about 70 messages weekly instead
of the allocated 68 and has used
them effectively on both sustaining
programs and newscasts.

New Quebec Outlet
CQSO Sorel, Que., went on the air
officially Jan. 8 at 7 p.m. with 100
w on 1,400 kc, according to word
from the Radio Branch, Dept. of
Transport, Ottawa. The station is
one of the new licensees issued in
the past few months and is located
in a shipbuilding and war industry
center.

Sets-In-Use Gain
In Latest Hooper
Hope Maintains Top Rating
Among Leading Fifteen Shows

AVERAGE EVENING sets-in-use
show a substantial gain over the
previous report, rising 3.2 to an
average of 32.9, according to the
Jan. 15 evening-network Hooper
ratings report released by C. E.
Hooper Inc., New York. Average re-
mains 0.6 below last year’s report.
Average evening audience rating
of 10.3 is up 0.8 from the last report,
down 0.9 from a year ago, while
the average evening available
audience rose 1.2 from last year’s
report.

Bob Hope, Fibber McGee & Molly,
Charlie McCarthy, are the first
three programs in the list of “First
Fifteen” evening programs, fol-
lowed respectively by Mr. District
Attorney, Bing Crosby, Jack Benny,

LEGION OF MERT is pinned on
T/Sgt. Howard H. Falberg, WAGE
Syracuse engineer now Army press
and radio engineer supervising
transmission of broadcasts from
Allied Force Headquarters in Italy,
by Brig. Gen. Thoburn K. Brown,
Rome area commander. Award was
made at dedication of the studio
used by commentators in that area
and for perfecting techniques used
operating combat bombers.

Walter Winchell, Joan Davis with
Jack Haley, Radio Theatre, Kay
Kyser (1st half-hour) Abbott &
Costello, Eddie Cantor, Hildegarde,
Your Hit Parade and Aldrich
Family.

Radio Theatre has the highest
sponsor identification index—91.0,
with 90.9 giving the correct pro-
don; 0.1 giving other identification,
0.8 giving the wrong identification
and 8.2 unable to name a sponsor.

Jack Benny ties with Your Hit
Parade as the program with the
largest number of listeners per listen-
ing set with 1.61; Gabriel Heatter
(Sunday) ties with Walter
Winchell for the most men listen-
ers and Long Ranger has the most
children listeners per set, the latter
three each achieving 1.11.

Top-ranking programs listed in
terms of the number of listeners per
listening set are as follows:

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>Total</th>
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<tr>
<td>1.61</td>
<td>0.68</td>
<td>0.33</td>
<td>2.62</td>
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<tr>
<td>1.61</td>
<td>0.67</td>
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‘Swing’, New Promotion
Booklet, Issued by WHB

A NEW, pocket-size, digest-type
magazine, titled Swing, featuring
articles contributed by commen-
tators regularly heard on Mutual,
made its bow last week in Kansas
City under the auspices of WHB.
Mutual outlet there. Magazine is
published by Donald D. Davis, head
of WHB, and will be circulated to
advertisers and timebuyers. The
out-of-town edition will be known as
Trend, and will carry on the inside
back cover the local advertisement
of each Mutual station which dis-
tributes it. Jotta Carleton, former
continuity editor at WHB, is editor.

As a test, newsstand distribu-
tion was begun in Kansas City
with 228 outlets handling the pub-
llication, which enjoyed a 45% sale
twenty-five cents a copy in six
days. In addition to “Where to
Go—What to See in Kansas City”
the initial issue contained an ar-
ticle about Vice-President Harry
S. Truman, a speech on newspapers
and radio by former Vice-President
Henry A. Wallace and an article
by Alfred P. Sloan Jr., chairman
of the board of General Motors.
November 15, 1944

Mr. J. O. Maland
Radio Station WHO
Des Moines 7, Iowa

Dear Joe:

We at WOW take this occasion to congratulate you at WHO upon the superlatively well done job of radio audience research reflected in the 1944 Iowa Radio Audience Survey.

It is, in our opinion, the finest compendium of radio audience facts and figures that has so far been compiled from any source. Naturally, we are not unhappy to find that WHO's figures reveal a substantial audience for WOW in Western Iowa counties, this confirming our own surveys.

We believe that every time-buyer in America should study this very complete WHO 1944 Iowa Radio Audience Survey.

Cordially yours,

RADIO STATION WOW, INC.

[Signature]

John J. Gillin, Jr.
President

Now Presenting The NBC 1944-'45 "Parade of Stars"
AS HIS reward for being chosen "Typical Midwest Farmer" out of 8,500 entrants, Anton Ettesvold, 67-year-old dirt farmer from Morris, Minn., was feted royally at the Hotel Statler Jan. 17 as part of his week in Washington as guest of the Cowles Broadcasting Co., along with Mrs. Ettesvold, their daughter, Nina, and one of their Army sons, Capt. Winfred L. Ettesvold, who is stationed in Washington. Dinner was one of the highlights of the Ettesvolds' week in Washington, climax by attendance at the Roosevelt inauguration Saturday.

During their stay in Washington Mr. & Mrs. Ettesvold were interviewed by WOL and transcriptions sent back to WNAX for rebroadcast. One day they went to the Army's Walter Reed General Hospital where they met some boys from the WNAX five state region. Recordings were made at the hospital.

Mr. Ettesvold was born and raised on a farm near Morris, in Stevens County, Minn., the same farm he owns today. He purchased it in 1904 after renting it for five years previously. The Ettesvolds have ten children, five of them in the service. An eleventh son was killed in action in Germany. A leader in the first and second War Bond Drives, Mr. Ettesvold is chairman of the Stevens County defense board.

Guests at the Wednesday banquet included:
Sen. Henry Gurney (R-N.Y.) & Mrs. Gurney, Sen. Joseph Ball (R-Minn.) & Mrs. Ball; Sen. Henrik Shipstead (R-Minn.) & Mrs. Shipstead; Sen. Harlan J. Bushfield (R-D.,) & Mrs. Bushfield; FCC Commissioners Ray C. Wakefield and Mrs. Wakefield; Commissioner Norman S. Case and Mrs. Case; Willard Ripoff, NAB director of public relations; Arthur Stringer, NAB director of promotion; Howard Frazier, NAB director of engineering.

KGIN Field Okla. is now represented by Taylor-Howe-Snowden. Station was formerly represented by John Pearson Co., Chicago.

SIGNING the register at Washington's Hotel Statler is farmer Anton M. Ettesvold, who is visiting the Capital for the inauguration as the guest of WNAX Yankton, S. D., which chose Mr. Ettesvold out of more than 8,500 farmers as "typical midwest farmer". Others in the picture are (1 to r): Merle Jones, general manager of WOL Washington, a Cowles station; Rodney Harman, Statler Hotel; Mr. Ettesvold; Mrs. Ettesvold; Nina Ettesvold; Don Inman, vice-president and general manager, WNAX; Mrs. Inman; Mrs. James Allen; Mr. Allen, WNAX promotion manager.

BBM's 49 Members
BUREAU of Broadcast Measurement, Toronto, formed a year ago at the Quebec annual meeting of the Canadian Assn. of Broadcasters, reports it has a membership of 49 Canadian stations, including the 11 Canadian Broadcasting Corp. stations. This accounts for 62% of all Canadian stations. BBM will have printed maps and reports on most BBM member stations ready at the end of January.

New Hires Show
CHARLES E. HIRES Co.'s new Blue Network show starting Jan. 24, Wednesday, 10:10-10:30 p.m., will be titled Hires' Ice Box Follies, trying in with promotion for Hires' Root Beer, and will be directed by Jack Rourke. Wendell Niles and Don Prindle, comedy team, will be supported by Billy Miles' band and Gale Robbins, vocalist. Agency is N. W. Ayer & Son, New York.

AMA Names Hurd
ARTHUR HURD, director of media research, J. Walter Thompson Co., has been elected president of the New York chapter of the American Marketing Assn., succeeding D. E. Robinson, of Pedlar, Ryan & Lust. Other officers include George H. Allen, Cooperative Analysis of Broadcasting vice-president; Margaret C. Boos, McCann-Erickson Inc., secretary, and James A. Mahoney, MBS, treasurer. The following were elected to the board of directors: Paul W. Stewart, Stewart Brown Assoc.; Dr. Ralph Findlay, Peart Findlay Inc.; and H. A. Richmond, Metropolitan Life Insurance Co. Donal E. West, McCull Corp., was appointed general chairman of discussion group meetings, assisted by Capt. E. Aber, of McCull's as general secretary.

KCKN Kansas City

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

CAPPER PUBLICATIONS, Inc.
NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUBIO BUILDING DOUGLAS 3220
CHICAGO 1: 100 NORTH MICHIGAN AVENUE CENTRAL 2-7747
KANSAS CITY 6: 300 WALTER BUILDING VICTOR 3064

Page 34 • January 22, 1945
ARE YOURS to Share in the Denver Market and Mountain and Plains States Region Served by KOA

This is an essential market. KOA is the essential station. KOA has $3\frac{1}{4}$ times more power than all other Colorado stations combined. It's the station in its vast coverage area "that most people listen to most." KOA talks to these millions, who spend billions, at less cost than any other way you can devise. When you buy KOA—you buy sales results.

FEW STATIONS IN THE NATION CAN EQUAL KOA'S DOMINANCE!

Power—50,000 Watts • Coverage—Colorado and adjoining states • Top NBC Programs • Listener Loyalty 69%* Dealer Preference 68.8%**

* NBC "Tale of 412 Cities"
** Ross-Federal Survey

FIRST IN DENVER KOA 50,000 WATTS

INAUGURATED 1924
Going Stronger...Growing Greater Than Ever Before

Represented Nationally by NBC Spot Sales
The Confidence of One Man in Another

Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.
Last Frontier

SINCE THE FCC last week unloaded its spectrumwide allocations block-buster upon an anxious radio world, licensees and prospective licensees have been trying to decide whether they’re fighting mad or uproariously happy, whether to praise glowingly or condemn violently.

FM goes up the spectrum, where the Commission says it will have a permanent place and plenty of room to expand (if the proposed allocations stick following oral argument). Television can get a quick start postwar in the lower frequencies, but that would be only temporary. The lower band is sliced down from 18 to 12 channels and what’s left is saved in half to accommodate wartime military operations. Manufacturers will have to retool for FM and redesign for television, to bypass the Government band.

The FCC’s job was prodigious. It had to compromise demands of many different groups and viewpoints. It could “tweak” with wartime military requirements. It had to look to future expansion of radio services, weighed against junking of existing investments of the public and the industry in present high-frequency services.

This is radio’s last frontier. Mistakes made now will be visited upon future radio generations. Tempers and heads must be kept. The slower starts which may be entailed, and which seem all-important now, will be forgotten a few years hence.

The Commission had available to it restricted information on propagation in the high frequencies which could not be disclosed for security reasons. It concluded that FM’s development could best be assured in the 100 mc area, rather than the 50 mc region where it says skywave interference wracks its service. It felt that a limited television service could start “downtown”, but with the ultimate in the 600 mc area where high definition would be possible but, more importantly, where there would be sufficient space for competitive national service.

From the strict engineering standpoint, we feel the FCC has worked out a fair and reasonable compromise. The demands for facilities exceeded the supply many times. Military requirements, consuming vast areas, had to be accommodated first. The Commission evolved a technical plan, providing for ultimate expansion and for gradual transition, which appears to cover minimum requirements.

But there’s another side to the report. Once again the Commission ventures into social and economic stratospheres which are questionable. Woven into the report is loose talk about keeping the “door open” for “newcomers” and about “public domain”. After doubling the number of channels for FM and providing for additional space, if needed, the Commission nevertheless proposes to reserve 20 of 70 commercial FM channels for assignment in the future, presumably to “newcomers”. That’s a new departure even for the FCC. We wonder where it finds authority to reserve facilities for some unknown or inarticulate little men who aren’t there. The law requires the Commission to “encourage the larger and more effective use of radio”. To shut off a portion of the spectrum even temporarily hardly conduces to that.

There may be other “sleepers” which fall within the purview of “social and economic” aspects. Subscription radio, the “narrowcasting” project of William B. Benton and associates, is barely touched upon. The Commission says simply that it doesn’t have enough information on that. But that, the service proves feasible, applicants will be allowed to apply for channels in the regular FM commercial band or in bands later to be designated. Could the FCC have in mind placing this type of service, by its very nature anti-commercial radio, in the 20 channels it proposes to reserve?

These and other implications in the proposed regulatory sections are perplexing.

In summary, we think that technically the Commission has done a good job—the best possible under worst possible conditions. The fancy flights of rhetoric designed to protect where no protection is required, and which give lip service to ward off pressures, we feel are outside the Commission’s jurisdiction. This, more than ever, points up the need for a redefinition of the law by Congress and for the declaration of a national policy for radio by the American Plan.

Radionews—Grown Up

THAT RADIO newscasting has reached its majority and is recognized by Officialdom as an integral part of the American Way of Life was clearly demonstrated when nearly 600 persons attended the first annual guest dinner of the Radio Correspondents Assn. in Washington [Broadcasting, Jan. 16].

President Roosevelt led the array of high Government officials breaking bread with the men who gather and broadcast news from the nation’s capital. It was the first time the President has appeared at such a public gathering in many a day, and now it can be told why the date, at the proverbial last minute, was changed from Jan. 13 to Jan. 11—President Roosevelt requested it, that he might attend.

Coupled with the public demonstration of faith in radionews is the increase in off-the-record news conferences by high Government officials exclusively for radio correspondents. Washington has learned that the best way to reach the masses is through radio newscasts.

The milestones in radio flash by quickly in these days when the art is moving forward with such relentless speed, and one is apt to miss them.

It has not been so many years ago—so few, indeed, that you might tally them upon the fingers of one hand—that the radio correspondent was many a working newspaperman’s target. The newscaster was belittled, belabored, even vilified by the groundskeepers of the Fourth Estate. It must be gratifying for him to find his stature such today that he speaks with equal authority, and perhaps to a greater number, upon the affairs of men.

LT. COL. JOSEPH WYNNE HARRIS II

COVERING the Mississippi Valley flood of 1937 and the Army’s first free maneuvers in Louisiana and Tennessee in 1941 gave Lt. Col. Jack Harris the foundation for his present assignment. He has just arrived in the Central Pacific Theatre on a special extended radio liaison mission for the War Dept. Bureau of Public Relations Radio Branch.

In January 1937 when the Ohio, Tennessee and Mississippi rivers created the nation’s most disastrous flood, Jack Harris, as a special events announcer of WSM Nashville, figuratively—and literally—got his feet wet. He learned a lot about emergency broadcasting from various spots along the swollen rivers, from Cumberland, Tenn., up to Cairo, Ill., Paducah, Ky., Evansville, Ind., Louisville and so on.

A mobile transmitter built by Jack DeWitt, then WSM chief engineer and now a major in the Signal Corps, was Jack’s base of operations. He learned the value of on-the-spot recordings for later broadcast—of coping with unexpected emergencies.

Jack began his checkered life Dec. 20, 1911, in Nashville. He was christened Joseph Wynne II after an uncle, but relatives immediately dubbed him Jack and the name has followed him. He is carried on the Army rolls as Jack Wynne Harris.

His career has been varied, despite his youth. In school he prepared for a political future, but wound up in the newspaper game and radio. His journalistic leanings became evident during his high school days. While attending the Hume Fogg high school in Nashville, Jack founded the school paper, the Hume Fogg Tattler, learned to set type by hand and generally explored the journalistic field. In 1929 he entered Vanderbilt and earned a letter in basketball.

Believing a young man should earn his salt, Jack got a job on the Nashville Tennessean, working from 5 p.m. to midnight in the sports and editorial departments. In college he edited the Hustler during his senior year and in his graduate year was editor of the Vanderbilt literary and humorous magazine Masquerader. He was graduated in 1933 with a B. A. degree and a year later won his Master’s Degree in political science and history. In college Jack was director of the winning political machine and his classmates predicted he’d wind up in Washington some day. That he did, but not as a politician.

Jack got his first whirl at radio during his college days, too. He did a sportscast on WSM Nashville. At that moment came his big (Continued on page 64)
FAR FROM A SLUMBERING GIANT

WMFM is Growing ... Serving ... Building

WMFM, with its static-free FM reception, with its sound programming, has brought the radio of the future to Wisconsin, today.

WMFM, as one of America's pioneer FM stations, is already established as Wisconsin's No. 1 radio station, for thousands of discriminating families.

Through wartime, through peacetime, WMFM shall continue its proud policy of distinctive, quality programs, keyed to the wants and needs of the community.

THE MILWAUKEE JOURNAL FM STATION
Judge Takes KLRA Post
ROY JUDGE, named general manager of KLRA Little Rock, succeeding Sheldon C. Vinsonhaler, who is now manager and partner of KGH Little Rock, assumed his new duties Jan. 1. Mr. Judge, for 17 years has been an accountant for Hennegin, Croft & Cotham, Little Rock, auditing firm. Control of KLRA was sold last June for $276,000 by A. L. Mr. Judge Chilton to the Arkansas Gazette in line with the FCC duopoly regulations as Mr. Chilton also holds interest in KGH. The present staff of KLRA will be retained and the firm will make no immediate changes, Mr. Judge said, adding that plans for expansion and remodeling will come later.

Markham Named
G. E. MARKHAM, director of General Electric Co. agricultural broadcasts and manager of the company's FM station, WQFM Schenectady, also has been named manager of the GE television station, WRGB Schenectady, succeeding Robert L. Gibson. Mr. Markham will report to Robert S. Pearse, GE vice-president in charge of publicity, including all broadcasting activities of the organization. Mr. Gibson recently became advertising and sales promotion manager of the new GE chemical department.

Dr. Church Named
DR. CHARLES F. CHURCH Jr., brother of Arthur B. Church, president of KMBC Kansas City, has been appointed educational director of the station succeeding E. Edwin Browne, who resigned to become director of public relations for the U. of Kansas. Dr. Church, who continues as acting research director of KMBC, during the past year has conducted a nation-wide survey on radio and education, results of which will be available in the fall. He received his bachelor's degree from the U. of Iowa in 1924, his master's from the U. of Iowa in 1929 and was awarded the degree of Doctor of Philosophy by Ohio State U. in 1942.

FRANK B. KENUTT, former flight instructor in the AAF, has been named manager of WORD Spartanburg, S. C.

E. C. (Buck) CRANE, late of the U. S. Navy and former publicity editor and news editor of the Dayton Journal-Herald, has been appointed news editor at WDAY Dayton. He was serving as makeup editor on the Cincinnati Post when he enlisted in the Navy in Oct. 1942. He was honorably discharged Dec. 6, 1944.

NILES TRAMMELL, NBC president, will serve as radio committee chairman for the 1944 Salvation Army campaign in New York city.

EDGAR KOBAC, president of MBS, is scheduled to deliver a talk before the Radio Council of Greater Cleveland titled "Dear Boss," a behind the scenes report to the radio listener.

JOHN H. MARTIN, member of the CBS research department for several months, has been named executive assistant to PETE C. GORMAN, assistant director of engineering and development at CBS. Mr. Martin will handle personnel and accounting matters, acting as liaison with the personnel and purchasing departments. He served until recently with the American Red Cross and was formerly with Sterling Bolt Co., Chicago, as personnel contact and chief accountant.

REX PREIS, account executive at KXTS San Antonio, last week was inaugurated president for 1945 of the San Antonio Advertising Club.

GEORGE B. STORER, president of the Fort Industry Co., who has been on active duty with the Navy since April 1943, has been promoted to full commander. Mr. Storer is attached to the Industrial Readjustment Branch, Office of Procurement and Material, at Navy Dept. Headquarters.

DE WITT MOWER, for two years with WOR offices in Chicago as a salesman, joined the Mutual Network Chicago office as an account executive Jan. 16.

CLIF ROBERTS, Blue Network war correspondent, under arrangements completed with OWI and Armed Forces Radio Service, is featured on a commentary series on the Pacific war to servicemen overseas.

"He says he wants to be televised over WDFD Flint after the war."
E\text{very} morning at 7:30 o'clock, thousands of Southern New England inhabitants dial their radios to WTIC. The reason for this daily ritual is U. S. Meteorologist Roy E. Lundquist, Chief of the Hartford Weather Bureau.

Speaking directly from his office—and having available the latest reports and analyses from all over the nation, as well as his personal observations—Mr. Lundquist delivers timely and reliable forecasts which, while highly educational and instructive, possess an unusual human appeal, too.

When Mr. Lundquist goes on the air, people are making decisions as to what to wear, whether to carry an umbrella or be bothered with rubbers, to take a trip or stay home, to wash clothes, to cut hay, to put anti-freeze in the car or drain it out. They get the answer from Mr. Lundquist—with an accuracy hard to match.

Here is just one example of the type of service which, for twenty years, we have rendered to Southern New England. And the advertisers who use our facilities know that it pays big dividends.
WGL Names Roberts

Paul K. Roberts, former news editor and commentator of WGL-PM, has been named program director, and Rosemary Stanger, active in special news and dramatic features on the station since 1939, has been appointed assistant program director, Frank V. Webb, station manager announced last week, said he will be in charge of all special events carried by WGL, which was acquired last month by Newspapers, Television, & Radio Corp. from Westminster Radio Stations Inc. [Broadcasting, Jan. 8].

Dowdell Joins INS

William Dowdell, former news director of WJZ and WSAI Cincinnati, has joined the sales department of International News Service as consultant to radio stations. A former newspaperman, Mr. Dowdell entered radio when, as city editor of the Cincinnati Post, he supervised local news coverage for WCPO Cincinnati. He joined the Crosley stations in 1941. Mr. Dowdell has been in radio public relations since the mid-thirties last summer. He was a member of the original NAB News Advisory Committee.

MARJOY MORROW, who left CBS as assistant recruiter in Feb. 1943 to join Warner Brothers, is resuming her former CBS office as writer on the staff of promotion services for CBS-owned stations. Miss Sullivan, for two years was assistant sales promotion manager of the Ohio Life Insurance Co., Cincinnati. JANET POMEROY, newswoman for WJZ-M, Chicago, has resigned to accept an offer from WOCB, appointed to the network news director.

JANE SCHULZ, former announcer and concert director of WMZM-M, West Palm Beach, will replace PEARL BUCKLEN TRAYNOR as the head of KBKQ News Service, has been named by CBS as the head of KBKQ News Service, has been named by CBS as the head of KBKQ News Service.

THEA HOWARD, formerly with WWL Chicago scheduling department, has been transferred to production.

CLAUDE FREEMAN, announcer at WJZ Chicago, has married SYBIL ZUPAN of Greenville, S. C.
Here is the roll call of INS correspondents whose stories from overseas made front pages throughout 1944.

Every one of them has made a signal contribution to American journalism.

In the finest tradition of their craft, they have reported this war from the fighting fronts with accuracy and vividness—always with human appeal.

Clark Lee
Howard Berry
Joseph Thomas
John Campell
Thomas C. Watson
Charles A. Smith
Sten Hedman
Natalia Rene
Lowell Bennett
Frank Conniff
Pierre J. Huss
John E. Lee
Lee Carson
Rita Hume
Larry Newman
J. Willcombe, Jr.
Frank Robertson
Howard Handleman
Francois Musard
Graham Hovey
James L. Kilgallen
Clinton Green
Richard V. Haller
Jack Jarrell

Ralph Jordan
Michael Chinigo
James E. Brown
Joseph A. Bors
Philip G. Reed
Bob Brumby
Jack Mahon
Thurston Macaulay
Art Cohn
John Henry
George Lait
Lee Van Atta
W. P. Saphire
Peter Kilroy
Richard Tregaskis
J. Kingsbury Smith

International News Service
235 East 45th Street, N. Y.
MILTON CHASE, who left Cincinnati two months ago as WLW war correspondent attached to General MacArthur's headquarters in the Philippines, has arrived at his destination, according to word received last week.

JAMES L. FREEMAN, for 12½ years associate editor of Bell Syndicate Inc., and for over two years editor of North American Newspaper Alliance, has joined NBC's press department. Another addition is GEORGE WOLF, released from the Army after four months service in the Signal Corps as a writer. He was at one time associated with HERBERT MORT, producer of Truth or Consequences on NBC.

HARRISON EAGLES, is resigning from the announcing staff of WPAT Paterson, N. J., to go to Hollywood Jan. 27 to fulfill announced commitments with DuMont Labs, and for Paramount Pictures.

SIDNEY WALTON, news director and commentator of WINS New York, has been appointed to the editorial board of Europe in Review, a new magazine to be published in February.

EILEEN M. DEVNEY, formerly continuous writer for WRC, and Young & Rubicam, has arrived in India to serve as an American Red Cross staff assistant.

PETER C. OPP, released from the Army and former newsreader on WQXR New York, has joined the CBS Hollywood publicity staff.

LT. COL. TRUE BOARDMAN, formerly major announcer for Armed Forces Radio Service, has been appointed publicity staff.

PETER WATTS, general manager of Cincinnati's WKNV, has returned from his vacation in the South of France.

L. S. B. BYRNE, director of sales for WBBM Chicago, has hired five men from the Canadian advertising agency, Waddington, McJunkin & Co., Inc., to serve in the Los Angeles office. The new staff includes DEAN RUBIN, WADDINGTON partner; S. H. MILLER, former account executive in New York; E. K. M. MCCANN, former copywriter of William B. Foote & Co., Chicago; T. G. BERNSTEIN, former account manager of the advertising agency; and E. W. WAGNER, former public relations assistant of the advertising agency.

JAMES W. BUTLER, copywriter of the advertising agency, has joined the editorial board of the Chicago Times, as assistant managing editor.

HAROLD BUTLER, who was with the advertising agency in New York, has returned to New York to serve as chief over the Advertiser's editorial department.

ROBERT WATTS, editorial assistant of the advertising agency, has joined the editorial department of the Chicago Times, as assistant managing editor.

WILLIAM S. SHEPHERD, member of the McCann-Erickson advertising department in Chicago, has been appointed director of radio of the Minneapolis office. Mr. Shepherd, a native of Scotland, joined the agency in 1943.

GEORGE IRWIN, released from the Navy, has returned to Smith & Bul Adv., Hollywood, as producer-anouncer-account executive.

LIE ROBERTS, former copy director and account executive of Bluhm & Co., Los Angeles, has joined Hillman-Shane-Breyer, Los Angeles, as account executive.

FREDERICK SEABERG, formerly on the editorial staff of the Chicago Times, has left the agency to handle public relations.

ELLIS T. GASK, former head of his own agency and publisher of Modern Advertising, has joined Robert Miller Adv., Chicago, as account executive.

ROSEMARY HALL, former copywriter with Young & Rubicam, New York, and more recently with J. Walter Thompson Co., New York, has joined the creative department of Roy S. Duntine Inc., New York.

GEORGE C. WATTS, director of WBBM Chicago, has been named director of the Chicago office of the advertising agency.

JACK KNOWLES has left the advertising agency to join the Chicago office of the advertising agency.

M. F. B. BASKIN, director of the advertising agency, has joined the advertising agency as executive director of the Chicago office.

RICHARD C. SHEPHERD, formerly a member of the advertising agency's staff, has joined the advertising agency as executive director of the Chicago office.

PM. B. B. BASKIN, director of the advertising agency, has joined the advertising agency as executive director of the Chicago office.

MARTHA SHEPHERD, formerly a member of the advertising agency's staff, has joined the advertising agency as executive director of the Chicago office.

JACK WILKINSON, formerly a member of the advertising agency's staff, has joined the advertising agency as executive director of the Chicago office.

GATEWAY TO THE RICH TENNESSEE VALLEY

KFH WICHITA

50,000 WATTS

NASHVILLE

A government contract for 700 additional B-29 Superfortresses is good news for Wichita...bad news for Japan! Boeing Photo

Good for Wichita — Bad for the Japs!

five hundred million dollars worth of additional Jap-blasting B-29's will be made in Wichita's Boeing plant under the government's new contract...with prolonged employment for thousands of men and women.

Wichita has proved itself to have the know-how, the machinery, and the skilled manpower to meet the demands of this mammoth new production goal, but also the requirements of postwar expansion in its strategic position, as the aviation center of America—the aerial crossroads of the world!

Wichita is a Hoped-for city — Get the Facts from Petry

CBS • 5000 WATTS DAY & NIGHT • CALL A PETRY OFFICE
His International reputation led to sponsorship the first day on WHN!

Perhaps no commentator today is better qualified than Johannes Steel to analyze current happenings or forecast tomorrow’s trends. Johannes Steel knows his Europe ...a Europe in which he has lived ...whose people and leaders he has known. His background plus his access to information from diplomats and statesmen as well as the confidence he enjoys in Washington, add up to important reasons why Johannes Steel is so distinguished a news commentator, lecturer, journalist and author!

Johannes Steel is not new to the New York radio scene. He comes to WHN with a tremendous following built up over eight years of metropolitan broadcasting. Now over America’s Most Powerful Independent station, with coverage of 15 million people, Mr. Steel is heard exclusively five nights a week, Monday thru Friday.

“Johannes Steel possesses the utter sincerity of desire to serve justice, truth and the welfare of common man.”
—Honorable Henry A. Wallace

“Johannes Steel’s forecasts on International affairs are regularly confirmed a few days later on the front pages of our leading newspapers.”
—Walter Winchell, Daily Mirror

“Outstanding service rendered to radio by Johannes Steel and Kaltenborn.”
—Daily News

Available for sponsorship outside New York. Call or wire Executive offices, WHN, 1540 Broadway, New York.
THE PIANO

or "gravicembalo col pian e forte"

The Italian Cristofori, who designed the first piano in 1709, gave it the tongue-twisting name "gravicembalo col pian e forte." Bearing a close resemblance to the harpsichord, and musically similar to the dulcimer, the instrument proved easier to play than to pronounce, and its popularity grew rapidly.

An instrument for "hidden talent"

The oldest Cristofori piano now in existence, dated 1720, is in a New York collection. As in all early pianos, its keyboard is recessed between the walls of the case, making it impossible for the player's hands to be seen.

Originally played with the orchestra, and later as an accompanying instrument, the modern piano. The first successful upstart was made in Philadelphia in 1800, and in 1825, Bostonian designed the iron framed, heavy-stringed instrument we know today. These developments made the piano a solo instrument.

Age of the upright

Although England, France and Germany were the early piano-making centers, America had its share in developing the piano. The first successful upright was made in Philadelphia in 1800, and in 1825, Bostonian designed the iron framed, heavy-stringed instrument we know today. These developments made the piano a solo instrument.

THE VOICE OF THE PIANO—ranges from less than 30 to more than 6,000 c.p.s. The piano's entire range of overtones, from the heaviest to the most delicate, can best be reproduced with life-like naturalness and realism by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
Western Electric Company
135 BROADWAY, NEW YORK, N.Y.

W.F.I.L SELLS SELF COURTESY PLUGS
TAKING THE "donation tone" out of the traditional courtesy announcements, W.F.I.L Philadelphia, has put program announcements on a cash basis with the promotion department supplying advertising copy and buying time from the sales department at the regular card rate.

This new commercial schedule guarantees time for the plugging of various local and network shows, through the eternally "courtesy" method, such announcements were liable to shift in case of commercial commitments.

In the promotion department, the buying of time to promote station "merchandise" becomes an integral part of the spendable budget apportioned to all advertising media. For the client, it's an added advantage. Program announcements are now on a par with the station's commercial spot business.

Schutz Moves

R. J. (Chris) SCHUTZ, for 10 years advertising manager of the Kleinhaus Co., on March 1 becomes vice-president and manager of Baldwin & Strachan, Buffalo agency. Beginning his career as an advertising writer with J. Walter Thompson Co., Mr. Schutz went to Buffalo in 1931 as public relations director of Wm. Hengerer Co. Three years later he went with the Kleinhaus Co.
Subscription Radio Is Wanted By People, Weiner Tells FCC

CONVINCED that the FCC will license subscription ("pig-equal") radio because a survey indicated that the people want it and many would prefer it over commercial radio, officers of Subscription Radio Inc., subsidiary of Muzak Corp., in Washington last week demonstrated their proposed service to members of the Commission, its staff and to news personnel at the Mayflower Hotel.

There was no doubt in the mind of Joseph Weiner, general counsel for the William Benton interests, but that the FCC was "sold" on the proposed service as outlined last October at allocation hearings [Broadcasting, Oct. 16]. Neither was there any doubt but what the Commission would interpret its multiple ownership rule as not applying to Subscription Radio, despite the fact that three channels will be required in each city where the service operates.

Fly Not Present

Mr. Weiner declined to name of-

ficers of Subscription Radio Inc. but said it was owned by the "same in-
terests" as Muzak Corp. of which James Lawrence Fly, former FCC Chairman, is board chairman. He said directors include Beardsley Ruml, chairman of the Federal Re-
serve Bank of New York, executive of H. H. Macy & Co. and nationally known tax expert, and Robert M. Hutchins, president of the U. of Chicago, of which Mr. Benton is vice-president.

Mr. Fly did not attend the Wash-
ington demonstration, although it was recalled that during allocation hearings, just before Mr. Weiner testified Chairman Fly called a re-
ceess and left the hearing. At that time Mr. Weiner mentioned as a possible director of subscription ra-
dio Chester Bowles, OPA adminis-
trator and former partner of Mr.
Benton in the Benton & Bowles agency.

Victor Ratner, formerly of CBS,
OPA and the Democratic National
Committee publicity staff, used charts to explain a survey con-
ducted by the Office of Radio Re-
search, Columbia U., under the
direction of Dr. Paul Lazarsfeld.
The findings showed that most of
the 1,000 persons interviewed in
the Greater New York area don't
like commercials; that they would pay a nickel a day for subscription radio offering (1) classical and sweet music; (2) popular music, and (3) "public service programs".

Under supervision of William J.
Herdman, Muzak vice-president
and chief engineer, a demonstra-
tion was given. Muzak music was piped into the hotel via a radio set, equipped with the proposed "gadget" to be made available only to subscribers. At first the music was "spilled" indicating subscription afford a subscriber. Then he cut out the filter and a sustained 3,000-cycle tone blared forth, with the music fading to the background. That's what happens if a set owner doesn't sub-
scribe to the service.

Mr. Weiner explained that "we
never had a thought that sub-
scription radio would be a substi-
tute for regular radio service, rather we consider it an additional service". A few minutes later, however, he declared "we're competi-
tive with everything there is".

Mr. Weiner was certain the FCC
would not license subscription radio as an experimental service, an old custom with reference to new
services. He was sure, he said, the
Commission had been "sold" that the public wants subscription radio, that the service is ready to go with FCC approval and that experimental broadcasting with the service would not be necessary.

What They Think

Main purpose of the survey was
to determine what men and women of different ages, education and in-
come levels thought about sub-
scription radio. Results showed
that 41% of the men, 42% of
working women and 29% of house-
wives would pay the required 5c a
day for the service; that 37% of
the A income group, 40% of the
B and 34% of the C would pay for
it; (D was eliminated on the basis
that FM radios will be purchased
chiefly by the three other groups); that 44% of those with college
education, 44% of those with high school education and 29% of those with grammar school education
would pay; that 58% of the 18-24
age group, 43% of the 24-34, 32% of the 35-44 and 28% of the over
50 would buy this service.

Some 37% of those interviewed in
New York were found to be willing
to pay for the three services outlined by Muzak, 57% unwilling and 6% with no opinion. These results compare interestingly with those of a survey made in an
apartment project formerly serv-
ed by Muzak's programs, where
57% of the tenants said they would
pay the nickel to get music without
talking or commercials, 25% were
not interested and 18% were unde-
cided.

Probing for reactions to current
radio fare, interviewers asked
"Are you satisfied with the kind
of programs available to you", and
failed to disclose any startling
disatisfaction with the medium.
75% of the interviewees answering in the affirmative, 19% partly satis-
ished, 6% disapproving and 3%
with no views. In answer to an-
other question, 64% wanted "changes in radio" while 22% wanted no changes and 14% didn't know.
C. R. VINT, president of Colgate-Palmolive-Peet Co., Toronto, has been named a director of the Canadian Bureau of Broadcast Measurement. He represents the Assn. of Canadian Advertisers on the nine-man BBM board. He succeeds E. L. Spier, of Sterling Products Ltd., Windsor, Ont., moved to the New York office.

O-CEedar OF CANADA, Toronto (floor polish) on Jan. 12 started building planned on CJBC Toronto. Account was handled by MacLaren Adv. Co., Toronto.

CANADIAN INDUSTRIES, Montreal (paints) on Feb. 12 started three-weekly musical programs over a large number of Canadian stations. Account was placed by Ronalds Adv., Toronto.

LYMAN AGENCIES, Toronto (Tintex), started in February transcribed spots on varying frequencies on a number of Canadian stations. Account was handled by Ronalds Adv., Toronto.

LAVOINE CLEANER Co., Toronto (Lavoiline), has started transcribed spot announcements on a number of Ontario stations. Account was placed by F. H. Hayburn Co., Toronto.

LEVER BROS., Toronto (Lifebuoy) starts Feb. 12 five-daily transcribed spot announcements on a large number of Canadian stations. Account was placed by Routhrauff & Ryan, Toronto.

VITROPHANE Corp., Brooklyn (decorating transfer), has started transcribed musical quarter-hour programs twice weekly on CFRB Toronto. Account was placed by Rubin & Lesser, New York.

SEALY MATTRESS Co., Chicago and Montreal (Sealy) began a weekly transcribed program on WGN Chicago for 52 weeks. Agency is Schwimmer & Scott, Chicago.

MISSISSIPPI CROPS BRING $414,000,000

The total value of Mississippi crops in 1944 hit an all-time high record of $414 million dollars. This is 52 million dollars more than the previous year's crops.

This high income from agriculture, coupled with new oil and industrial development, makes the Mississippi market one of the most fertile markets in the growing South.

Here in Mississippi, much new wealth is waiting to be spent. You can be sure of reaching this Able-to-Buy market by having WJDX—the voice of Mississippi—carry your sales message.

WJDX continues to D.O.M.-I-N-A-T-E to the radio-listener audience in Jackson and Mississippi.

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JONES and MILLORY Named Cowles V-Ps

Other CBC Officers Re-elected To Their Respective Posts

ELECTION of Merle S. James, general manager of WOL Washington, and James S. Millory, vice-president of Cowles Magazines Inc., as vice-presidents of Cowles Broadcasting Co., was announced last week following a board of directors meeting in Des Moines.

Other officers of the broadcasting company were re-elected. The company operates directly KRTN Des Moines and WOL and through subsidiaries, WNAX Yankton, WCFW Boston a n d WHOM New York-Jersey City.

The meeting discussed programming of the stations and methods of improvement with emphasis on news programs and other programs directly related to the war and how they could be handled with greater service to the public.

Other officers re-elected were:

Gardner Cowles Jr., president; John Cowles, chairman of the board and vice-president; T. A. M. Craven, vice-president; Craig Lawrence, vice-president; Phillip R. Hoffman, vice-president; Carl T. Koester, treasurer; Vincent Starzinger, secretary; Karl R. Haase, assistant treasurer; L. Denemore Peterson, assistant treasurer; Arthur T. Gormley, assistant secretary.

Directors elected were:

M. Messers. Gardner Cowles Jr., John Cowles, Craven, Lawrence, Gormley, Starzinger.

IRE Reappoints Four

COMPLETING the roster of officers for the coming year, board of directors of the Institute of Radio Engineers last Wednesday reappointed Haraden Pratt, MacKay Radio & Telegraph Co., secretary; Raymond A. Heising, Bell Labs, treasurer; Alfred N. Goldsmith, consulting engineer, editor.

FOR UNUSUAL PERFORMANCE IN IDAHO?

KSEI

POCATELLO, IDAHO

Broadcasting • Broadcast Advertising
WCAE, KQV Switch Networks June 15

PITTSBURGH stations WCAE, now Mutual, and KQV, now Blue, will switch network affiliations June 15, according to announcements released simultaneously last Monday by the networks.

The Blue, in adding WCAE, gains a 5,000 w outlet, operating fulltime on 1250 kc, and affiliated with the Pittsburgh Sun-Telegraph. Mutual, in announcing that KQV, 1,000 w station operating on 1410 kc, will become its Pittsburgh outlet in mid-June, points out that contracts have already been let for new studios and new equipment for 5,000 w operation when materials are available. Station has been owned since November by Allegheny Broadcasting Corp.

Everybody Happy

Blue announcement was made jointly by Keith Kiggins, vice-president in charge of stations, and Leonard Kapner, president of Hearst Radio Inc., and general manager of the Hearst-owned WCAE Inc. Mr. Kiggins stated that the Blue had taken a major step forward in acquiring the new affiliate in Pittsburgh "a great business center from which national advertising originates in increasing volume." WCAE has an outstanding record of real service to public and advertisers, he added. Welcoming affiliation with the Blue, Mr. Kapner predicted the station would play an important part in furthering Blue progress.

Gratified to have the station join Mutual, which he described as the "nation's most aggressive network," G. S. (Pete) Wasser, KQV vice-president and general manager, announced at the same time that the station had contracted for the services of two new executives—Maurice Spitalny, as music director, and "Pie" Traynor, formerly Pittsburgh Pirate third baseman, as sports director. (See story, p. 42.)

Executives Delay Meet

BECAUSE Sen. Burton K. Wheeler (D-Mont.), its scheduled speaker, was attending the funeral last week of Rep. J. F. O'Connor (D-Mont.), the Radio Executives Club of New York postponed its scheduled meeting for last Thursday to Feb. 1. Sen. Wheeler, chairman of the Interstate Commerce Committee, who some weeks ago wrote for The Progressive, an article "The Shocking Truth About Radio," charging radio was "dollar-hungry", is slated to discuss "What's Wrong With Radio".

Dewey Speaks

GOV. Thomas E. Dewey will broadcast his first major address since the November elections exclusively on NBC Feb. 8 from the annual Lincoln Day dinner at the Hotel Statler, Washington, 10:10 p.m. S. C. Johnson's Fibber McGee & Molly is canceled for the occasion.

You don't need radar to locate the retail market pot o' gold . . . It's Northern California and the Bay Area

Statistics show San Francisco's $2,246 per capita income is the nation's highest for cities over 500,000. The average weekly paycheck is $59.40. You cover the pot o' gold market like a rainbow by using KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO SAN FRANCISCO

THE BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

January 22, 1945 • Page 49
Getting Closer to Television

With a license from the FCC for experimental television broadcasting—the first such license granted to any station between the Mississippi and the West Coast—KDYL has put its technicians to work setting up the required equipment.

In the miraculous new medium of tomorrow, KDYL stands out in front just as this station has led the west in radio broadcasting.

Today a talented and well-trained staff of announcers assures KDYL advertisers utmost effectiveness for their messages—in a market where 97 out of every 1000 homes have radios.

KDYL
SALT LAKE CITY
UTAH—NBC STATION

EXPERIMENT in public relations being conducted by WHK Cleveland consists of furnishing gratis the services of the WHK Orchestra to play for a two-hour dance at each of the 17 senior high schools in Cleveland and surrounding communities. During each of the dances a period will be broadcast with a student chosen for the opportunity to sing with the orchestra. Announced by H. K. Hackett, vice-president and general manager of WHK, plan was worked out with the cooperation and approval of the respective school boards and has for its purpose the object of bringing the treat of a top flight orchestra to the students. All proceeds obtained from the dances may be used by the schools as they wish. Mayor Thomas Burke was to attend the first dance Jan. 19 at Collinwood High School.

**Preview Guests**

COCA COLA Co. bottlers were invited to gather in the studios of Mutual affilates last Friday to hear a preview of the company's Songs From Morton Downey, which shifts Feb. 5 from Blue to Mutual Monday through Friday 12-15-12:30 p.m. Speakers included KDYL's vice-president in charge of bottling sales, and Felix Coste, vice-president and advertising director, Coca Cola Co., and Edgar Kobas, MBS president. Mr. Kobas was to introduce Morton Downey, singing star of the show expected back from a U.S.O. European tour in time to participate in the broadcast.

**NBC Consumer Campaign**

IN DOUBLE-SWEEP ads in January issues of Life, the Atlantic Monthly, Harper's, Time and U.S. News, NBC has launched the first of a series of special 1945 consumer campaigns which will entail an expenditure of well over $100,000. Magazine campaign will be supplemented by extensive direct mail promotion via reprints.

**Program Films**

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, sponsor of John Charles Thomas on NBC, plans to market films of the 1945-46 season which begins Feb. 6. The two-reel 35 mm shorts will be available to schools, hospitals and charitable organizations. Agency is McCann-Erickson Inc., New York.

**Merchandising & Promotion**

**WHK Experiment—NBC Consumer Campaign**

**WGAR Booklet—Topeka Tile**

**WLW Coffee Promotion**

TO INAUGURATE its 1945 series of One-A-Month food promotions, WLW Cincinnati through its grocery trade relations dept. is devoting the first campaign to coffee promotion. Supporting the spot announcements for coffee on the air will be features on the Home Forum broadcasts, with new recipes using coffee and other ideas for the housewife for the use of coffee. For example, Buy Way, the WLW merchandising magazine, will devote a two-page spread to the coffee feature, with suggestions to grocers as to how to reap the greatest benefits from the WLW promotion.

**362 Thanks to KNX**

"THANKS! said the sheriff" introduces a KNX Los Angeles folder telling of the response received by the station on their plan of sending postcards to community leaders to notify them of outstanding programs and scheduled features—such as a speech by Churchill. The folder identifies those who wrote by positions, not revealing names. The blurb tells of plan, how it works so successfully and "helps make KNX a powerful salesman." Letters are quoted in part on the back page.

**WGAR Booklet**

BOOKLET containing reprints of broadcasts made from overseas by Dave Baylor, war correspondent and program director of WGAR Cleveland, is being given away by the station to agencies, advertisers and friends. Mr. Baylor interviewed soldiers from the Cleveland area on many of his programs from the European Theatre of Operations.

**CKAC Brochure**

TO PROMOTE its early morning show, Charivari, CKAC Montreal, CBS outlet, has issued a brochure, in black and white with cartoon-like illutration.

**WKY Brochure**

THREE pairs of eyes peer at the reader of a brochure released by WKY containing an evaluation of Oklahoma City by Gen. William E. Rudder, director of the Army Air Technical Service Command; Marius Childs, Washington columnist, and Thomas E. Wilson, chairman of the board of Wilson & Co. Brochure is designed to show Oklahoma's postwar potentialities.

**Yankeer Folder**

FOLDER to promote the Yankee Network news service programs sponsored by Smith Bros., Poughkeepsie, N. Y. for coppers is being released by the regional net for distribution to New England drugstores. Programs are heard Tuesday-Thursday-Saturday 12-15-12:30 p.m. and Monday-Wednesday-Friday 6-6:15 p.m.

**Letter Contest**

WJZ New York conducted a letter-writing contest among New York City area high schools and awarded 200 student tickets to the Boston Symphony Orchestra Concert sponsored on the Blue by the Allis-Chalmers Mfg. Co., Agency is Compton Adv., New York.

**Topeka Tile**

PROTECTION is the theme of a promotion piece from the novelty idea shop at WIBB Topeka. Tile is provided with a decorated teapot tile. The tile can be torn off the brochure for practical use at home. A sales message is glued to the bottom.

**CKAC Pamphlet**

CKAC Montreal has distributed a cartoon pamphlet on its morning weekday program Charivari, a participating funniest program. Recordings of the program are available, according to the sales message of the pamphlet.

National Representative: John Blair & Co.
Your time will bring dimes...

FOR THE FIGHT AGAINST INFANTILE PARALYSIS

Many famous personalities of screen and radio have graciously donated their time and talent to make the 1945 March of Dimes Campaign top all records. They've done a great job on electrical transcriptions and in volunteering for live network shows to come—but now it's up to you! Your time is needed to bring their appeal for the protection of our country's children to the attention of those who can help — your listeners — the American public.

TOP FLIGHT STARS with a Message close to the Nation's Heart

- The 1945 March of Dimes entertainment parade features 15 minute recordings by Kay Kyser and his Kollege of Musical Knowledge with Georgia Carroll and Buddy Twiss; the U. S. Navy Band saluting our fighting Allies; Raymond Scott and his Orchestra playing original arrangements of his own popular tunes; a dramatic appeal by Hollywood star, Clark Gable and Basil O'Connor; and Frank Sinatra singing the hit tunes of the day.
- Other March of Dimes highlights include one minute spots by such well-known personalities as Walter Winchell, Mary Pickford, Clifton Fadiman, Lowell Thomas, Henry Kaiser and Gabriel Heatter. Headlining the January live network shows will be Frank Sinatra, Bob Hope, Jack Benny, Dinah Shore, Eddie Cantor, and scores of others.

BASIL O’CONNOR
President

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.

Annual Fund-Raising Appeal
120 BROADWAY, NEW YORK 5, N. Y.

Your listeners want to help!

They'll give their dimes if you'll give your time during the coming campaign — January 14th to 31st. Every transcription and live show you broadcast will help the fight against infantile paralysis. Give your time to the March of Dimes!

HOWARD J. LONDON
Radio Director
REGINA SCHUEBEL

We agree

"The steady growth of spot radio buying proves its flexibility and worth."

New KPO Accounts

THREE NEW accounts have been placed on KPO San Francisco, Grove Labs, St. Louis, through Russell M. Sears Co., Chicago, in sponsoring the "Rays of the Red Clouds" program. This 30-minute show is broadcast daily except Sunday, through Garfield & Guild, San Francisco, California Packing Corp., San Francisco, through McCann-Erickson, San Francisco, is being transcribed for the Del Monte Coffee, Monday and Wednesday.

Play Spot Interest Shown

NEW YORK theatres are showing interest in the use of the midnight news period locally to promote Broadway productions. The Guild has contracted for a six-time weekly period on WEAF New York. The Guild also has transcribed programs on KPO San Francisco, through McCann-Erickson, San Francisco, and Garfield & Guild, San Francisco, California Packing Corp., San Francisco.

WJZ ancestor

January 14 WGN Chicago. A quarter-hour Sunday series titled Salute to the Service, which pays tribute to Chicago servicemen, has been discontinued, replacing the previously sponsored "This Is Hollywood" show. This completed balance of 26-week contract on WGN began Oct. 16. Agent is State Ad, Chicago.

GRANTY ADV. S. A. Series GRANTY, S. A., Buenos Aires subsidiary of Granty Adv. Inc., New York, has been appointed to handle advertising of Falcon, Cavo & Cia., manufacturers of Penntons and Prestige cigarettes. Letter-product is to be promoted in a ten-week half-hour program on a network of 13 Argentinian stations.

Sunset West Coast Plans

SUNSET OIL Co., Los Angeles has appointed Sara Van Norden & Staff, Los Angeles, to handle advertising and in formulating plans to include Pacific Coast radio as part of its campaign now underway.

WINR Getters

W A R communities including the names of local servicemen are passed on to the families of the men. CARL D. LANCE, formerly PA day editor, has been placed in charge of the program. New unit starts an expansion of network and agency program services.

Wire Recorder Licenses

FIVE NEW organizations have been licensed to manufacture the Armour Magnetic Wire Sound Recorder. It was announced last week by the Armour Research Foundation. They are: E. H. Scott Radio Labs., Chicago; J. P. Squire Corp., Chicago; Lovett Corp., Brooklyn; RadioElectric Labs., Evanston, and Booze & Hawken, London.

Reggie's Reason

"With spot radio I can pick the time, place and station best suited for my client's needs."

We agree

"The steady growth of spot radio buying proves its flexibility and worth."

John Egan
General Mgr.

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

1121 Vermont Ave., Washington 5, D. C.

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Buyer Radio Time

DUANE JONES CO.
New York

its your move

...and your best move for direct cut copies of your recordings is to U. S. Recording Co.

v 24 hour delivery
v air check service "as others hear it"
v complete facilities

for full air check service, remote pickups, service on all recording problems.

write for details to

U. S. RECORDING CO.

First in Prestige!
First in Audience!
First for Advertisers!
Today the allied military radio equipments represent the "tops" in engineering design. Progress from the spark transmitter of World War I to present-day equipment is, indeed, a far cry. Taking up where they left off December 7, 1941, Universal Engineers, with their added experience with precision military equipment, shall produce for the public, electronic devices not of fantastic design — but of proven utility and quality.

After Victory is ours, radio amateurs, affectionately known as "hams," will be back after their experience with military radio equipment with an even greater desire to operate their own "rigs." It will be then that Universal will again have Microphones and recording components available on dealers' shelves.

FREE — History of Communications Picture Portfolio. Contains over a dozen pictures suitable for office, den, or hobby room. Write for your "Portfolio" today.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
Our Respects to
(Continued from Page 58)
chance to describe a football game. It was new to him, but Jack struggled through it. His second game was better. Another offer came from WLAC and Jack, in his final college year, did a sportscast on WSM and one on WLAC. When he received his Master's degree June 6, 1934, Edwin M. Craig, general manager of WSM, had a graduation present waiting—a full-time job on the Nashville station.

Meanwhile Jack became fast friends with Ed M. Kirby, sales promotion manager of the National Life Insurance Co., owners of WSM. Together they worked out many "remote control" programs. In 1935 Jack organized the WSM special events department and later became director of news and special events.

His friend, Ed Kirby, went to the NAB as public relations director and Jack took over publicity, too. Then came war shadows and Mr. Kirby was appointed special adviser to the Secretary of War in charge of radio. In early 1941 he organized the Radio Branch in the Bureau of Public Relations and in April that year Jack Harris went to Washington to become director of news and special events of the new branch.

In October 1942 he was commissioned a major in the Army Specialists Corps, which was disbanded the following December. Because of his age Jack was commissioned a lieutenant in the Army of the United States. On July 4, 1943, he attained his majority and last May he was promoted to lieutenant colonel. His old boss at WSM, had been commissioned a lieutenant colonel in April 1942 and later became Col. Ed Kirby.

When Col. Kirby went overseas last year Col. Harris was named acting chief of the Radio Branch.

In the summer of 1941 Jack Harris, then a civilian, covered maneuvers in Tennessee and Louisiana for the Radio Branch. His chief job was to see that the various radio correspondents were given full cooperation and to consult with field public relations officers.

During October 1941 the Army held its first free maneuvers under Lt. Gen. Walter Krueger, whose troops landed on Luzon. There were radio problems to be worked out and Jack Harris went into a huddle with Gen. Krueger's chief of staff—a lieutenant colonel named Dwight D. Eisenhower. Together they learned:
(1) Live broadcasts couldn't be done from the front; (2) a method of recordings should be developed; (3) correspondents could be transported from the front to fixed points for live broadcasts.

As a result of those maneuvers the Radio Branch encouraged development of the wire recorder. Today both film and wire are used for frontline recordings, which are flown back to fixed points for broadcast.

On October 8, 1937, Jack married Mary Curtis, then traffic manager of the C. P. Clark Adv. agency in Nashville. They have one son, and live in Alexandria.

Col. Harris, in civilian days, enjoyed all types of sports, played golf, a little baseball and swam. Since the war, however, his chief hobby is helping radio tell the story of the war.

Silas, is there just one Radio Station in the U.S.?

Nope, reckon there are lots. But WDAY is all I need!

You think that's a joke, don't you? Well, the fact of the matter is that thousands of people in the Red River Valley practically never listen to any station but WDAY. You can guess what that means in terms of radio effectiveness. But don't take our word for it. Ask your local dealer or distributor. He'll tell you the same thing, or else we aren't a foot high!

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

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

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,335,000 German speaking persons
- 640,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
Post-Dispatch Urges Cleanup  
(Continued from page 18)

and that their interest in newscasts is quite personal, quite emotional and sometimes become terribly tragic as they hear the names and stories of loved ones in the news."

Since "The public today listens to radio news with reverence and solemnity," Mr. Fitzpatrick urged that radio respond in kind and clean up what has become "one of the most important show windows of radio". He concluded with the remark that, "A general step by the entire radio industry adding more dignity to news programs certainly would be to the advantage of all concerned."

The Post-Dispatch radio station, KSD, last year took these two steps of its own volition, because of its belief that news broadcasts should have greater dignity, especially during a war when radio must deal constantly with heroism and tragedy. KSD believes that the people are entitled to hear news without commercial interruptions, and that the broadcasting of news should not be sponsored by advertisers who deal in palliatives for bodily aches and pains, stomach acidity and gas, body odors, enlarged pores, bad breath and a thousand and one equally revolting subjects.

KSD's decision to bar objectionable advertisers from its radio news programs is in keeping with a long-established advertising policy of the Post-Dispatch. While this newspaper has always had a representative advertising censorship, it adopted regulations in 1929 that went a good deal farther than any previously adopted by newspapers.

Basically, these aimed at the elimination of false, fraudulent, unworthy and disgusting in advertising of medical, financial and other classifications. It also included advertising claims on the borderline—claims not readily justified by facts or general experience. The regulations set up standards of good taste to which all advertisers must submit.

Just as KSD is now turning away revenue because of its standards of radio newscasting, the Post-Dispatch has rejected many advertisements because the copy submitted was objectionable—repulsive, suggestive or offensive in text or in illustration. Others have been rejected on the ground that the product and the advertising were not suitable for open discussion and, therefore, unfit to be printed in a newspaper which is read in the home.

The broadcasting of news by radio has become so vital a public service and has so brilliant a future that it should not be marred by cheap commercialism or by a grasping attitude on the part of radio station owners. There is all the difference in the world between pure entertainment and news broadcasting. What may be tolerated or condoned in connection with an entertainment broadcast becomes highly objectionable in connection with a news broadcast.

What do NBC, Columbia, Mutual and Blue networks which should take leadership in all matters pertaining to radio prestige, say to the proposal that middle commercials be barred and that a rigid censorship be imposed to rid newscasts of improper sponsorship?

Joan Kenley Test  
JOAN KENLEY Blouse Corp., New York, using radio for the first time, is clearing time for a weekly quarter-hour musical program on NBC, according to Sterling Adv., New York, agency in charge.

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Miss Helen Thomas  
Spot Broadcasting, Inc.  
New York City

Dear Helen:

How're the breezes blowing for you these days? Had much snow up there? We had so much of it down here in the hills recently that folks were really needled. We managed to stay on the air and all our WCHS folks made it to the studio in spite of mud, etc. Good thing we did too.

War production in our plant plant has been kept going and we're pretty sure it helped. How? Well, we kept the air waves full of information . . . told the importance of the TNT plants, etc., and that's where and when. Everyone would pick it up and get them to their friends.

WCHS worked out! The workers got in! Production schedules were maintained! Something makes us feel good to be able to do things like that.

Yours,

WCHS

Charleston, W. Va.

---

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
District Meetings Endorse BMB

(Continued from page 18)


Among six resolutions adopted by the NAB during its last business session was one endorsing the BMB plan and urging similar endorsement on other broadcasters of the nation.

In the opening session Monday, C. E. Arney Jr., secretary-treasurer of NAB, making his annual report, stressed as the two major problems now facing radio the critical manpower shortage and the platter-turner issue which centers around James C. Petrillo’s AFM.

Mr. Arney warned broadcasters that revised Selective Service demands would find station staffs throughout the nation further depleted within the next few months. He emphasized that the local Selective Service boards, practices, were autonomous in the selection of personnel for the armed services, and that they were determined to meet their increased quotas. He emphasized that a deadline assumed not to be confused with an exemption and that station managers should attempt now to find replacements for any personnel presently in deferred classifications.

Manpower Inventory

He appealed to licensees to take an immediate inventory of their staffs, determining their essentiality, and to review this inventory with local draft boards. He added that only station managers, in some cases assistant managers, engineers, the program director and the news chief are definable for occupational reasons in radio which, he pointed out, still is classified as an industry essential to the war effort.

Mr. Arney reviewed the platter-turner controversy which finds the National Assn. of the Broadcast Engineers & Technicians and the AFM both vying for the right to turn transcriptions. Pointing out that NABET had filed an unfair practice complaint with the NLRB, alleging that the Blue Network and the NBC had declined to negotiate with the union, Mr. Arney predicted that the NLRB probably would report the petition out to the Circuit Court of Appeals for review.

The NAB official pleaded with the delegates to face the Petrillo issue as one affecting all broadcasters, and not alone those stations with which Petrillo’s union now has contracts in force.

A closer working understanding between the stations and central departments of local stations was urged by Robert Atherton, program director of WMC Memphis, in a special panel on program problems.

Representing the Government, Willett Kempton, OWI Chief of Station Relations, Washington, said that OWI asks local broadcasters to air only enough war effort appeals to do the necessary job. He said that the broadcast of too many Government appeals creates listener fatigue and lessens the effectiveness of the effort.

Recommendation of the Sales Managers Committee, relayed to the Sixth District delegates by Lewis H. Avery, NAB director of broadcast advertising, that the present standard form of contract be amended to provide extension of discount privileges on annual contracts beyond the running year, in effect, met with opposition. The sales managers’ proposal, if adopted, would permit the advertiser to cancel after the expiration of a year’s contract, still enjoying, however, the 90-week discount during the period he ran over the year.

Seek Set Standards

Upon motion by Henry W. Slaivick, general manager, WMC Memphis, following a suggestion by Mr. Wooten, the membership voted to recommend that other district meetings consider a plan for establishing standards upon which receivers and manufacturers would be based. The plan would encompass a cooperative venture by the engineering committee of the NAB and a representative committee of the receiver manufacturers toward establishing minimum standards for sets. If adopted as proposed, it would provide that each set meeting such established standards would bear an NAB seal of approval.

Speaking of the proposal, E. A. (Bob) Albury, WHBQ Memphis, chairman of the Resolutions Committee, said: “For years now the FCC has been urging broadcasters to improve their physical properties. As we have improved our service, some of the radio set manufacturers have decreased the quality of their equipment. It seems ridiculous for us to spend terrific sums for new and better equipment just to have it wasted with poor reception on poor receiving sets.”

A resolution to seek time of the networks during which a program directed by NAB, and designed to present the accomplishments of radio as a medium to the American listener, was adopted unanimously. Mr. Wooten, calling for a unanimous action on the proposal, said that other media used their own space to promote their own endeavors and that radio should bear a sheet from the same book.

Other resolutions adopted provided for re-affirmation of the industry’s willingness to help win the war quickly, proposing a special effort in that direction in its 25th anniversary year; and a resolution expressing the district’s gratitude to Mr. Wooten for his Memphis efforts.

Among resolutions adopted at Dallas was one expressing the District’s appreciation of the work of Mr. Half and Mr. Ryan and noting their gratitude to the Dallas stations for their part in the meeting. a resolution calling on the NAB Board to continue its efforts toward training newcomers for broadcasting; a resolution condemning Petrillo’s platter-turner demands and another urging the industry to extend and expand its interest in public service programs.

As at Memphis, a unanimous resolution endorsing the BMB plan was adopted. In both cities, Mr. Peck’s address as luncheon for local advertising agencies.

AN ORIGINAL presentation of WRGB Schenectady, General Electric television station, was produced Sunday for the first time on a New York video station. The Golden Calf, first of a GE institutional series, was televised over WNET, NBC station.
REGISTRATION

6th District


WMIS Natchez;

WGRM Fort Salisbury; George Reynolds, Dean Upson, M. Sowell, Wooten, Mem-phis;

TENNESSEE: Stone, George Reynolds, Dean Upson, M. Sowell, Wooten, Memphis;

ARKANSAS: William E. Ware, KWFC Hot Springs;

TEXAS: Howard C. Barrett, WFAA Dallas; Ray Collins, WFAA Dallas;

AR: Herman Greenwood;

MISSISSIPPI: Davis R. Godwin, MBS; Pat McRaney, WCBI WELO WROX Columbus;

SOUTH CAROLINA: Bob Badger, WTN Columbia; W. A. Wilson, WQIP Bristol; Noreen Thomas, Karl Vinger, Carol M. Pancham, WQIQ Chattanooga; W. E. Williams, WQIP Clarksville, Jon Sws; WKPT Kingsport;

WASHINGTON, D. C.: Roger Ryan, Mr. Arner, Mr. Aver, War, WABK Portland, Fort Co., Memphis;

NEW YORK CITY: Ralph C. Wendt, BMI, Charles Geib, MIB; R. E. Sipple, SESAC; John Mayo, Langworth Library; Claude B. Burch, SBO, WLW Challenge, Peter Schles, Blue.

GEORGIA: Stenlove, Whicker, UP, GA; Madalena Chase, OWI, Atlanta.

ILLINOIS: Richard Carter, WBBM Chicago.

MISSOURI: Jerry A. Peen, OWI, Kansas City; George A. Kercher, Edward Petry & Co., Inc.

NEW JERSEY: Herman H. Rachthamp, Finch Teel, Paterson.

13th District

TEXAS: Howard Barret, KRBC Abilene; Raymond D. Hollingsworth, O. L. (Ted) Taylor, Aubrey Jackson, KGNC Amarillo; Alex Ree, Taylor Thompson, New York; Walter G. Russell, KASA Amarillo, Pat Adelman, KYKC Amarillo, Bob Albertson, Coast Guard, State Dept. of Education, Austin; Harry C. Hawes, KSCO San Antonio; J. P. Davis, KEMC Beaumont; C. B. Lorke, KDKD Dallas; KFDM Beaumont; WOAI San Antonio; KDNT El Paso; KFYO KPHO; KFYO Longview; Hearst Longworth Library; Claude B. Burch, SBO, WLW Challenge, Peter Schles, Blue.

GEORGIA: Stenlove, Whicker, UP, GA; Madalena Chase, OWI, Atlanta.

ILLINOIS: Richard Carter, WBBM Chicago.

MISSOURI: Jerry A. Peen, OWI, Kansas City; George A. Kercher, Edward Petry & Co., Inc.

NEW JERSEY: Herman H. Rachthamp, Finch Teel, Paterson.

HUGH FELTIS (left), president of BMB, shows a contract for the standard audience measurement plan to Hoyt Wooten, president WREC Mem-phis, and Sixth District director of the NAB, and C. E. Arney, Jr. (right), secretary-treasurer of the NAB. Occasion was Sixth District meeting held in Memphis Monday-Tuesday last week.

NAB DISTRICT MEETINGS

DISTRICT MEETINGS scheduled by the NAB are being held as follows:

First Section

District 1—Los Angeles, Mon., Tues., Jan. 25-26, Figmore Hotel.

District 1—San Francisco, Thurs., March 26, Fairmont Hotel.

District 11—Portland, Mon., Tues., Jan. 25-26, Benson Hotel.

District 11—Salt Lake City, Thurs., March 26, Fairmont Hotel.


District 11—Minneapolis, Mon., Tues., Feb. 16-17, Wabasha Hotel.

District 1—Salt Lake City, Thurs., March 26, Fairmont Hotel.

Second Section

District 1—Boston, Mon., Tues., March 5-6, Statler Hotel.

District 2—New York, Thurs., Feb. 13-14, Roosevelt Hotel.


Leaf Gum on NBC

LEAF GUM Co.'s Tin Pan Alley of the Air started on 79 NBC stations last Saturday, 5:45-6 p.m. with baritone-composer Jack Owens; the Vagabonds, Negro quartet; Jimmie Blade and the Leaflets, instrumen-tal group; Johnny Nebelt, narrator and guest star. Each week program will honor the music of one of America's popular music composers. Mr. Owens will inter-view a guest star and give a citation of merit to a woman in the armed forces. Agency is Bozell & Jacobs, Chicago.

Brines Joins WGN

PAUL C. BRINES, director of public relations of George S. May Co., Chicago, becomes the new public liaison director of WGN Chicago, replacing Dale O'Brien, now with Ency-clopedia Britannica. Mr. Brines, prior to his association with the May Co., was Chicago manager of Broadcasting Magazine.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business. CHNS DOES—Try It.

January 22, 1945 • Page 57
In view of the "extraordinarily serious manpower shortage" to which "featherbedding without a doubt contributes," the report declares that the union cannot "argue plausibly that its members are musicians, not factory workers. We have already found that unemployment among musicians is absent. If the musicians herein involved cannot, even in the present labor market, find employment in their trade, they will find ample opportunities in war work. They can learn to perform new jobs just as 11,000,000 men and women in the armed services and many more millions in war work have done. To be sure, that it a harsh statement. But it is quite mild compared to the realities of war." Recommanding that the minimum quota in the WOV-Local 802 agreement be reduced from 12 to 5, the hearing officer also recommends that the union's demand for a 15% increase in scale be granted as there has been no increase for WOV musicians since Jan. 1, 1941. Increase is made retroactive to April 1, 1944, but only for the 5 employees retained by the station. "It is of course neither possible nor recommended that the 7 extra musicians be dismissed, effective April 1, 1944." Mr. Northrup states, "but it is utterly iniquitous to assume that they should receive any part of the recommended increase.

Video Musicians Out
Use of musicians on programs telecast by WCBW, CBS video station in New York, has been temporarily discontinued following receipt of an edict from James C. Petrillo, AFM president, that network staff musicians may not be used on television but that musicians must be specially engaged for appearances in that medium at the single engagement rate. Network's television executives hope to discuss the matter with Mr. Petrillo within the near future and to work out an arrangement which will permit the resumption of musical programs.

Last Friday, substitutions were made for At Home, variety program, and Vera Massey's Song Program, the two regular CBS television presentations affected by the edict. A change in the Thursday night schedule, with the Massey program inserted promptly until a later date, was caused by production difficulties and had no connection with the musician situation, it was stated.

May Use Wayne King
AMERICAN TOBACCO Co., New York, has reported to be negotiating to sponsor Wayne King, recently released from the armed forces, on a network program for Lucky Strike cigarettes. Ruthrauff & Ryan, New York, which now handles only the Jack Benny-Lucky Strike NBC show for American Tobacco, is said to be the agency considering the new series, although Footes, Cone & Belding, New York, handles all other radio advertising for Luckies.

Kenu Coast News
KENU PRODUCTS Inc., Los Angeles (Kenu cleanser), on Feb. 3 starts sponsoring weekly early morning show "Sterling—New Analytix," on 12 CBS Western stations, Saturday, 7:45 a.m. (PWT). Contract is for 52 weeks. Firm also sponsors weekly five-minute newscast on Kenu and three-minute music commentary by Ed Jorgenson on KECA. Little & Co., Los Angeles, has account.

NLRB Complain
(Continued from page 18)
which I am sure neither you nor I desire. Therefore, I have brought to your attention my position in this matter irrespective of the position of the Board, and I request you to take all necessary steps to prevent any agreement we entered into for the members of the AFM to pandemic in the future.

Mr. Woods' letter expressed the desire of the Blue for "a final and binding determination of the jurisdictional dispute between NABET and the AFM."

"The first obligation of the Blue," he advised Mr. Powley "is to the public. Holding a public franchise, we will make every effort to continue the operation of the network, without interruption, and thus maintain our essential public service."

Mr. Woods asserted that there are no legal means by which Blue can initiate a procedure to settle the dispute and "is therefore glad that NABET is taking this necessary step." He added that if Mr. Petrillo carries out his threat to order a series of "wildcat strikes" if the nets sign with NABET, "it will be impossible for us to broadcast leading programs on the network because of the absence of musicians. . . . The result would be that the operation of the Blue Network would be seriously jeopardized."

Issuance of the complaint in the plate-turning case brings the NLRB into the case for the second time, after the Board originally stepped into the controversy to determine the jurisdictional dispute between the technicians and the musicians when the War Labor Board prevented a strike by NABET last June when James C. Petrillo, AFM president, attempted to move in at both networks.

Chronology
Here, briefly, is a chronology of the plate-turning controversy:
March 1944—New York key stations 4 major networks reach agreement will Local 802, AFM employ musicians a turntable operator, effective June 1. Immediately following announcement of contract of NRC and Blue with NABET.
April 1944—Mr. Petrillo, in official organ of AFM, the International Musicians, reaffirms agreement with networks to employ musicians for plate turners at all own and operated stations effective June 3 and seeks jobs for at least 2,000 musicians.
May 1944—President Powley announces NABET will strike if musicians move, declares networks acted in "bad faith."
May 22, 1944—Members of IBEW, some 25 stations threaten strikes on June 1 if Petrillo-network agreement goes into effect.
June 1944—NABET strike averted by WLB which orders case in status quo pending investigation.
July 1944—NABET reopens contract with NRC and Blue.
August 1944—NABET agrees to continue day-to-day basis with NRC and Blue after expiration of its contract on Aug. 15. pending NLRB decision on the jurisdiction over turntables.
Sept. 6, 1944—Hearings held before NLRB examiner James O. Paradise in New York.
Nov. 1944—Oral arguments on jurisdictional issue held before NLRB in West Virginia.
Nov. 24, 1944—NLRB certifies NABET jurisdiction over NBC, Blue and Blue O and stations except Chicago.
Dec. 1944—Nabeta announces it will sit negotiations with NABET on contract. Petrillo warns nets be will to "stiffen" if offers get NABET turntable jurisdiction.

HE'S THE RICHEST FARMER
IN THE U.S.A. . . .

The California farmer has the highest cash income per farm in this country. His cash income for 1942 averaged $8,797 per farm! The Bee-line is primarily built to serve the Central Valley area of California, plus Western Nevada, where annual retail sales exceed $2 1/2 billion dollars!

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

"See McClatchy Beeline rate listing first under California in Standard Rate and Data

McClatchy Broadcasting Company
Sacramento, California

Paul H. Raymer, Jr., 
National Representative

Page 58 • January 22, 1945
By J. R. POPPELE

The Television Bureau's Annual Meeting is realized to have a Joint Commission's Annual Conference that the Federal Communications Commission and the Association of CBS Broadcasters have taken these "SERIAL COMMUNICATION" meetings, in support of the plans for commercial broadcasting. The Association, in support of the Radio Technical Commission, points out that the Commission's policies, are: "the adaptation of the plan for television to the public. It is extremely pleased to present the recommendations of the TRPB and TBA that space in the spectrum be provided for experimental development and operations which have been attempted by the Commission. This space for experimentation is to be available between 530 and 600 Mc, and I feel certain that the industry will apply itself to the best light spectrum problems which these ultra-high frequencies present.

Supports FCC View

TBA supports the view of the Commission that higher frequencies need further examination. As the FCC points out, "the time may come when the broadcast system can be developed to operate on wider channels in the higher frequencies, and this development may be quite and primarily dependent upon the resources of the industry in solving the problems that will be encountered." It is noted that in this position, the FCC has not assigned any specific channels in the ultra-high frequencies, and that for commercial television. Thus the Commission has taken the program in question, and supports immediate commercialization of this industry in that position of the spectrum needs of industry. The FCC's pronouncement on television is without precedent in this field, but many potentialities of the spectrum can be realized, if the FCC will address itself to the task. The FCC's pronouncement on television is without precedent in this field, but many potentialities of the spectrum can be realized, if the FCC will address itself to the task. The FCC's pronouncement on television is without precedent in this field, but many potentialities of the spectrum can be realized, if the FCC will address itself to the task. The FCC's pronouncement on television is without precedent in this field, but many potentialities of the spectrum can be realized, if the FCC will address itself to the task.
JOSEPH R. SPADEA, returning to radio after two years in the Army, joins CBS Jan. 22 (today) as Detroit representative of the network's sales department, William C. Gittinger, CBS vice-president in charge of sales, announced last week. Before going to Detroit, Mr. Spadea will spend a short time in the network's New York headquarters, familiarizing himself with CBS personnel and policies.

Before entering the service, Mr. Spadea had a background of 12 years in radio, eight of them in Detroit, including 6 1/2 years as Detroit manager of Edward Petry & Co. and for 1 1/2 years in the same capacity for Scott-Howe-Bowen. He also served the latter organization as assistant sales manager in New York. Immediately prior to his military experience Mr. Spadea was manager of the Chicago office of Joseph Hershey McGilvra Inc.

Cosmetic in Canada

LADY ESTHER Ltd., Chicago, on Feb. 3 starts a spot campaign for cosmetics on CFRB CKAC CFQF CJKF CRKX, using a total of 216 chain-breaks throughout the year. Business placed through Bow Co., New York.

FCC Plans to Inspect Army Air Forces Communications Installations in U. S.

INSPECTION of the far-flung Army Air Forces communications installations in this country will be undertaken by members of the FCC and department heads from Jan. 27 to Feb. 6 under the auspices of the Air Communications Office of the Army Air Forces. There will be no regular FCC "decision days" on Jan. 30 and Feb. 6 during the air inspection.

Arranged by Brig. Gen. H. M. McClelland, Air Communications Office, AAF, and his special assistant, Lt. Col. J. Elroy McCaw, the inspection will cover Air Forces communications bases in Florida, Texas, the Pacific Coast and Wright Field, Dayton. The inspection is seen as evidence of the marked change in attitude between the FCC and the military services, strained somewhat during the House legislative inquiry into the Commission's operations last session.

All Included
All six members of the FCC are scheduled to make the trip plus Chief Engineer George F. Adair; General Counsel Charles R. Denny Jr.; George Sterling, chief of the Radio Intelligence Division; James P. Vestch, International Division, Engineering Dept.; Glen E. Nielsen, assistant chief, Safety and Special Services Division, Engineering Department; Charles A. Elliot, technical supervisor, Radio Intelligence Division. V. Ford Greaves, supervisor, western area, Radio Intelligence Division, will pick up the party in Los Angeles on Jan. 30 and make the balance of the trip. Col. Frank W. Wozencraft, former RCA Communications general counsel, now secretary of the combined Communications Board of the military services, also is making the trip.

The tentative itinerary provides for departure from Washington by Army plane on Jan. 27, with the first stop in Florida, where AAF communications installations will be inspected through Jan. 29. The party then will inspect Texas bases and move to Los Angeles, to remain there Jan. 30 and Feb. 1. Various installations in California will be inspected as far north as San Francisco. The party then will move East to Wright Field, remaining at that post until Feb. 5 and returning to Washington on Feb. 6.

THE DRUM

... forerunner of the telephone

Probably the earliest of all musical instruments, the drum was indispensable to primitive man. Prehistoric drums have been found on all continents, and crude forms are still used extensively by all uncivilized peoples, including our own little boys.

Long used as a means of communication, African natives still depend upon regularly spaced "drum stations" for their grapevine telegraph system.

For men only

The history of no other instrument is so steeped in superstition as that of the drum. In Oceania, if a woman sees a drum before it is completed, the drum is contaminated, and must be discarded. To some races, the drum is sacred, and the drum-yard where the instrument is made serves as a sanctuary for criminals.

Talking Turkey

You've heard of Turkey drumsticks, but did you know that the Turks invented the bass drum? Gluck and Mozart first introduced it into European music, mostly for its comic effect.

Speaking of the drummer's art, George Hogarth said: "To play it well is no easy matter. A single stroke of the drum may determine the character of a whole movement; and the slightest hesitation, hesitation or misapprehension of the requisite force, may ruin the design of the composer."

ADD TO
WORCESTER'S PRESTIGE

• Huge aircraft forgings and future automobile castings of magnesium and aluminum will come from the largest die forge press ever installed, upon the opening of the Wyman-Gordon Products Company, the first plant to produce forgings of such size in the nation. This will add again to Worcester's high wage earning employee group. Clustered here in Central New England are 500 separate industries whose manpower form a stable eager-to-buy market—a close knit radio audience. These responsive Central New Englanders turn their dials almost exclusively to Worcester, and from long preference to WTAG.

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Paul M. Raymer Co., National Sales Representatives
WTAG in Worcester

Owned and Operated by The Worcester Telegram-Gazette

"Sorry, m'dad! WFDF Flint says I must conserve."

Broadcast Advertising

January 22, 1945 • Page 61
Final Video FM Allocations

(Continued from page 16)

Neither Mr. Jett nor Mr. Denny would hazard a guess as to when the proposed allocations below 25 mc would be announced, although Chief Engineer Adair placed the time at "about six weeks". Mr. Denny said the proposals would be released "as soon as they are ready". If work is completed before the final allocations above 25 mc are announced, the proposals below 25 mc will be made public. It was pointed out, however, that inasmuch as the Commission staff will be busy with exceptions and lining up oral arguments, the proposed allocations below 25 mc probably won't be ready until after the final decision above 25 mc.

Comdr. Miles, speaking on behalf of IRAC, said that Government services were allocated less space than requested. He asserted that in peacetime the Government needs will be much less than in war time. A reporter had asked whether the Government planned to increase its radio operations.

Commissioner Jett said the proposed Citizens Radiocommunications Service offers "unlimited possibilities" that all types of emission except television will be permitted and that the service would not be controlled by common carrier. He envisioned widespread use of the personalized service.

DE-GRUBBING OPERATION is performed on Gayle V. Grubb, manager of WKY Oklahoma, by Farm Reporter Edd Lemons upon completion of script for a special program announcing the WKY farm department project to stamp out cattle grubs in the 15,000 beef and dairy animals in northern Pittawatomie County, Okla. WKY is sponsoring and paying for the project which will be carried out with the help of the Future Farmers of America and 4-H Club members in that area.

Signal Center on Air

WORKINGS of the War Department Signal Center were dramatized in last Sunday's Army Hour on NBC, featuring a two-way telephone conversation between the center and Alaska, said to be the world's longest land line. In a demonstration of transmission speed, two messages were dispatched to the West and East respectively in a race to show which returned first to the starting point. Speakers included Maj. Gen. Frank E. Stoner, chief, Army Communications Service, and Maj. Gen. Harry C. Ingles, Chief Signal Officer, U.S. Army.

Inaugural Airings Held Down by Nets

Prepared Scripts Used; Only Routine Pickups Planned

NO ELABORATE broadcasts were to mark the fourth term inauguration of President Roosevelt Saturday — just descriptions, read from scripts prepared in advance, plus the brief ceremonies from the south portico of the White House, which the four major networks were to carry.

Television was ruled out by the various television broadcasters, when it became apparent that difficulty would be encountered in taking sound trucks and equipment into the White House grounds. Spot television from films was made impossible because the White House limited the movie coverage to two competitors, and these were to be made from various angles and spots, the entire film to be edited, put together later and made available to all newscaster distributors.

Brief Ceremony

The networks were to begin broadcasting at 11:45 a.m. and remain on the air until the ceremonies were completed. Possibilities for the Blue were to be Earl Gudvin, Ray Henle and Bryson Rash.

CBS assigned Bill Henry, Washington newscaster, and Bob Trout, New York, to cover the inauguration.

For Mutual, Tom Slater, director of special features; Walter Comp- ton, WOL Washington commentator, and Jack Brickhouse, Chicago, were to be at the microphones.

NBC was to detail Kenneth Banghart and Don Piscator to the White House with Hollis Wright in the Washington Monument for a brief description of the crowd. Jerry Holland of the NBC New York script department was in Washington a week preceding the inauguration to write all scripts.

Rath in Texas

RATH PACKING Co., Waterloo, Ia. (Black Hawk luncheon meat), on Jan. 22 starts 6 to 18 announce-ments weekly on the following Texas stations: KNOW KTBC KRIS KLBD WRR KBQZ KTHK KZ KABC KONO KETS KRGV. Contract for 52 weeks was placed by Young & Rubicam, Chicago.

580 kc. FREQUENCY and peak soil conduc- tivity give WIBW the "Most - easily - heard" signal in Kansas and adjoining states.

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

UNIFIED PRESS

BROADCASTING • Broadcast Advertising
Radio Educators Workshop Starts May Be Expanded Nationally If Successful in Washington

PREVIEW of the Assn. for Education by Radio Workshop for teachers, and educators, which may be expanded nationally should the plan prove successful, was held by the AER Washington (D. C.) Chapter Jan. 17 at the radio studios of the Dept. of Interior. Featuring a discussion of listening habits by a group of junior high school students and a subsequent evaluation by an adult panel, the meeting was attended by more than 130 Washington teachers, school officials, administrators and broadcasters.

The AER has scheduled four Wednesday evening meetings for February. The first session will consider the educational application of radio to social studies, the news broadcasts for schools, literature on the air for the third and radio production for the fourth meeting.

Speakers Selected

Speakers for the successive evenings are to be Lt. Alvin Chapman, former director of the U. of Texas bureau of research in education by radio; Florence B. Bird of the Canadian Broadcasting Co., Winnipeg; Capt. Parker Wheatley, former director of radio for Northwestern U., and John S. Carille, now with the State Dept. as chief of the radio section of the International Information Division and former CBS production director. Meetings will include demonstrations and discussions.

Among those on the "curtain raiser" meeting adult panel were Dr. Franklin Dunham of the U. S. Office of Education, former director of NBC public service programs, and Frances Wilder, CBS program consultant on daytime serials. Chairman of that panel and also the student group was Lt. Hazel Kenyon Markel, former director of education for KIRO Seattle, now liaison officer, for the Women's Reserve radio and Navy office of public relations. The Interior Dept. studio facilities have been loaned to AER for the project which is being conducted with the advice of USOE.

- Reaction Varies (Continued from page 16)

FMIB managing director, Dr. R. R. Lowdermilk, of the U. S. Office of Education, also sat in.

Radio Manufacturers Assn. made no formal statement, leaving the manufacturing industry appraisal to the Radio Technical Planning Board, which submitted proposed allocation plans to the FCC after more than a year of intensive study. W. G. Baker, RTPB chairman and vice-president of the General Electric Co., has called a meeting of the RTPB board for Jan. 24 at General Electric Co. offices in New York to formulate the board's arguments on the proposed report to be presented Feb. 14. RMA itself does not plan an appearance.

RMA President R. C. Cosgrove and Executive Vice-President Bond Geddes met in Chicago last Wednesday at an informal session with a group of its members to discuss the report.

Manufacturing industry opinion, while not formally expressed, was divided on the basic television and FM proposals. Not all manufacturers were satisfied with the television proposals because of the "split band" aspect, which will make set manufacturing more difficult and more expensive than if a contiguous band was provided. The allocations, however, it was generally felt, will give television a quick start and not put it back "four or five years", which some manufacturers contended would have been the effect had no provision been made for lower frequencies.

Those manufacturers who produced FM prewar receivers were represented as feeling "badly" about the move up the band, since they must retool. Moreover, change-over of the half-million sets already in use, regarded as a factory job, will entail an average cost of $50 in converting each FM receiver.

Kesten, Trammell Happy

Paul W. Kesten, CBS executive vice-president, applauded the report as clearly indicating the FCC's desire to move the video art into the higher frequencies where color transmission would be possible. He deprecated the "narrow-band, coarse-screen commercial television" in the lower bands.

While RCA-NBC made no formal statement, Niles Trammell, NBC president, expressed satisfaction with the allocations. His company, in the forefront of television development until the war freezes, will be in a position to proceed as soon as conditions permit. T. F. Joyce, television sales head of RCA Victor, in an address last week in Washington the day the report was issued, likewise hailed the action as giving television the green light.

Allen B. DuMont, president of DuMont Labs, felt the new allocations were "reasonably satisfactory," but pointed out that the 12 channels now assigned in the lower band "may prove inadequate for postwar commercial telecasting", but that the Government might relinquish certain channels it is now using under peacetime conditions.

There was some discussion about the feasibility of manufacturing receivers which would tune both of the six-channel television bands in the lower frequencies. The cheapest set would be one covering the lower channels (44-84 mc). A maximum of four stations in a single market can operate in that six-channel band.

Indication that manufacturers generally regarded the proposed allocations as beneficial was seen in the stock market reaction following the announcement. Leading radio and electronics shares moved up appreciably, leading all other securities that day.

In the nonbroadcast services, there was some complaint on allocations for rural telephone, mobile and toll service. Generally, however, aviation interests expressed satisfaction.

W. L. Pierson Elected

WARREN LEE PIERSON, for eight years president of the Export-Import Bank of Washington, and director of T & T, was elected president of American Cable & Radio Corp. last week. He succeeds Frank W. Phelan, retired.
Destroyer Action in Pacific Is Related by Jack Howard

LT. JACK R. HOWARD, USNR, president of Scripps-Howard Radio Inc., has for several months been in combat work aboard a destroyer, attached to Admiral Kinkaid's Seventh Fleet. He has already had several D-days to his credit and in recent letters to his office associates indicates that since their participation in General MacArthur's Leyte landing in October no one aboard has been suffering from ennui.

A letter from him describes the thrill experienced watching a Jap Zero being brought down by a gunner on his ship.

Out of the Sun

"It was interesting to watch the facial expressions during the attack," he wrote. "First, rather a detached interest as the attacking plane was first sighted, then concentration as it started its dive. Then some anxiety as the plane kept coming against the wall of ack-ack. All this changed to an expression of relief, followed by loud cheering, as the plane crashed into the sea.

"We had quite a thrill when a Jap plane dove out of the sun into some transports about 200 yards from us. We could see its bombs drop wide, but this plane escaped our P-38 pursuers.

"About five minutes later, while we were still trying to follow the Nip with our glasses, we looked directly overhead and saw another Jap coming right down on us, although it was obvious his dive would take him past us. Before he finished the dive, four P-38's (beautiful planes to watch) were on his tail and even in a dive, gaining on him.

"This Jap's bombs also missed, although they were closer than the first. He leveled off and each of the P-38's followed, each one making a pass in doing so. The last P-38 scored hits on the Jap plane which burst into flames but kept flying for awhile before it crashed into the sea about 150 yards off our starboard bow. We were traveling at such a speed that when the ship turned left—away from the falling plane—our wake, as the stern swung around, merged with the oil slick and the smooth patch of water where the plane had disappeared only seconds before.

"In the afternoon the P-38's got another one near us and over twenty in the general area. We were not in exactly what you would call a quiet spot." (Jack's destroyer now has nine small and two large [for ships sunk] Jap flags painted on its "record board.")

"You have read of the 'Tokyo Express Down the Slot' in the Solomon Island days. Well, we went after the local Tokyo Express the other night, running around to Ormoc Bay. Our built-up tension burst like a balloon when the Tokyo Express turned out to be a local and didn't show until we retired. Maneuvering in the dark at high speed right on the tail of the ship ahead can be exciting. The slightest hitch in the formation would have resulted in a mess.

"We reached 'the scene of the crime' at an early hour and, aided by star shells, bombarded shore positions for some time. Standing on the bridge in the flash of guns and gale of powder smoke, debris and acid smell, it suddenly occurred to me that I was quite a long way from my desk at 230 Park Avenue."

Jack writes that "Join the Navy and See the World" is something more than a slogan. During the last ten months he has been in Pearl Harbor; Darwin and Brisbane, Australia; Esperitu Santo, New Hebrides, Los Negros, Admialalties, Palmyra, Guam, Canton Island, Eniwetok, Pabrallo, Funafuti, the Gilberts, Manus, Hollandia, Maffin Bay, Dutch New Guinea, PAL, Carolinas, Morotai, the Spice Islands and a few spots in the Philippines besides Leyte.
MODIFIED FREEZE STATEMENT

TEXT of FCC's supplemental statement of policy concerning applications for permits to construct new stations or make changes in existing radio facilities follows:

The Commission's Statement of Policy of Jan. 26, 1944, relating to the construction of new radio stations and the making of improvements in existing radio facilities, is to be interpreted in the light of present conditions, which require that all available power and critical materials be devoted to the furtherance of the war program.

In this connection, the WPB has advised the Commission that:

Installation of new broadcasting services will be reviewed with extreme care. All such applications received and showing that the required equipment was on hand were approved until the latter part of December. The increasing problem of finding man-power for war industries has made it necessary to consider the manpower needed to construct, operate and provide maintenance for additional stations.

It is not felt that the general premise that "broadcasting is in the war interest" will longer suffice to support the use of man-power and maintenance materials for new stations. Applications must be critically reviewed from the standpoint of available man-power and the need for the service to contribute to the war effort. The use of man-power cannot be approved unless an actual contribution is to be made.

In view of all this, it will be the Commission's policy to designate for hearing all applications involving construction of new standard broadcast stations unless the applicant establishes: (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station and (2) that all requirements of the Jan. 26, 1944, Statement of Policy have been met.

Applications for changes in existing standard broadcast facilities will be handled in the same manner except where the change does not involve substantial construction work and costs less than $500.

No change will be made in the Commission's handling of commercial FM and television applications which will be kept in the pending files.

Former exponent of two-finger piano style, and a drummer of great dexterity, Hampton is today known at "King of the Vibraphone".

Samples of Hampton's various talents are available on the numerous records he has made, among them FLYIN' HOME with the Goodman Sextet, IDA with the Goodman Quartet, IN THE BAG with his own orchestra, all featuring him on the vibraphone. JACK THE BELLBOY features his drum technique.
PROFESSIONAL DIRECTORY

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An Organization of Qualified Radio Engineers
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R. C. A. COMMUNICATIONS, INC.
64 Broad Street
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Exact Measurements - at any time

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Specializing in Broadcast and
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Washington, D. C.

MAY, BOND & ROPTHROCK
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AM FM TELEVISION FACSIMILE
National Press Bldg., Wash., D. C.
District 5842-6 • Globe 5860

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AM FM TELEVISION FACSIMILE
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CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

RAYMOND M. WILMOTT
CONSULTING RADIO ENGINEER
From FCC Application to Complete
Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

Paul A. deMars
Consulting Electrical Engineer
1900 F St., N.W.—Washington, D. C.
Phone Metropolt 3040

ACTION OF THE FEDERAL COMMUNICATIONS COMMISSION
JANUARY 13 TO JANUARY 19 INCLUSIVE

Decisions...

ACTION BY COMMISSION

JANUARY 16

NEW: 1340 kc Robert W. Rounsaville,
Cleveland, Tenn.—Granted conditions for
application for CP new station 250 w.
unlimited.

NEW: 1490 kc Los Marced Halden,
Conyers, C. Ga.—Granted condition.
application for CP new station 250 w.
unlimited.

NEW: 888 kc Eagle-Guette Co., Lance-
ters, O.—Designated for hearing appli-
cation for CP new station 1 kw D
limited, upon issues relating to critical
material statements.

NEW: 1490 kc Central Louisiana Broad-
casting Co., Alexandria, La.—Designated
for hearing application for CP new sta-
tion 1 kw D unlimited, upon issues relat-
ing to critical material statements.

NEW: 910 kc Independent Broadcasting
Co., Des Moines—Iowa—Designated for
hearing application for CP new station 1 kw
D unlimited, upon issues relating to critical
material statements.

Riegel State Broadcasting Co., Montgome-
y, Ala.—Designated for hearing appli-
cation for CP new station 250 w unlimited,
upon issues relating to critical material
statements.

660 kc ROIN Portland, Ore.—Designated
for hearing application for CP new station
750 kw to 660 kw, increase 6 kw to 25 kw,
install new equipment and make charges
DA-DN, upon issues relating to critical
material statements.

1100 kc KJBS San Francisco—Designated
for hearing application for CP new station
90 kw to 110 kw, install new equipment,
and increase 50 kw limited to WTAM
to 9 kw. D Unlimited upon issues relating
to critical material statements.

950 kc KOGO San Diego, Calif.—Urged
for hearing application for CP change
950 kw to 960 kw, increase 50 kw to 1 kw,
install new trans., change DA-DN, trans.
site, upon issues relating to critical ma-
terial statements.

1250 kc KRTV Pasadena, Calif.—Design-
ated for hearing application for CP change
1250 kw to 1275 kw, D Unlimited, upon
issues relating to critical material state-
ments.

740 kc KQW San Jose, Calif.—Denied
without prejudice to petition to reinstate,
amend, reconsider and grant application
1010 kw to 740 kw, increase 5 kw to 50 kw,
install trans. equipment, make changes
DA-DN.

740 kc KSFO San Francisco—Denied
without prejudice to petition to reinstate,
amend, reconsider and grant application
1010 kw to 740 kw, increase 5 kw to 50 kw,
install new trans., equipment, make
changes DA-DN.

1250 kc WDAY Ashland, Wis.—Granted
CP change 10 kw to 100 kw trans., UD
trans., conditions.

1250 kc WMST Milwaukee, Wis.—Grant-
ed CP increase 100 kw to 250 kw. in trans.
conditions.

740 kc KGW San Jose, Cal.—Denied
without prejudice to petition to reinstate,
amend, reconsider and grant application
740 kw to 740 kw, increase 5 kw to 50 kw,
install trans. equipment, make changes
DA-DN.

740 kc KSFQ San Francisco—Denied
without prejudice to petition to reinstate,
amend, reconsider and grant application
670 kw to 740 kw, increase 5 kw to 50 kw,
install new trans., equipment, DA-
TRAN, DA-DN, trans. site, provided new
PETITION IS GRANTED.

960 kc WSFA Spartanburg, S. C.—
Granted petition for 60 days extension time
to comply with conditional granting notice.

Following stations were granted license renewals for period ending 2-1-48
KFGJ KGHI KOOL, KVCR, WQAB, (and aux.) WIL WJOB WMFR WMPC.
Following stations were granted license renewals for period ending 11-1-47
KFRD KFRC WVEE.
KRFI Corpus Christi—Granted license renewal for period ending 11-1-47.
NEW Phillips Radio & Television Corp.,
Arlington, Va.—Granted CP new experimental television broadcast station; fre-
quency to be assigned by FCC; station to be used in connection with J. A.
station of Washington-Philadelphia relay system.
NEW Allen B. DeMent Lab., Wash., Washington—Granted CP (reimbursement) new ex-
perimental television broadcast station; frequency to be assigned by FCC.
NEW P. R. Mailer & Co., Indianapolis—Same.

Frank H. McIntosh
Consulting Radio Engineers
Shorthan Bldg., ME. 4477
Washington, D. C.

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

Centennial Broadcasting Co., Portland.
Granted petition to reopen record and
accept amendment to application for CP.

City Falls Broadcasting Corp., Glena
Mills, N. Y.—Granted petion for leave to
reconsider application amended removed
from hearing docket set 1-22-46.

Tentative Calendar

JANUARY 22

JFKP Los Angeles.—License renewal.

Further Hearing of

JANUARY 24

Consolidated Broadcasting
Georgia Broadcasting Co., Savannah, Ga.
230 kw 250 w unlimited.

JANUARY 25

Further Hearing

JANUARY 27

Further Consolidated Hearing
City Magic Broadcasting Co., Birmingham,
440 kw 250 w unlimited.

JANUARY 15

NEW Channel 7 WJLB New York—CP
new commercial television station, RES 2800.

NEW 1410 kc KKVQ Pittsburgh.—Assignment
of license from KKVQ Broadcasting Co. to Allegheny

JANUARY 16

NEW: 1585 kc WHP Harrisburg, Pa.—
CP new FM station, 27,450 sq. mi., $175,250 estimated cost.

NEW: 1410 kc Escambia Broadcasting Co.,
Biloxi, Miss.—CP new standard station 1 kw
250 w unlimited.

NEW: 890 kc WFKR Frank R. Gibson, Lake
Charles, La.—CP new standard station 1 kw
1 Unlimited.

NEW: 740 kc W bare Springs, Colorado, Mo.—
CP new commercial educational station
42,150 kw, 5 kw, 1 kw, AM-FM emission.

NEW: 926 kc KTTB Sherrington, La.—CP
change 926 kw to 925 kw, D Unlimited.

NEW: 740 kc WJOH Miami, Fla.—CP
new FM station, 5,800 sq. mi., $45,750 estimated cost.

NEW: 716 kc WTVY East St. Louis, Ill.—
CP new FM station, 10,787 sq. mi., $35,550 estimated cost.

JANUARY 17

1240 kc WBRW Knoxville, Tenn.—Vol.
assign. License from Kentucky Broadcasting
Co. to Radio Station WBRR Inc.

1240 kc WORJ Charleston, W. Va.—CP
increase 1 kw to 5 kw, D Unlimited. 

NEW: 640 kc KTVI Des Moines, Iowa.—CP
Grant for new television broadcast station
NEW Central National Broadcasting Co., near
Dixon, Calif.—License to cover CP author-

NEW: 716 kc WTVY East St. Louis, Ill.—
CP new FM station, 10,787 sq. mi., $35,550 estimated cost.

BROADCASTING

Broadcast Advertising
Smith, Cohen Partners

HOGAN & HARTSON, Washington law firm, has announced that Karl A. Smith and Lester Cohen, communications attorneys, have been taken into the firm as partners. Mr. Smith and Mr. Cohen have been practicing with the Hogan & Hartson firm. Other partners include: Frank J. Hogan, William H. Donovart, Edmund L. Jones, Nelson T. Hartson, John W. Gulder (on leave with the armed services), Duane M. Patrick, communications lawyer; Arthur J. Phelan, James C. Rogers and Howard Boyd.

Maj. Wilson Assigned

MAJ. HERBERT L. WILSON, consulting radio engineer, has been assigned to the Joint Chiefs of Staff, Washington, for duty with the Joint Communications Board. In August he returned from the China-Burma-India Theatre where he was an officer on Gen. Stilwell’s staff. He has also been stationed at the Signal Corps Labs at Fort Monmouth, N. J.

Margarine Renewal

SWIFT & CO., Chicago (All-Sweet margarine) has renewed its participating announcement campaign on home economics programs beginning Jan. 29. Contract for 17 weeks in 17 markets was placed by J. Walter Thompson Co., Chicago.

FCC Applications


NEW-Federated Communications Co., Grand Rapids, Mich.—License to cover CP new standard station WOGT 1329-2.5 w unlimited.

NEW-1348 kc. KPDNampa, Tex.—Assn. licensee from R. E. Latta 114-E. H. Thomas 6-8 w Radio Station KPDN.

NEW-66.100 kc KFV Wichita.—CP new FM station, 135,170, 80,000 w Unlimited.

RCA Names Edsall

HOWARD LINN EDSALL, advertising manager of Ajax Metal Co., Philadelphia, has been named advertising and sales promotion manager of the RCA tube and equipment department, with headquarters in Camden.

Stability Counts

NOW AND IN THE POST-WAR PERIOD

FHE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets... the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

• 70.8% of the National Advertisers on this Station are Renewals.
• 88% of the Local Advertisers on this Station are Renewals.

Advertisers don't renew contracts unless the medium they use pays off in results.

SERVICE DIRECTORY

WRNL

5000 WATTS

NIGHT AND DAY 910 KC

SOUND EFFECT RECORDS

Gеннетт-Speedy-Q

Reduced Basic Library Offer Containing Over 200 Individual Sound Effects Write For Details

CHARLES MICHELSON

67 W. 44th St.

New York, N. Y.

SOUND EFFECTS FACILITIES FOR LICENSED ADVERTISERS

Advertising Agencies

Without Canadian Connections

U. S. RECORDING CO.

1121 Vermont Ave., Washington, D. C.

For Complete Production and Recording Facilities

Custom-Built

Speech Input Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Washington, D. C. 1640

(Subject to GPO's Reg.)

RECORDINGS REG'D

635 Dominion Sic Blvd., Montreal, Canada

For Complete Production and Recording Facilities

Write for Details

BROADCASTING • Broadcast Advertising

Accurate Concise Dramatic

LYN PEL

and "A Dispatch from Reporter's"

WKAT (BLUE)

4th YEAR

MORE $7 KILOWATT HOURS

PER DOLLAR WITH

F & O TRANSMITTING TUBES

Freland & Discher Products, Inc.

111 Baronne St., New Orleans 13, La.

Raymond 4754

High Power Tube Specialties Exclusively

The Robert L. Kaufman Organization

Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations

Munsey Bldg., Washington 4, D. C.

District 2292

BUY WAR BONDS

January 22, 1945 • Page 67
Listening Increase Indicated for 1945

Pulse of New York Reports High Sets-In-Use Index for '44

LISTENING in 1944 reached an all-time high in the measurement records of The Pulse Inc., New York, the three-year-old radio survey firm reports in the Jan. 15 issue of The Radio Audience, monthly newsletter. Sets-in-use index per average quarter-hour for 1944 was 21.2 compared to 20.2 for 1943 and 17.9 for 1942, out of a total of 12 months in the previous year, and out of a total of 12 months in 1944, eight had more listeners than similar months in the previous year, and all had higher audiences than corresponding months in 1942, according to The Pulse. Last fall its coverage was extended from New York, to northern New Jersey and Philadelphia. The prediction is made that the 1944 record will be maintained and may even be surpassed in 1945.

Total listening in December 1944 surpassed total listening in the same month in 1943 by 9.4%, and of December 1942 by 22.8%, the report shows. Seasonal rise in December over the previous month was slightly higher this year than last, it is stated.

Continuing its study of the "wearing quality" of long programs, or the length of time they hold their listeners, The Pulse reports that while shows of more than two quarter-hours tend to lose listeners from the beginning to the end of the performance, most half-hour evening programs keep a stable audience. Of 245 half-hour broadcasts covered in the study, 45% keep the same rating; 29% gained listeners and 26% lost listeners, from the first to the second quarter-hour.

Dramatic broadcasts remain most stable and even gain listeners during the second half of half-hour shows. The second half of quiz shows usually show better ratings than the first quarter-hour. Variety programs on the whole tend to gain listeners rather than to lose them from the first to the second quarter-hour.

Canada Station Group Reviews Postwar Plans

DEVELOPMENT of more live programs, increased emphasis on program production, current attitude of merchants on postwar business plans, sales research and seasonal revenues were among topics discussed at the first annual meeting of the production and sales executives of the Taylor-Pearson-Carson operated stations in eastern and western Canada, held at Calgary Jan. 8-10. The general sessions were held under the chairmanship of Waldo Holden, commercial manager at CKRC Winnipeg. Program and production sessions were led by Stuart Mackay, program manager of CKWX Vancouver, and meetings of sales representatives were held under the chairmanship of R. J. Buza, commercial manager of CKCK Regina.

Conference was welcomed by Harold R. Carson, CFAC Calgary and president of All-Canada Radio Facilities Ltd. Attending were: Lorman Potts and Bill Guild, CKOC Hamilton; Waldo Holden, Jack Kemp, Oris Botsford, CKRC Winnipeg; Bruce Pirie, Fred Laight, CKWX Regina; R. J. Buza, Ross MacRae, Wilf Collier, CKCK Regina; Bob Gilis, CHAD Moose Jaw, Sask.; Prent, Jack Coalston, CKBE Prince Albert; Rolfe Barney, B. Elton, CJCA Edmonton; Bert Calin, Fred Shaw, VP CJOA Edmonton, Jack Stewart, Bob Charmian, CFAC Toronto; Jim Bovey, CJOC Lethbridge; Norman Harrod, CJAT Trail, B. C.; Hume Lethbridge, CCKV Kelowna, B. C.; Stuart Mackay, John Hunt, Bill Crotty, Sam Ross, CKWX Vancouver; Les Halberg, Dick Batey, CFTY Victoria.

FM Workshop Slated

A SIX-WEEK educational FM station workshop, sponsored jointly by the U. S. Office of Education, Ohio State U., Ohio State Dept. of Education and Cleveland Public Schools, is scheduled for Columbus and Cleveland June 19-July 27. Dr. I. Keith Tyler, radio education director of Ohio State, announced last week. A full time faculty will include six to eight experts in the FM field, with other specialists representing commercial radio, Government and school systems. First five weeks of the course will be at Ohio State U., Columbus, and the remaining week at WBOE Cleveland, FM station operated by the Cleveland Board of Education. Registration fee is expected to be between $15-$25, with attendance limited to 100.

ACCOUNTANT

Operator of eastern radio stations has excellent opening for general accountant and office manager. Opportunity for advancement with expanding organization.

Box 152 Broadcasting

WANTED TO PURCHASE

Studio and transmitter equipment for 250 watt station. Give full details. Will purchase entire equipment or whatever parts are available. Want standard broadcast orwhatever equipment - nothing outlaw.

Box 145, BROADCASTING

ROBERT L. KAUFMAN Organization

Technical Maintenance Service for Broadcast Stations

Our service will help you if you are short of well-trained men to keep your plant operating efficiently.

Munsey Bldg. District 2292 Washington 4, D. C.

WANTED TO BUY

1000 or 5000 transmitter. Must be FCC approved.

Also, 3 towers and associated equipment.

Box 132, BROADCASTING

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Granted Exclusive in Radio Broadcasting)

FEB. 5

Day & Evening Courses

Taught by Radio Professional, for Beginner & Advanced students, includes:
- Announcing
- Station Routine
- Newswriting
- Continuity Writing
- Sales
- Commentating
- Voice
- Coax. Moderate rates. Inquired Call or Write for Booklet S.

VETERANS accepted if qualified

R.K.O. BUILDING, RADIO CITY, N. Y.

CIRCLE 7-0193

The BROADCASTING - Broadcast Advertising
Help Wanted

Copywriter—Young man with several years experience, capable of handling all phases of department store, store window, and other general commercial copy. Good paying, permanent position with well-known department store chain in downtown area. Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must be capable of news reading, commercials, and hit men for large regional NBC station in western city of N.Y. Excellent opportunity. Box 992, BROADCASTING.

Transmitter-operator—Upstate New York regional station. First class license only. Permanent position. Send resume and qualifications. Box 66, BROADCASTING.

Wanted for 5000 watt southwestern network station. Two positions—experienced, versatile, male continuity writers, capable of top-flight production of all commercial and sustaining spots and show openers, and of being able to think on their feet. Top rated right people. No loafers, habitual drinkers or visionaries wanted! Permanent positions. Tell all in first letter: age, experience, references, typing speed, and photo. Address Box 92, BROADCASTING.

Television maintenance engineers. Essen- tial for major national television company in New York City. Excellent opportunities. Good starting salaries. Complete details. Box 116, BROADCASTING.

Sales promotion manager of major New York City independent radio station. Young, energetic, aggressive. Promotion to head-up one-man department to handle all aspects of promotion, including all phases of station promotion, trade advertising, and station goodwill work. Full salary, good commission. Address Box 166, BROADCASTING.

SALES—Wanted. Can meet and sell equipment. Straight commission. Want radio experi- ence of at least one year. Box 118, BROADCASTING.

Salaen—Wanted by thriving California station. Beautiful location on coast. Family man preferred, one who can hit the ground running and build a substantial citizen. Must be good salesman, not high pressure. Good salary and bonus commission. No house accounts. Re- ply by wire or air mail. Box 112, BROADCASTING.


Large eastern metropolitan station needs ad man. Must have 1 to 2 years experience in ad field. Will also purchase any available studio equipment. Box 92, BROADCASTING.

Salaen—Can meet and sell equipment. Straight commission. Want radio experi- ence of at least one year. Box 118, BROADCASTING.

Salesman—Wanted to buy 1000 watt broadcasting station. Will buy any size band equipment, or complete station. Will also purchase any available studio equipment. Box 92, BROADCASTING.

WANTED—1 kw transmitter with all avail- able associated equipment. Cash. Write for details. Box 94, BROADCASTING.

WANTED—5 kw transmitter, three 300 foot towers, tubes, equipment and tower service. Give specifications and price in reply. Box 108, BROADCASTING.

WANTED—250 watt broadcast transmitter, audio input and measuring equipment, or 1100 feet tower approximately 150 feet. Box 129, BROADCASTING.

WANTED to buy—Your auxiliary 6 kilowatt broadcast station. Have transmitter, moni- tor. Box 136, BROADCASTING.

WANTED—Type 44BX RCA microphones, controls, mixer, and studio accessories. Box 136, BROADCASTING.

WANTED—250 watt broadcast transmitter, monitor, audio input and measuring equipment, or 1100 feet tower approximately 150 feet. Box 136, BROADCASTING.

Complete equipment for 250 watt installa- tion, including tower of 150' or more. Cash available immediately. Wire giving particulars. Radio Station WLAT, La- Grange, Georgia.

Write or wire your offer to Box 147, BROADCASTING.

Have you either two 150 foot towers or a 400 foot tower? Will pay cash on receipt of letter or wire addressed to Box 147, BROADCASTING.

WANTED—3A Gates frequency con- trolling equipment. Box 169, BROADCASTING.

WANTED—to buy—All or part interest in re- cently retired 2 kw station. Will pay cash or make suitable terms. Box 150, BROADCASTING.

Classified Advertisements

Payable in Advance—Minimum $1.00. Situation Wanted 10c per word.

All others, 1.5c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blank number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C.

Help Wanted

Excellent positions open for electrical, elec- tronic engineers, first, second, third class radio engineers, and radio operators. New senior announcers, station executives, news editors, technical radio engineers, and radio operators. Wilson Em- ployment Service, Inc., Union Commerce Building, Cleveland, Ohio.

What's cooking? If you're a graduate home economist, if you have broadcasting ex- perience, and can present an interesting personality over microphone, if you can do selling on line and off line—write. Box 123, BROADCASTING.

Available now. Engineer, draft deferred, 9 months experience top flight New York City station. First. Experienced in construction, supervision, and installation as well as all phases of studio; and transmitter work. Inquire immediately about Box 130, BROADCASTING.

Draft exempt announcer—Now with kilo- watt network radio station. Desires larger network two years experience. Salary top flight. Box 107, BROADCASTING.

Copywriter-producer wanted. Experienced. Good salary, position. Will be held in confidence. Box 103, BROADCASTING.

New station whose application is now pending before the FCC, will need engi- neer, program director or assistant program director per- sonnel. If you are now em- ployed or are in the Armed Forces your rota- tions are invited and will be held in strict confidence. Box 116, BROADCASTING.

Announcer wanted WGT, Fort Wayne, In- diana. Requires good voice and experience on television and Radio Corp. Minimum three years experience as news (straight or sports) announcing experience essential. WGT is a comfortable 10-5000 watt broadcast of a postwar future. AM, FM, and tele- vision. Can do any job. Write your complete resume of coming to Fort Wayne or telephoning before writing letter of application with references and enclosed photograph. State draft status. Address Paul Roberts, WGT, Fort Wayne, Indiana.


Station manager or assistant. Change de- sired. Opportunity backed by radio knowledge and experience. Needs good stability, ability. Must hold opportunity and permanent. Box 88, BROADCASTING.


Permanent position wanted. Transmitter engineer for consulting, construction, installation, maintenance $6000. Available most on weekends. Box 103, BROADCASTING.

Writer-producer wanted. Experienced, one with two years experience in writing and producing shows that satisfy spon- sors and boost ratings. All types of con- tent desired. Must be included musical. Good commercials. Qualified to head continuity or program department. Ex- cellent references from present employer. Box 116, BROADCASTING.

Announcer, five years experience, capable, reliable. Box 124, BROADCASTING.

Announcer—Girl, hot, good, young, sober, can write, know Spanish, Prefer southern accent. Salary, $3200 per year. Must be necessary. Box 128, BROADCASTING.


Announcer—WANTED—For 12 kw station. Salary, $10500 per year. Reply by air mail. Station WBBC, Baltimore, Md.

Announcer—Immediate opening. Per- manent position, pleasant working condi- tions. Salary, $600 per week, WAVL, Laurel, Mississippi.

Two experienced transmitters or control room engineers wanted. Great salaries, $5000 or 60 to 75 hours a week. Write WKEF, Denver, Colorado.

Network station wants announcer to handle evening shift. 40 hour week. No control work. Ideal working conditions and best year around climate in U. S. Gire de- tails in first letter as place is now open. Station KGDA, Minneap., Apply im- mediately, by wire, letter or in person.

WANTED—5000 watt transmitter, complete or parts. For parts to be used for sale- man's own equipment. Box 137, BROADCASTING.

WANTED—2 kw broadcast transmitter, audio input and measuring equipment, or 1100 feet tower approximately 150 feet. Box 129, BROADCASTING.

Announcer—Four years experience, proven record, wages and liberal benefits. Good prospects with present station. Box 129, BROADCASTING.

Announcer—Ex-serviceman available. 9 months experience. Excellent staff, news, commerce, full salary, no commission. Salary, Box 138, BROADCASTING.

WANTED—Modulation and frequency moni- tor—250 watt broadcast console for 250 watt station. Box 88, BROADCASTING.

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modulation monitors, as well as accessories. Will also purchase any available studio equipment. Box 92, BROADCASTING.
Civil Liberties Group Under Fly Urges Legislation Like White-Wheeler Bill

BUTTRESSED by the addition of former FCC Chairman James Lawrence Fly to its membership, the radio committee of the American Civil Liberties Union last week announced its program for new radio legislation. The committee, which met before the new Congress, patterned largely on the White-Wheeler bill, which died with the last session because all sides deserted of working in a committee.

In general following the FCC viewpoint as reflected in the past by Mr. Fly, now in private law practice in New York, the ACLU committee statement frown upon any provision in the law which would cover newspaper ownership or the network monopoly regulations. It took no action on a proposal that the sale of stations be conducted solely through the FCC but said further consideration would be given it.

The committee is seeking a conference with the NAB on its proposals. Arrangements have not been completed, however, pending the return to Washington of NAB President Arnold Rynan, now on a district meeting tour. The NAB Legislative Committee already has drawn up tentative proposals on legislation.

Free Speech

The committee voted for inclusion of a declarative of policy following the White-Wheeler measure designed to guarantee "that radio broadcasting shall be an effective medium of free speech and contribute its fullest measure to the protection of democratic rights." This declaration provided for fullest discussion of public issues on a sustaining basis, with all significant time, and proposed that radio strive to "elevate the tenor of commercial programs.

Opposing embodiment in the law of limitations on newspaper ownership of stations, the committee said it was satisfied with the present regulations leaving the question up to the FCC to judge each case on its merits, and barring the acquisition by a single owner of more than one regular station, one FM station and one television station in a given licensing area. It opposed any changes in existing regulations on multiple ownership or provisions to bar completely the sale of time on controversial issues. It proposed that the policy of keeping controversy on sustaining time be adopted as a matter of self-regulation by the broadcasting companies.

The committee also approved existing FCC regulations on political broadcasts, and the identification of sponsors, as well as the chain monopoly regulations, but held they should not be made the subject of legislation. It disapproved a proposal for identification of news sources.

Thomas R. Carskadon, research director, 20th Century Fund, is chairman of the committee. Other members, in addition to Chairman Fly, are Ruth Brindze, author; Harwood L. Childs, Public Opinion Quarterly; J. G. Gude and David Halperin, radio consultants; Ben Herzberg, attorney; Quincy Howe and H. V. Kaltenborn, commentators; Robert J. Landry, CBS director of program writing; Dr. Paul E. Lazarsfeld, Office of Radio Research; Morris S. Novik, director of WNYC New York; Mrs. Harriet Filpel, attorney; Elmer Rice, playwright; Thomas L. Stix, radio consultant; Norman Thomas, and Carl M. Watson, radio executive.

Video Quiz Show

RUTRAUFT & RYAN, New York, has taken an option on a video quiz program owned by John Reed King, m.o., for submission to various clients including Lever Bros. as a possible regular series, and starts a trial three-time run Feb. 9 for Rinso in the first half-hour of the agency's Tuesday 9-10 p.m. period on WABY New York.

Selecting names of know video-set owners at random, Mr. King telephones them to pose questions on a visual quiz which they may see on their screen. If owner is at home and looking at the set, he gets a chance to answer the quiz, and if he answers correctly may select a prize from general merchandise displayed on the screen. If home but not looking at the set, he gets a consolation prize. Agency has titled the program after its sign-off cue, Thanks for Looking.

General Mills Show

GENERAL MILLS, Minneapolis, (Gold Medal Kitchen Tested Flour, Bisquick, Softeks) will sponsor Betty Crocker, sitting J.J. FitzGerald, for 52 weeks through Dancer-Fitzgerald-Sample, going in the fall in these markets: KYVO WKY WFFA WBAP KGNC KTBS KARK KPBC WOAI KRIS KROW KOB KTSM.

Sweetheart Changes

MANHATTAN Soap Co., New York, in its radio promotion for Sweetheart Soap, has adopted a plan designed to achieve greater flexibility, to allow advertising to keep step with changing sales and distribution. First major step was to drop one of its two network programs, Scrubby Amby on 177 Blue stations Wed. 10:30-11 p.m. Jan. 17, and to concentrate on the CBS five-times weekly serial Strange Romance of Evelyn Winter. Commercial network for the latter program was expanded the first of the year from 28 stations to the full network. Agency is Duane Jones Co., New York.

Yoder to be Reassigned By NBC; Leaving Navy

REVERTING to inactive status Feb. 21st, Comdr. Yoder, USNR, public relations officer of the 12th Naval district, Denver, former general manager of KOA Denver and veteran NBC executive, will report to NBC New York headquarters for reassignment with the network.

Former All-American football star and captain of the crack 1926 Chicago Bears, Comdr. Yoder entered radio at WCAE Pittsburgh while with the Pittsburgh Press. Later he joined the NBC San Francisco staff as announcer and subsequently became NBC western division press department manager. In 1937 he was named general manager of KPO-KGO San Francisco and in October 1939 he became general manager of KOA Denver, which took a leave in 1942 to enter active Navy duty and had headed the 12th Naval district office in Denver since 1943. For a year he has been selective service liaison and manpower officer in addition to his regular duties. James McPherson succeeded him as manager of KOA. Lt. Vincent Gates, USNR, former Salinas, Calif., newspaperman, takes over the Navy public relations post when Comdr. Yoder leaves.

Senate Unanimous In Porter Approval

Craven Vacancy Still Unfilled; Hyde Leads Possibilities

PROCEEDING without a hitch, the Senate last Thursday unanimously confirmed the nomination of Paul A. Porter as a member of the FCC, following recommended approval by the Senate Interstate Committee the preceding Monday.

Mr. Porter, who has been serving as chairman under recess appointment since Dec. 21, was named to fill the unexpired term of James Lawrence Fly, now the acting chairman, to June 30, 1949. He will be sworn in as a Commission member for the second time at an informal office ceremony.

Several Mentioned for Post

Mr. Porter's confirmation still leaves the FCC short one member—the post was vacated by T. A. M. Craven. While it had been expected that the nomination would be made by President Roosevelt for that vacancy promptly after the new Congress convened, there was no word last week of an iminent appointment.

There are a number of candidates for the post—both Republican and Democrat. Among the most mentioned is assistant general counsel in charge of broadcasting, consistently mentioned. Several other Government officials, not directly engaged in radio administration, also are understood to have backing for the assignment.

Last Thursday, Mr. Porter and his FCC colleagues and department heads appeared before the House Appropriations Subcommittee on Independent Offices to testify in support of the FCC budget for the 1946 fiscal year, which begins July 1st. President Roosevelt had recommended an appropriation of $5,507,000, a reduction of approximately $1,105,000 under the 1945 appropriation [Broadcasting, Jan. 16].

Despite rumblings of opposition to Mr. Porter on partisan grounds, the Senate Committee reported the nomination last Monday after he had testified in executive session for about an hour. Chairman Wheeler (D-Mont.) reported the nomination the same day and the Senate confirmed it at the first executive session following the Committee action last Thursday.

Mr. Porter's nomination was to be considered by the Committee on Jan. 8 but Sen. Wheeler postponed action pending completion of the Democratic membership to fill four vacancies.

PRESIDENT Roosevelt's microphone is set for cue offset and even smoother local newspaper influence, according to an article by Walter Davenport in the Jan. 19 Quillers on "The President and the Press."
With the advent of the twenties, wireless resolved itself into what is commonly known today as broadcasting. That was twenty-five years ago.

*1920 (Aug. 20)—Station WWJ, Detroit, (Then SMK; later WBL; WWJ, July 7, 1922), owned by Detroit News and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920."

That same year of 1920 saw Arthur B. Church, youthful radio enthusiast, coming to Kansas City in June, undertaking the building of a transmitter for another pioneer station—widely known today as KMBC of Kansas City. It is not surprising that broadcasting in only twenty-five years has become such a vital factor in our way of life.

The wide-awake management of WWJ and such other pioneer Detroit broadcasters as WJR (1922); WXYZ (1925); WJLB and WJBK (1926) have through community consciousness and an awareness of responsibility given to broadcasting an enviable position in the everyday life of that automobile manufacturing center of the world.

That like management has built for KMBC a similar position in the Heart of America can best be shown by the hearty welcome that the Arthur B. Church station receives, day and night, over the thresholds into the homes of its inhabitants.

*From Broadcasting Magazine's, "Chronology of the Development of Radio and Broadcasting."

**A Salute to WWJ, An American Pioneer Broadcaster**

KMBC OF KANSAS CITY

Free & Peters, Inc.

Of Course—KMBC-FM—an extra service at no extra cost

SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
Service to Colorado's Farmers and Stockmen

One of Colorado's greatest contributions to the war effort has been its production of food and meat. And among KLZ's major wartime services has been its effort to serve the people who are producing Colorado's record quantities of food.

Morning, afternoon and night KLZ has been helping the producers of food by serving helpful information on what the farmers and stockmen need to know. The direct results of this service have been many and KLZ's files are fat with the thank-you's of local, state and federal agricultural officials.

KLZ does everything with equal thoroughness. The extra enthusiasm, the extra know-how which KLZ puts into every effort results in doing a better job of serving Colorado listeners. And because KLZ does a better job in this respect, it does a better job for advertisers.

*HIGHEST AWARD* in the Farm Service program classification at the Ohio State Institute in 1944 went to a KLZ program entitled, "A Is for Beans", a tribute to the farmers of Montezuma county which was awarded the agriculture "A" by the War Food Administration for record pinto bean production in 1944.

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION