15 Million in 15 Years

There must be some new way to tell advertising people that WLS received over a million letters again this year!

But after all, the important thing really is that again in 1944, WLS received 1,046,929 letters, for a total of 15,943,633 in the fifteen years of the present ownership. For it tells in hard figures what advertisers need to know: In the broad four-state area surrounding (and including) Metropolitan Chicago, WLS is listened to and listeners respond. We repeat: WLS is a half-time station doing a full-time job.

WLS Does Get Results!

Represented by
John Blair & Company

Chicago 7
SHARING the spotlight in 19 Oklahoma towns during WKY's recent 23-day Television tour was a model of a new WKY transmitter from which Oklahomans will, before long, be hearing a great deal more.

No model, however, could visualize adequately the startling height of WKY's 915-foot antenna, the sixth highest man-made structure in the Western Hemisphere; nor the care and thought behind the construction of this ultramodern transmission plant.

No model could picture to the layman what this new transmitter will do for him in operation. He will discover this for himself when, one day soon, he becomes conscious of a new clarity and fidelity in WKY program reception.

WKY has always kept itself in the forefront of listeners' preference in Oklahoma by keeping itself in the spotlight through continuously improving its service and facilities and providing the most comprehensive and beneficial radio service in the state.

This is particularly apparent in the way WKY gets results for advertisers.
EXECUTIVES OF LARGE NASHVILLE BAKERY SIGN FOR NINTH YEAR ADVERTISING ON WSIX

Shown from left to right seated are F. B. Evers, president; H. D. Sparks, sales manager; standing: R. L. Pettigrew, assistant manager, all of the American Bread Company and E. S. Tanner, commercial manager of WSIX.

The American Bread Company, bakers of HOLSUM BREAD AND CAKES for the ninth consecutive year, signed contracts to advertise these products over WSIX.

During the past eight years and including the coming ninth, its radio activities on WSIX include the sponsorship of Southern League Baseball Games, High School and Prep School Football Games, Cooperative Network Programs, News and various Live Talent programs, plus many daily announcements.

On signing these ninth year contracts Mr. Evers said, “WSIX reaches our entire territory and produces satisfactory results for us. The type of human interest programs carried and the co-operation and service of the WSIX organization deserve our continuous support. We are glad to renew our contracts.”

Facts to back up the judgment of shrewd time buyers located in Nashville and advertising to the Nashville Market, are available for those who like upward sales curves and downward sales cost.
Here are some of the advertisers who have helped to make 1944 the biggest year in the history of WAAT.

**NATIONAL & REGIONAL**
- American Express
- A & P Stores
- Bryl Hair Cream
- Bulova Watch Co.
- Carter's Little Liver Pills
- Colgate Dental Cream
- Crucible Steel Co.
- Curtiss-Wright Corp.
- Cuticura
- Ex-Lax, Inc.
- Federal Shipbuilding & Drydock Co.
- J. H. Filbert, Inc.
- Florida Citrus Fruits
- G & D Vermouth
- General Motors
- Hennafom Co.
- Kay Preparations
- Kerr's Butterscotch
- Walter Kidde Co.
- Longines-Wittnauer Watch Co.
- My-T-Fine Co.
- National Biscuit Co.
- National Union & Radio Corp.
- New Jersey Bell Telephone Co.
- Pirrone Wineries
- Ranger Joe, Inc.
- Republic Pictures
- R. K. O.
- Royal Crown Cola
- Seaman Bros.
- Super Suds
- Venida Hair and Leg Lacquer
- Ward Baking Co.
- Wildroot Co., Inc.

**RETAIL**
- Abelson's Inc., Jewelers
- Simon Ackerman Clothes
- A. S. Beck Shoe Co., Inc.
- Broadway Hosiery Shops
- Jack Dempsey Restaurant
- I. J. Fox, Inc., Furs
- Hotel St. George, Brooklyn
- Howard Company, Jewelers
- Janet Shop
- Kresge Dept. Store
- Michaels Dept. Store
- Prentis Clothes
- Schwarz Drug Stores
- Tappins, Inc., Jewelers
- Albert Turner Factory
- Clothing Co.

73% INCREASE OVER 1943! This impressive increase was achieved in spite of the fact that 27% of all the available time on WAAT during 1944 was gladly contributed to the war effort!
Now! At All Times*

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

WAAT delivers more listeners per dollar in America's 4ᵗʰ Largest Market than any other station—

including all 50,000 watters!

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
Starting at 5 a.m. with WWL's Farm Program

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

Folks turn first to - WWW NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
FOR SALE

The most talked-about program in West Virginia. "Washington Report". Sponsored since its inception April 1, 1944 by West Virginia's largest furniture store. Sponsor dropping program for reasons easily explained. "Washington Report" during past year has evoked more response and created more comment than any other program on this station. It chronicles political and social activities of West Virginians in the nation's capitol. The only program of its kind in the state. Our Washington Bureau is headed by Ray Henle, Blue network commentator and well-known Washington correspondent for the past 20 years. He is assisted by Malvina Stephenson, one of the most prominent women writers in Washington. Time magazine gave it a column! For more details and further information contact WCHS, Charleston, W. Va. (5,000 on 580), or call a Branham man.
Before the war, RCA engineers had designed a complete line of equipment for FM broadcast stations. A considerable number of RCA-built, FM broadcast transmitters were installed and are on the air today. In the important (because it is chiefly used in New York, Chicago and other metropolitan centers) 10KW category, for instance, five RCA 10KW, FM transmitters have been installed. More than of any other make. An additional quantity of these transmitters was built but was diverted for war purposes.

1. HIGH FIDELITY MICROPHONES—The RCA 44-BX Microphone is the standard of the industry. After the war, RCA will have even better microphones, insuring maximum FM response characteristics.

2. STUDIO CONSOLETTES — The RCA 76-B2 Consolette is well-suited for small and medium-sized FM stations and the individual studio booths of larger stations. Complete facilities for two studios, booth announcements, turntables, remotes, etc.

3. STUDIO CONSOLES — RCA, custom-built studio consoles are ideal for the high-quality requirements of FM. Shown here is the control console of FM Station WBRL, Baton Rouge, La.

4. 1 KW FM TRANSMITTER—This is the RCA FM-1-B Transmitter, built before the war, a number of which were installed and are in operation. After the war, RCA will offer a complete new line of FM transmitters of all powers.

5. 3 KW FM TRANSMITTER—This is the RCA FM-3-B Transmitter, built and sold before the war. The same exciter is used in all RCA FM Transmitters from 1 KW to 50 KW.

6. FM FIELD-INTENSITY METER—The RCA 301-B Field Intensity Meter, which has a frequency range of 20 to 125 megacycles—and a built-in discriminator circuit—is the only commercially produced unit suitable for FM use.

7. HIGH-QUALITY AMPLIFIERS—The several types of standard, RCA studio amplifiers are well-suited for FM use. All amplifiers have a flat frequency response, which may be compensated, when desired, for particular installations.

8. FM MONITORS—RCA FM frequency monitors and FM modulation monitors are the finest built for this specific purpose—are fully approved by the FCC for FM station use.

9. MEASURING EQUIPMENT—For making “proof-of-performance” measurements of AM noise level, FM noise level, frequency response and distortion, the RCA 68-B Oscillator and 69-C Distortion Meter are recommended.
RCA FM transmitters were designed and built along the lines of the exceedingly successful RCA AM transmitters. They are built that way because it is felt that station engineers want in their FM transmitters the same qualities of convenience, reliability and appearance that they have come to expect in AM equipment.

After the war, RCA will offer a complete new FM line which will incorporate the much superior, RCA-developed locked-in oscillator circuit and other improved features which have become available through RCA's advanced war work.

4. **STUDIO EQUIPMENT RACKS** — RCA studio assemblies for use with or without custom-built consoles are also well-adapted for FM — can be built to incorporate any facilities desired. These are the studio equipment racks at WBRL.

5. **RELAY TRANSMITTER** — RCA has built many types of relay transmitters, including the television transmitter shown here. After the war, RCA will have a new, simplified relay transmitter especially designed for FM stations.

6. **RELAY ANTENNAS** — The directional or beam antenna, such as that shown here, is largely based on RCA research. After the war, RCA will offer a special type for FM relay service.

10. **10 KW FM TRANSMITTER** — This RCA FM-10-A Transmitter at NBC, New York is one of five in this power size which were installed before the war.

11. **50 KW FM TRANSMITTER** — This is the RCA FM-50-A Transmitter which was under construction when the war began. After the war, RCA will have a new 50 KW design incorporating many unique features.

12. **FM ANTENNAS** — The turnstile antenna — symbol of FM broadcasting — was developed by Dr. G. H. Brown of the RCA Laboratories. After the war, RCA will sell directly a new and improved design — much easier to install and requiring no tuning in the field.

16. **MONITORING ASSEMBLIES** — Transmitter audio equipment and monitoring equipment can be mounted in standard RCA racks to match other RCA units. Racks shown here are those at WBRL, Baton Rouge.
At Deadline . . .

UNITED DRUG Co., Boston, for Rexall products signed a four-year contract with Joan Davis for a series starting in the fall to cost $4,000,000, according to N. W. Ayer & Son. A record advertising and exploitation budget is planned. Either CBS or NBC will be used, depending on availability. Sealtest, with whom Miss Davis has a contract until July 1, was reportedly unwilling to meet higher salary demands ($17,500 is mentioned), but will continue Village Store show on NBC.

JOHN K. CHURCHILL, CBS director of research, late Friday announced creation of a television audience research institute as a division of the CBS research department. Dr. Donald Horton, research psychologist with CBS since last September, will be in charge. The institute will study the television audience; evaluate programs and program ideas through audience reactions, and maintain records and program data.

BY 5 o'clock last Friday, Bobby Riggio, 10-year-old infantile paralysis victim, had received from listeners a total of $46,700 representing dimes (about four to a letter) plus a few checks, or 156,000 mailing pieces, for the March of Dimes campaign, as a result of his appearance the previous Saturday on P&G's Truth or Consequences on NBC.


BRIEF was to be filed Saturday by Local 802, AFM, in reply to recommendations of Herbert L. Northrup, War Labor Board hearing officer, reducing musicians quota from 12 to 5 at WOV New York.

GUM LABS., Inc., Clifton Heights, Pa. on March 16 for 52 weeks starts Hello Sweetheart Hello on 60 MBS stations Sun. 1:30-2 p.m. for Ivoyrne chewing gum. Agency is McJunkin Adv., Chicago.

COMPLICATED rate structures are the perennial headache of timebuyers, Bergillette (Bergi) Roe of MacFarland-Aveyard maintains, and the unnecessary details figuring involved make it difficult for the client and agency as well. Her favorite business gripe and topic of shop talk is proving with all the facts, figures and logic at her command after years in the field, that stations could gross the same amount of revenue with uniform rate structures.

A former photographic model, Bergi is a grey-eyed blonde with a poised, quiet charm and subtle sense of humor. Chicago born, she took a two-year liberal art course at Northwestern U. and acquired her first agency experience in the New York office of J. Stirling Getchell Inc.

Returning to Chicago sometime later, she joined McCann-Erickson as timebuyer on Pillsbury Flour, Ford Dealers, Standard Oil, the National Dairy Council and other accounts. H. W. Kastor & Sons Adv. Co., Chicago, was Bergi's next step before joining MacFarland-Aveyard in that city two years ago.

Last summer Bergi transferred from that agency's Chicago office to New York. Her main responsibility is "keeping posted" on the complexities of the Saturday Evening Post's radio time. The magazine uses announcements on about 70 stations and a quarter-hour four-times-weekly program on the Blue, The Listening Post. She also buys time for the National Board of Fire Underwriters.

Together with her interest in radio which includes all its phases besides timebuying, Bergi has an inestimable fondness for the theatre and music, from symphonies to boogie-woogie. To facilitate indulgence in these interests she lives in the Sutton Place area of Manhattan, a matter of minutes from the office, the theatre, 52nd St. Swing Row, Carnegie Hall and a plethora of similar spots.
The memo pad of a Washington newsman is solid evidence that today Washington is the news capital of the world. WOL newsmen like Fulton Lewis, Jr.,* Billy Repaid and Walter Compton (all originating daily for Mutual from the studios of WOL) get their news even before it's put on the teletypes... get their stories personally from the capital conference tables where significant news is made. These men broadcast what they actually see and hear. They're eye-witnesses to history.

WOL's daily log—with news every hour on the hour, with names like Lewis and Compton and Repaid (and Heatter and Singiser and Cecil Brown)—testifies that WOL is the news station in the news capital of the world.

But neither deskpad nor log shows fully all the authoritative sources from which WOL news is compiled. From AP, UP, the Washington news wire, and the front-line correspondents of MBS and Cowles publications comes foreign and battle news to supplement the first-hand reporting of WOL's own commentators.

If you'd like to sponsor a news program that may well make sales history for you, make a memo to call WOL or The Katz Agency—today.

* Heard on more stations, with more sponsors, than any other news reporter.
"Sorry, dear, but Mr. F&P is here with those availabilities!"

Spot broadcasting waits for no man—or girl! Spot broadcasting demands more of its users than any other advertising technique—more work, more thinking, more rapid decisions, more real ability.

The only compensation is that it gives bigger results per dollar expended. So when your agency or advertising manager recommends spot broadcasting, thank the Lord for his conscientiousness—and say "Okay!"

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

EXCLUSIVE REPRESENTATIVES:

BUFFALO     CINCINNATI
WGR-WBBY  WKY

BETLEHEM  INDIANAPOLIS
WKBW  WMIR

KALAMAZOO  KANSAS CITY
WEOZ  WAVE

MINNEAPOLIS-ST. PAUL  LOUISVILLE
WMPR  WAVE

ST. LOUIS  CHICAGO
WKBW  WGR

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
WPB Program May Suspend All Projects

FCC Clarifies Its Statement of Policy

Text of freeze procedure. Page 61

FAST ON THE heels of procedure adopted by the FCC to protect applications for broadcast stations under its Jan. 16 freeze order, BROADCASTING learned last Friday that all station construction now under way as well as new projects which have received approval may be suspended under a five-point program to be put into effect by the War Production Board to conserve manpower for war production.

Although an announcement by J. A. Krog, WPB chairman, stated simply that "restrictions on construction will be strengthened," with details to be worked out, it developed that within the next two weeks one of the following actions will be taken:

1. The WPB will call a halt to all construction underway regardless of state of completion.

2. The Board will review all outstanding authorizations, permitting certain critical projects to be completed but revoking those not absolutely essential to the war.

A WPB official said that commercial radio station construction would undoubtedly be stopped under the restrictions to be applied. It was estimated that 8 to 10 stations are now being built.

Protective Procedure

The WPB action was taken simultaneously with establishment of procedure by the FCC designed to protect fully applications for broadcast facilities filed prior to Jan. 26, 1945 which have not been acted upon, which have been designated for hearings, which have not been fully heard, and in which hearings have been concluded. Provision is also made for handling applications filed subsequent to Jan. 26, 1945.

In an effort to clear up confusion resulting from the Jan. 15 statement of policy, the Commission announced a detailed statement of procedure to be followed in the handling of all broadcast applications under the new freeze policy. The procedure was interpreted as one plugging up possible "leaks" in the freeze to avoid unfair or prejudicial handling of applications filed before the new policy was announced.

Implicit in the new procedure was the determination that by "primary service" the FCC means lack of acceptable service in a given community, whether from a station in the community or a nearby station.

The new procedure, permitting "pre-freeze" applications to be preserved in the pending file as against automatic dismissal or denial following hearing on petition, will result in economies both to the applicants and to the Government, it was pointed out. Once the freeze is lifted, applications will be restored to their present status without necessity of reprocessing or rehearing.

To Prevent Inequity

A hiatus of 60 days, following lifting of the freezes on manpower and materials, is provided in the new procedure. During that period, new applications could be filed for processing prior to action on any cases retained in the pending file during the freeze. Provision also would be made for the bringing up to date of all pending applications.

"These procedures, it is believed," said the Commission, "will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force."

Legal and engineering observers in Washington accepted the procedure as a vast improvement over that effected under the former freeze order issued Jan. 26, 1944. The old order, it was felt, encouraged something tantamount to "black market" dealings by prospective applicants to acquire all of the necessary equipment, haywire and otherwise, to qualify under the WPB-FCC requirements for conditional grants.

There were instances, it was pointed out, where as many as a half-dozen different composite units had been assembled by competitive applicants for the same area, resulting in what was regarded as an unhealthy condition, tending toward stripping the market of equipment needed for maintenance and repair of existing stations. In such cases, where one applicant proved successful, the balance found themselves with equipment on their hands which probably would be worthless when the freeze is lifted.

265 Applications Pending

As of last week, the Commission had before it a total of approximately 265 applications for new standard broadcast stations and expansion of facilities. There were 75 applications for new stations which had been designated for hearing and 95 in which no action had been taken. Applications for additional facilities included 36 designated for hearing and 60 which had been designated for hearing.

As of Jan. 1, 1945, there were 159 broadcast applications (including FM) in which no action had been taken. These included 89 which had been designated for hearing, 12 in which hearings had begun but in which the record was not complete, and 63 in which hearings had been concluded.

WINS Sold to Crosley for $1,700,000

Approval by FCC Will Be Requested

This Week

SALE OF WINS New York by Hearst Radio Inc. to Crosley Corp., licensee of WLW Cincinnati, for a purported price of $1,700,000, was reported last week subject to customary FCC approval.

While formal confirmation was not forthcoming either in Cincinnati or New York, it was learned reliably that the contract had been signed in New York last Wednesday by principals for the two companies. Notice of intent to complete the sale, it is expected, will be filed with the FCC this week.

Holds 50 kw CP

James D. Shouse, Crosley vice-president in charge of broadcast operations, was in New York last week for conferences with Hearst officials and members of the Hearst Radio Committee. He returned to Cincinnati last Friday but declined to comment either for himself or his company.

WINS operates on 1010 kc with 10,000 w, but the station holds a construction permit for 50,000 w. It would have been using that power in 1942, but the Government took over its 60,000 w transmitter for psychological warfare, and it is understood to be in service in one of the war theatres.

Powel Crosley Jr., president of the Crosley Corp., long has been interested in a New York outlet, not only from the standpoint of operation in that market but also to function as a New York programming and talent subsidiary for WLW, enabling that station to improve its service. Mr. Shouse, one of radios best-known operators, last year detached himself from active management of WLW to devote his energies to expansion of Crosley operations in the broadcast field, including its extensive international broadcast service, television and FM.

With the sale of WSAI Cincinnati by Crosley to Marshall Field, and industrialist, last August for $550,000, under the FCC's duopoly regulations, it was presumed Crosley would seek a replacement station in another market. The WSAI transaction, by virtue of having been a "forced sale" under the multiple ownership rule, was tax-free. Mr. Shouse had investigated a number of stations before reaching the agreement on WINS.

With Robert E. Dunville, vice-president and general manager of WLW, directing that station, Mr. Shouse, it is presumed, would be free to reorganize WINS under FCC approval. Mr. Dunville, it is expected, also would assist in the direction of the station until a permanent organization is set.

While a price of $1,700,000 would establish a new high for an individual station, a number of transactions in recent months have
NOBEL CENTER PLAN TO HONOR SARNOFF

GEN. DAVID SARNOFF, RCA president, has been selected to re-
cieve an award from the Nobel Center, New York, for hav-
ing contributed the most in the radio field to the cause of peace
and understanding between nations.

Award, in the form of a silver plaque depicting Marconi, will be
conferred at the World's Fair in New York as part of a "One
World Dinner", to be given Feb. 18 at the Hotel Astor, New
York, in honor of the birthday of the late Mr. Willkie.

Kent Cooper, AP general director, and Darryl F. Zanuck, vice-
president, Twentieth Century-Fox Film Corp. will receive similar
awards. The three awards will be made an-
ually by the American Nobel Center, recently formed from the
American Nobel American Anni-
versary Dinner Committee, has held din-
ners for the past four years in honor of
Newspapers. Jacques Ferrand, press and
radio director, Common Council for
American Unity, is executive secre-
tary of the Center.

Recording Corp., New York, when
asked to comment on the move said,
"We will probably end up the year
with a half dozen stations in the
country adopting a similar policy,
injecting one or two in New York
and one in Chicago," but saw no
cause for concern over reaction to
recorded programs. A greater cost
to both station and advertiser is
involved, and, he added "A really
good quarter-hour transcription,
spilling several thousand dollars
will still give better entertainment
that one (live) guitar player."

Spokesman for Empire Broad-
casting Corp., New York, informed
for the first time of the action, said
that he "would have no comment to
make."

WFBR Will Shift
To Blue June 15

Replaces WCBM; WITH Also
Eyes Mutual Affiliation

IN THE LATEST network affilia-
tion move, WFBR Baltimore, 5,000
w on 1360 kc is shifting from Mu-
tual to Blue effective June 15, re-
placing WCBM, 250 w on 1400 kc,
as Blue outlet in that city. The
announcement, made last week in
a joint statement issued by Keith
Barrett Jr., executive vice-presi-
dent and general manager of Ra-
dio Show Inc., licensee of WFCR,
follows on the heels of the Pitts-
burgh switch wherein MBS WCAE,
5,000 kw on 1250 kc, and Blue
KQV, 1,000 w on 1410 kc, will ex-
change network affiliations on
June 15.

Kobak Predictions

Edgar Kobak, president of Mu-
tual, at a news conference last
Monday predicted the Baltimore
move, adding somewhat crypto-
callly that he believed it the "Last of
the Mutuals." Mutual previously an-
nounced that WJHP Jacksonville,
250 w on 1320, will join MBS June
15 replacing WPQD, 5,000 w on
1270 which becomes the Blue out-
let in that city on the same date [BROADCASTING, Dec. 18].

Both John Elmer, president of
WCBM Baltimore, and Thomas G.
Testley, manager of WITH New
York last week conferring with Mr.
Kobak, who stated that MBS
affiliation with one of these two
stations would be announced with-
in the next few days.

Moore on Blue

BENJAMIN MOORE & CO., New
York, whose house decorating
commentator, on about 90 Blue sta-
tions, 60-11:45 p.m. through the
paint firm, a seasonal radio adver-
tiser, has presented Betty Moore
on the network for the past 15
years. For the first time an agency
is handling the account. St. Georges & Keyes Inc., New York, placed the
business.

Capt. Kennedy Returns

CAPT. JOHN A. KENNEDY,
UBNR, on leave as president of the
Wide World Network, last Thurs-
day returned to the office of the
Chief of Naval Operations in Wash-
ington, following a special mission
in the European and Mediterranean
air theatres. He left in mid-Octo-
ber.

'Prairie Farmer' Tests

THE PRairie Farmer magazine,
Chicago, on Jan. 31 began sponsor-
ship of a two-week test campaign,
five-minute spots, on nine stations
in Wisconsin, Indiana, and Illinois.
Agency is Neal Advertising Agen-
cy, Chicago.
RTPB to Protest FCC Proposal For FM

By BILL BAILEY

ORAL ARGUMENT in the FCC proposed allocation last week was postponed to Feb. 28 on request of the Radio Technical Planning Board. The Commission at the same time extended the date for filing briefs from Feb. 9 to Feb. 21, but left the deadline for oral argument requests at Jan. 29. (See IRE story, page 16).

In a public notice Thursday the FCC precluded from oral argument any persons or organizations not participating in the allocation hearings (Sept. 28-Nov. 2) “except that upon a proper showing, requests for oral argument will be granted in special cases.” (See text page 64).

Chairmen to Appear

When the RTPB requested an extension of the oral argument date, to permit its members to prepare briefs with the benefit of the technical group also asked permission for every panel chairman and every committee chairman to file a brief and argue. Although it agreed the briefs with the arguments would be consolidated, Dr. W. R. G. Baker, RTPB chairman, nevertheless felt that inasmuch as the advisory board represents the outstanding technical men in the industry, they should be heard.

Following a New York meeting on Wednesday the RTPB issued for Saturday release a statement setting forth a resolution which affirmed that its members include the nation’s outstanding engineers and that they had examined classified propagation data before the conclusions of Panel 2, submitted to the FCC on the closing day of hearings [Broadcasting, Nov. 6]. (Text of resolution on page 64).

With the FM Broadcasters Inc. on record as opposed to the Commission’s proposed allocation of FM to the 84-102 mc band, as against the present location 82-96 mc, and the RTPB understood to support the FMBI contentions, it appeared last week that the FCC’s proposed allocations with reference to FM and television may be attacked as unwise.

Dr. Baker declined to comment beyond the RTPB statement issued following the Wednesday meeting, but it was learned that perhaps a split in its conclusion to the FCC, now is ready to present a united front in its recommendations. Reports were heard in technical circles that Dr. Kenneth A. Norton, former engineer in the FCC technical information section, that FM should be moved above 120 mc will be challenged by several engineers at the oral argument.

Dr. Norton calculated interference curves, based on previously classified propagation data below 100 mc and testified at the allocation hearings that data “clearly indicate that transmission would be expected for a negligible percentage of time on frequencies above 120 mc.” [Broadcasting, Nov. 6].

Dr. Norton, on leave from the FCC to Army Air Forces, a dedicated television would best serve above 500 mc.

Since the day his testimony threw a bombshell into the allocation, proponents of FM for television’s present location and the “downstairs” television advocates have contended that Norton’s curves were only calculated and therefore could not be weighed at final.

Not Unanimous

When Panel 2, through its chairman, RCA representative and former FCC chief engineer, presented its recommendations last Nov. 2, it was brought out that the panel was not unanimous in its conclusions. The FM panel, headed by C. M. Jansky Jr., agreed with Panel 2, however, to recommend that FM be allocated 75 channels 200 kc wide in the band from 82-102 mc, including 15 channels for noncommercial educational stations and 60 for commercial FM.

The Commission proposes that 90 channels be set aside between 84-102 mc, with 20 for noncommercial educational stations and 70 for commercial FM [Broadcasting, Jan. 16].

FMFI and the RTPB contend, it was learned, that interference in the present band is not sufficient to warrant any great alarm, in spite of recordings made in Colorado by FCC engineers. On the other hand they point out that little, if any, experimental work has been carried on for the spectral occupancy of 84-102 mc and to permanently allocate FM in that location might mean the future ruination of the service.

‘Room to Grow’

Commissioner E. K. Jett, who has supervised the FCC’s work on the proposed allocations, has emphatically contended that the proposed allocations from 25-30,000 mc are “proposals” and nothing permanent. “If the RT PB can show us that we’re wrong, we’re open to suggestions,” he said.

Lt. Jett, former FCC chief engineer and for many years a Naval Communications officer, said he would not be averse to allocating FM to its present location, although it would necessarily limit the number of channels, and giving the industry an opportunity to conduct FM on a wide scale in the proposed band, 84-102 mc. Then if it was discovered that FM can perform a better service in the lower frequencies, the Commission could act accordingly.

He brought out, however, that for expansion, broadcast services must necessarily move upwards, “where there’s room to grow.” Aside from Dr. Norton’s calculations, there is evidence indicating that at 40 mc there is too much interference to provide a satisfactory FM nationwide service, according to some engineers who favor the 84-102 mc band.

Among those favoring the FCC proposal is Philco Corp. In a letter to the Commission, Larry E. Grubb, chairman of the board, and John B. Field, president, said: “We believe that the Commission’s analysis of the whole allocations’ problem and the resulting recommendations it has made represent a public service of great importance. The blueprint that the Commission has given us should make possible the development of all those services using the spectrum to a higher degree of perfection and general usefulness than ever before.”

FCC Commended

Commending the FCC for a “splendid overall job” the Philco executives wrote: “While we should like to have a greater number of channels below 216 mc be reserved for television, we believe that the Commission adopted a sound, policy in making it possible to give a high-quality television service to the public where most of the present available engineering and operating experience exist, while at the same time encouraging research and development work to go ahead in the ultra-high frequencies. This action by the Commission offers great encouragement to all those who have pioneered in television.”

As Broadcasters went to press only one request, aside from those of the RTPB, had been filed for oral argument. Pierson & Ball, Washington counsel, on behalf of the Yankee Network, filed for oral argument and permission to present briefs.

“It now appears that the interests of the Yankee Network may be diverse from the interests of an individual company,” a brief of the FMBI, wrote the counsel, opposing the proposed FM allocation.

Lester Cohen of Hogan & Hartson, Washington counsel, on behalf of Walter J. Damm, general manager of WMFM Milwaukee, requested permission to file a brief.

Following are RTPB panel chairmen, who plan to take part in the oral argument: Dr. Alfred N. Goldsmith, Panel 1, Spectrum Utilization; Dr. C. B. Jolliffe, Panel 2, Frequency Coordination; J. M. Damm, Panel 4, Standard Broadcasting; C. M. Jansky Jr., Panel 5, FM; R. A. Smith, Panel 6, Television; John Hogan Jr., Panel 7, NAB; Haraden Pratt, Panel 8, Radio Communication; E. W. Engstrom, Panel 9, Relay Systems; D. W. Rentzel, Panel 11, Aeronautical Radio; and Senaud Frazier, Panel 12, Industrial, Scientific & Medical Equipment; Prof. E. D. Noble, Panel 13, Portable, Mobile & Emergency Service Communications.
IRE Hears Heated Allocation Debate

Armstrong Assails Conclusions By Norton

DEBATE over the merits of the FCC's proposed shift of FM, occurring at the Friday afternoon session of the annual winter technical meeting of the Institute of Radio Engineers, held Jan. 24-27 at the Hotel Commodore, New York, proved to be the highlight of the four-day meeting. Atton to it was no longer included in the convention program.

But following the announcement at the Friday morning session that Maj. E. H. Armstrong, inventor of FM, was being given time on the afternoon agenda to reply to a paper prepared by K. A. Norton of the War Dept. and F. W. Allen, assistant to Maj. Armstrong by Mr. Allen Thursday morning, the meeting place was filled.

Armstrong Disputes Norton

Titled "Very-High Frequency and Ultra-High Frequency Signal Ranges as Limited by Noise and Co-channel Interference," the Norton paper compared the theoretical service ranges of FM stations of equal power operating at 46 mc and 105 mc.

Terming this paper the most important one of the IRE meeting in its effect on the future of the industry, Maj. Armstrong said that practical experience did not back up the theoretical conclusions of that paper. Expressing general agreement with the conclusions as to Sporadic E interference, which he said would be a problem only for high-powered stations, he said the experience shows there is not much F2 interference above 60 mc, pointing to the fact that during the 1956-57 sunspot period when NBC was experimentally broadcasting FM at 46.5 mc, no interference was experienced, demonstrating that highpowered stations could operate without trouble in the 46-60 mc region.

Stating that their conclusions were based not on actual tests during sunspot activity but on data from the Bureau of Standards whose accuracy had been proved over and over again, he charged that the reception of English television signals on Long Island, over the "notoriously low frequency North Atlantic path," as proof that allocating FM to the world-wide basin—he said any allocation must be made with world service in mind—would be "dealing with fire,"

Preceding the FM exchange at the Friday afternoon session, Capt. E. M. Webster, USCG, vice-chairman, Interdepartment Radio Advisory Committee, traced the history of IREAC, which he said, foresaw the need to propose for war radio allocations early in 1943, and appointed a committee to study the problem, that study resulting in the proposals made by IREAC last year.

Capt. Webster explained IREAC made recommendations for non-Government services because the overall allocations are interlocking. In addition, he asserted, knowledge of many parts of the spectrum confined largely to Government personnel and not discussed publicly.

Postwar Plan

Dr. A. N. Goldsmith, vice-chairman of the Radio Technical Planning Board, took issue with Capt. Webster, declaring that the radio manufacturing industry, engaged almost exclusively in war production, naturally knows about developments, although they are not publicly discussed. He said RTTP based its allocation recommendations on general knowledge, including military developments.

Formation of an Inter-American Telecommunications Union, "which would accomplish for this hemisphere what has been done on a world basis by the International Telecommunications Union at Berne," was revealed as one of the postwar communications plans now under consideration by the Government, in an address made Thursday evening by Francis Cot de Wolf, chief of the Telecommunications Division, Dept. of State.

Speaking at the annual IRE banquet, Mr. de Wolf said that the FCC has stipulated industry as well as other Federal agencies to join in the study of what position the United States should take at forthcoming international communications meetings, beginning with the Third Inter-American Radio Conference to be held in June in Rio de Janeiro. A conclusion with representatives of the British Commonwealth of Nations is also anticipated, he said.

"We have in mind a modernization of our existing international telecommunications bodies, bringing them more in line with the necessities of present day radio, particularly in the field of radio interference and radio regulations," Mr. de Wolf explained. "In this field, in other fields, we must determine whether we are prepared to surrender a certain modicum of sovereignty in return for a more efficient control of radio, for radio knows no national boundaries."

William L. Everitt, 1945 IRE president, presented the Institute's medal of honor to H. H. Beverage, associate director, RCA Labs, and the Morris Liebmann Memorial Prize, income from a $10,000 fund, to Dr. W. H. Hansen of Stanford U. Mr. Beverage received the medal for his achievements in radio research and invention, of his practical applications of engineering developments that greatly extended and increased the efficiency of domestic and worldwide radio communications, and of his devotion to the affairs of the IRE. The Liebmann prize was awarded to Dr. Webster for "application of electromagnetic theory to radiation, antennas, resonators and electron bunching, and for the development of octave frequency equipment and measurement techniques in the microwave field."

IRE fellowships were awarded to H. H. Buttner, Federal Tel. & Radio; D. L. Baldwin, Caldwell; E. C. Clements Co.; W. H. Doeherty, Bell Labs.; A. W. Hull, GE; A. L. Loomis, Loomis Institute for Scientific Research, A. V. Loughren, Hasseloff; E. F. Bettenheimer, RCA; S. A. Schellkunoff, Bell Tel.; R. L. Smith-Rose, English National Physical Labs.; K. S. Van Dyke, Wesleyan U.; E. M. Webster, U. S. Coast Guard; F. D. Zottis, Girder Corp.

Expansion of Services

Retiring President Hubert M. Turner reported that the IRE now has 15,400 members, with a membership of 25,000 a possibility within a few years. He urged the membership to support the campaign to raise a building fund of $500,000, inaugurated at the meeting in anticipation of the IRE's postwar expansion of its services to the electronic and communications industries.

Mr. Butterfield, chairman of the fund committee and I. S. Coggeshall, Western Union Telegraph Co., vice-chairman.

Development of the "disco-seal" tube for generating high-frequency radio waves of considerable power provides a new avenue for the progress of electronics, E. D. McArthur, of the GE Research Labs., told the meeting on vacuum tubes. The important wartime role already played by these tubes will be followed by one of equal importance in television, navigation, satellite, and other microwave peaktime fields, he said.

R. L. Kelly, of RCA Victor Tube & Equipment Dept., described the development of miniature tubes which will permit the manufacture of home and commercial television-radio-telephone-record player units 20% to 40% smaller than at present. John D. Reid, research manager, Croley Corp., discussed the design and setting of superheterodyne receiver tuned solely by push buttons and with no dial or tuning knob, reporting the performance of prototype. He said the receiver of this type was superior to that of the conventional receiver, receiving interference-free signals on 40 of the 106 broadcast channels in tests conducted in suburban Cincinnati.

FM Say Move in Spectrum Would Cost Public 75 Million

SHIFTING the FM band from its present 42-50 mc band to 84-102 mc, as proposed by the FCC, would entail a loss to the public of some 75 million dollars in sets, a special committee of the FM Broadcasters Inc., meeting Friday in New York, disclosed.

A survey to collect economic and engineering data, preparatory to oral argument before the FCC on Feb. 28 in the proposed allocations above 25 mc, is being conducted by the committee, composed of John Shepard 3d of the Yankee Network, chairman; Cecil Mastin, WNBF, Binghamton; T. C. Streibert, WOR New York; C. M. Jansky Jr., Washington; Edward McSherry, Radio, Chicago. Ernst & Ernst, New York, is handling actual collection of information, for which questionnaires have gone out.

Total value of FM receivers now in the nation's homes is estimated at 75 million dollars. During the FCC allocation hearings last fall Walter J. Damm, past president of FMBI, estimated the value at 30 million dollars, basing the cost at 400 each for 500,000 sets. Philip G. Locks, FMBI executive counsel, attending the New York meeting, said early returns from the survey indicate the 30-million-dollar figure was a "gross under-estimate."

FMBI is preparing to oppose the 84-102 mc allocation at the oral argument. It was expected, also, that the noncommercial educational groups, many of which already have invested public funds in FM, in the present band, also would join FMBI in seeking retention of the present band.

(Continued on Page 58)
You know and we know that the way your commercial is read has a lot to do with the listeners' approval of your program, and of the radio station itself.

Another of the ways in which WHO acquired (and keeps) the warm friendship of its enormous audience is by improving the quality of its commercial announcements.

Here at WHO our announcers constantly use a clever device called the Mirrophone. It instantly records their rehearsals of your commercials and does an immediate play-back, for self-checking and self-criticism. Result: A markedly superior delivery of commercials.

Every week, our "Announcers' Clinic" reviews and compares the recorded samples of each announcer's work with "Radio Salesmanship" written by B. J. Palmer, as a guide.

That's just one thing we do to win friends and influence people in Iowa. But WHO takes the attitude that the sum of all things is the whole thing. We thought you'd be interested.

+ WHO for Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, President J. O. Maland, Manager

FREE & PETERS, Inc., National Representatives
Early Rapid Pace Hits Conservative West Slowdown

SUNNY CALIFORNIA, long the shady side of the street for pro-union radio, is now wrapping up a month in which the West Coast meeting of the National Association of Broadcasters followed the enthusiastic response (over 80%) accorded it in Memphis, at the Sixth District meeting, and in Dallas, at the 13th District meeting (BROADCASTING, Jan. 22).

Mr. Feltis said that most of the Los Angeles district contracts were received after the meeting had been adjourned and that he expected a similar upsurge in the percentage signed following the San Francisco adjournment.

Meanwhile signed contracts were received from 12 other stations throughout the Pacific Coast, three of them in the 13th District. The latter included KTEM, Sacramento; KTHR, Houston and KXXO, Sweetwater, California.

Registration

16th District

ARIZONA: Byrd L. Duke, Albert John, NAB, Phoenix, AZ; KOY Phoenix; Dusty Haywood, Phoenix, AZ; L. A.; KOY Phoenix; L. A.; KVOO Santa Ana; KTSMS Santa Barbara; New Mexico—KICA Clovis.

Summarizing his annual report, C. E. Arney Jr., secretary-treasurer of NAB, pointed out that the major problems confronting the radio industry today are critical manpower shortage and platter turnover issue (BROADCASTING, Jan. 22). He warned that revised Selective Service demands will make further its roads into station staffs during the next few months and urged managers to be more specific and accurate when seeking deferments. He added that the NAB Board of Directors is considering a request to establish a joint platter turnover conference.

An anniversary plans

W. L. Gliese, manager of KPRO Riverside, Cal., during his program director's report, urged a worldwide free radio and that such a plank be included in the NAB convention. Patrick W. Campbell, executive assistant to the vice-president of Don Lee Broadcasting System, Hollywood, gave an excellent report on the FCC and NABET controversy on platter turnover (BROADCASTING, Jan. 22).

Promise cooperation

Both J. Harold Ryan, NAB president, and Chairman Porter of the FCC have assured Rep. Lea of their full cooperation in his plan, he said. Mr. Porter, along with other Commissioners, left Washington Friday on a 10-day tour of Army bases to make FCC inspections. Upon his return Feb. 6 Chairman Lea plans to call a meeting of representatives of the Armed Forces Radio Service and radio to present his ideas formally and to ask that a joint legislative committee be set up.

Broadcasting
HERE LIVED THE NATION'S GREATEST JURIST...

For a man of such stature, the Marshall House (a stone's throw from WRVA's Richmond Studios) seems a most modest structure. But the austere dignity and severely simple beauty of its exterior and interior, are index to a character which shed much lustre upon the history of our nation. It was designed and lived in by Chief Justice John Marshall, whose brilliant and beautifully written decisions still live in usefulness among the documents of the Supreme Court of the United States... final seat of justice in our country. Just as many of his decisions still illumine questions of today, so the traditions and culture of the Old South blend with contemporary thought and needs in the New South, in which WRVA is symbolic, integral, unique.

50,000 WATTS . . . NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK
Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA, which today is one of the most outstanding and effective stations of the South.

PAUL H. RAYMER COMPANY - RADIO STATION REPRESENTATIVES

NEW YORK - DETROIT - CHICAGO - SAN FRANCISCO - LOS ANGELES
OWI Increases Japanese Operations; Six New West Coast 50 kw Stations

CARRYING the Voice of America stronger and farther into the Orient, the OWI has stepped up its radio psychological warfare operations against the Japanese by broadcasting simultaneously from six new 50 kw shortwave transmitters on the West Coast.

New transmitters include four operated for OWI by NBC in the Sacramento Valley at Dixon (KKBX KBNC KNBI KBFX) and two operated by CBS in the San Joaquin Valley at Delano (KBDF KCBF). Use of dual transmitters permits same programs to be broadcast simultaneously on different frequencies to reach different parts of the Far East.

Other Transmitters

In addition, OWI continues to broadcast from four shortwave stations in and near San Francisco: two operated by General Electric Co. (KGEX KGEI) at Belmont and two operated by Associated Broadcasters (KWID KWIX) in South San Francisco. This growing network of facilities, OWI said, was strengthened on Dec. 26 by a new 100 kw shortwave station in Honolulu and a 50 kw medium wave station on the island of Saipan which also serves as a relay system for the West Coast broadcasts. The two island stations were subjected to jamming by the Japanese within 30 minutes after they began operations but only the medium wave Saipan station was affected while the shortwave Honolulu station went through without interference, OWI having instituted countermeasures in advance.

With the new transmitters, OWI will increase its Japanese programs to nine hours a day and Chinese programs to six hours daily during favorable evening listening hours on three different wave lengths and five hours daily during favorable morning hours. Ten hours of programs will be sent to the Philippines instead of the present 6 ½ hours. Service also will be continued to Australia, East Asia and Indonesia.

The new transmitters will increase operations by the Office of Coordinator of Inter-American Affairs by 12 hours daily and will provide an additional 3½ hours a day of broadcasting to troops by the Armed Forces Radio Service.

Don Juan Extends

DON JUAN Lipstick Co., New York, in February extends its spot radio campaign for Don Juan lipstick to Canada with a series of three-weekly one-minute transcribed and live one-minute announcements. Station schedule includes CFRB CKAC CPCF CKCO, with possible expansion to other outlets. Agency is J. M. Korn & Co., Philadelphia.

“BUSY KEEPING UP with the tanks and taking over towns and keeping their troubles out of the way of the rest of the Army,” writes Lt. Col. Douglas W. Meservey, shown here in a town somewhere in France. Col. Meservey, former deputy director of the OWI Radio Branch, is now commanding officer of a Civil Affairs team in charge of one of the larger French towns. He has been overseas about 16 months, and was in Italy prior to his ETO assignment.

Army Radio Guide

WAR DEPT. Bureau of Public Relations has issued a revised “Radio Guide for Public Relations Officers,” superseding the guide of Jan. 1, 1943. Copies have been sent to public relations officers in all theatres of war, to agencies and networks. The book deals with objectives, restrictions, net and local broadcasts, radio branch services available, and information on various other problems dealing with Army broadcasts in the States and overseas.

Kellogg Returns Portion Of Account to N. W. Ayer

KELLOGG Co., Battle Creek, Mich., cereal manufacturer, which placed advertising through N. W. Ayer & Son, for nearly two decades, is returning a portion of its account to the agency, it was announced last week. Appointment covers new product development only, Kenyon & Eckhardt, New York and Chicago, continuing as agency on all established product domestic advertising, and J. Walter Thompson Co., New York as agency on export and a portion of Canadian promotion.

Ayer’s work for the account will be confined for the immediate present to new product development, entailing study of markets and operations. Agency serviced the account from 1921 to 1938 when, with a change in client management, advertising was distributed to Hays MacFarland Co., J. Walter Thompson Co. and Kenyon & Eckhardt, and the latter handled it.

D-20 Mike

PROMOTION for the new D-20 microphone, first civilian product to be manufactured by Universal Microphone Co., Inglewood, Calif., since Pearl Harbor, will open in February. Spaced at intervals of a month releases will feature photographs and technical details of the new broadcasting station microphone.
Lonesome But Beautiful

The above pictured scene is one of the many beautiful spots in the Smoky Mountains near Knoxville, Tennessee. You will want to visit this great section when the Day of Victory comes and travel is resumed. From a standpoint of listeners, however, it is "lonesome", and that brings up the fact that it takes people, not acres, to make a market. WBIR reaches the populous part of the Knoxville market, assuring you of adequate coverage at a minimum cost. Let the John E. Pearson offices furnish you with current availabilities.

WHOM-ISSUES BOOK ON POLICY, PLANS

CRAIG LAWRENCE, general manager, WHOM Jersey City, sets forth station policies and plans as a member of the Cowles group in a promotion booklet answering "Questions Most Frequently Asked About WHOM'S New Ownership". Good portion of the copy is an analysis of the effects of the announced policy to devote only half of its programs to foreign language programs for the duration, and eventually to broadcast entirely in English.

Threats Criticized

IN A RESOLUTION presented to the Canadian Broadcasting Corp., the paediatricians section of the Canadian Medical Assn. has asked the CBC to prohibit the broadcasting of "thriller" stories, because in the "unanimous opinion of this section, it is decidedly detrimental to the mental and physical health of our Canadian children". The subject of this type of program is to be discussed at the forthcoming meeting of the CBC Board of Governors at Ottawa, Jan. 27-29. The Toronto Board of Education has also requested that the CBC take action to prevent stations from broadcasting murder dramas. The Canadian Assn. of Broadcasters is understood to be investigating the subject.

New Gas Purifier

BAKER & Co., refiner of precious metals, Newark, has announced development of a new gas purifier described as being particularly useful in the manufacture of radio and radar tubes. Unit is produced in two sizes, one, standing 20 in. high designed for laboratory and production use, has a capacity of 250 cu. ft. of gas per hour and is being produced to sell at $225. The other, for general plant operation, measures 40 in. high, is constructed for wall mounting and will sell for $475.

CKTR St. Catherine's, Ont., is represented nationally now by National Broadcast Sales Ltd., Toronto and Montreal.

"Hey, you correspondents—cable this to WFDF Flint!"

CHECK the list below to find the war message announcements you will broadcast during the week beginning Feb. 19. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 10-second chain breaks on each side of times. Tell your clients about them. Plan schedules for best timing of these important war messages.

Continuity Study

A PUBLIC SURVEY on commercial radio continuity is being made in principal cities of Canada by the Canadian Assn. of Broadcasters and the joint committee of broadcasters and advertisers on program continuity. Survey follows a questionnaire to station managers on improvement of commercial continuity and is being made by Canadian Pacific Med. Toronto, to be presented at the annual meeting of the CAB at Quebec next month by committee chairman Robert Jones, advertising manager of General Foods Ltd., Toronto. Reading sub-committees are Lloyd Moore, CFRB Toronto; Jack Slater, Radio Representatives Ltd., Toronto; Edgar Stone, CBC Toronto; Phil Lalonde, CKAC Montreal; James Shaw, CFCF Montreal; and Arthur Dupont, CBC, Montreal.

See OWI Schedule of War Message 148 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WHOM ISSUES BOOK ON POLICY, PLANS

J. Lindsay Nunn.

Owned and operated by Gilmore P. Nunn and J. Lindsay Nunn.
Above the fog

That's the snow-blanketed volcano on Gareloi Island in the Aleutians. Almost unknown and unseen before Pearl Harbor...it is now a landmark on the way to Attu for some 2,500 Navy Transport pilots, crews and their groundmen.

There's another landmark that in a few short years has become the safe guide for smart radio time buying. It's in the city of Baltimore. And the station is W-I-T-H, the successful independent.

In this five-station town the facts show that W-I-T-H delivers the greatest number of listeners at the lowest cost.

Those facts are as obvious as that volcano peak above the fog. We're glad to show them to anybody with a sales problem in this, the 6th largest market.

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

January 29, 1945  Page 23
Mrs. Jones Bought These Groceries from Mr. Brown Last Week —

Lots of groceries are going "over the counter" out here in the vast KFAB area. Here's what Mrs. Jones...just an average midwestern housewife... purchased last week from Mr. Brown, her grocer.

If you're a food manufacturer interested in this rich 200 county area and its 340,808 listening families, let KFAB help to keep your product moving off the shelves and "over the counter."

1. There are over 9,000 retail grocery stores in the vast area served by KFAB.

2. Annual grocery sales in KFAB territory total over $177,000,000.

3. KFAB reaches 340,808 listening families in its vast 200 county area.

4. KFAB gives you tailor-made merchandising to help sell your product.

(All above figures from CBS Listening Areas, Series 6; 1944 Consumer Markets Edition, Market Data Book; 1944 Survey of Buying Power)

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA, IOWA
1110 KC-10,000 WATTS
OMAHA, KANSAS
BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY
Radio Brussels Saved From Germans

Belgian Sacrifices Life In Foiling Nazis' Attempts

By JACK LEVY

THIS is the story of a radio station, the Nazis were unable to put into operation after four years of trying. They failed because of the heroism of the Belgians who prided it, particularly one Belgian who gave his life to save it from German destruction.

It is the story of Radio Brussels, largest station in Belgium, and it was told to Broadcasting last week by Herman Florez, formerly of WOR and Mutual and now with OWI, who returned to the States for a brief furlough after completing several engineering assignments in England and on the Continent.

Covers Country

Radio Brussels occupies the imposing modern structure known as Broadcasting House and sometimes called Brussels Radio City. The station is easily heard anywhere in the country and its voice overflows into France, Holland, Luxembourg and Germany. Prior to the war it was powered by two 15 kw transmitters located at Velsen, 12 miles from Brussels. One of these, originally used for broadcasting to the Flemish population, has apparently disappeared.

Determined the Nazis would not use the station, the Belgian government started preparations to dismantle the transmitters when England declared war against Germany in September, 1939. With appearance of German planes over Belgium in May 1940, a carvan of 30 trucks, under the direction of M. Marteaux, chief engineer of Radio Brussels, set out with the equipment and the technical personnel and their families—about 80 persons in all.

The convoy arrived in France May 14 and separated into three groups, one headed for Toulouse, another for Rouen, and the third for Pointiers. At isolated places, they hid the components and returned to Brussels three months later, leaving a few of their members behind to guard the quarry.

Some of the technicians were recalled to “assist” the Germans in reestablishing normal operations of the station, but instead carried on delaying sabotage. The Nazis made limited use of Radio Brussels by using mobile equipment and collapsible masts but their efforts to operate the station at full capacity were always frustrated.

Three years later, through a collaborator, the Germans discovered the approximate whereabouts of the equipment and proceeded to haul it back from France. But the effort to locate the components and reassemble them piece-by-piece took months and months. The Belgians saw to that.

However, by the midsummer of 1944 the transmitter formerly used for broadcasting to the French-speaking Belgians was about ready for operation when the underground (White Army) raided the station, seized strategic components and concealed them in homes of the loyalists.

In the meantime, France had been invaded and the armies of liberation approached Brussels. The Germans prepared to leave Broadcasting House, turning on the elaborate sprinkler system and hydrants to flood the master control and the dial relay and switching rooms and the air conditioning plant. To make doubly sure the station would be stilled, they opened the oil valves of the power transformers which supply electricity for the studios.

Germans Foiled

They might have succeeded had it not been for Joseph Van Gaalen, a technician, who, in anticipation of their plans, had constructed a trap door to gain entrance from the rear. As soon as the last German had departed, he entered the building, waded through three feet of water to shut off the hydrants and managed to stop the flow of oil in time to avert serious damage. On September 3, the day of the liberation of Brussels, a bullet fired by a German sniper struck him while he was fulfilling a mission for the station and he died on the way to a hospital. Van Gaalen's name is revered throughout Belgium. When British troops reached Velsen, they found the transmitter plant seriously damaged, the ex-iter and low power stages destroyed by a charge of TNT. A PWD-SHAES team which once composed of Mr. Florez and Capt. Ed Schacht and Lt. Felix Bonvolouir of the U.S. Signal Corps arrived by truck and trailer on Sept. 15 from England with the equipment to replace missing units. It had taken them two weeks to get through the war ravaged roads of France and Belgium and the delays caused by higher priority military traffic.

Returns to Air

Radio Brussels returned to the air under Allied control on Oct. 21 with 2 kw power and was officially dedicated a short time later by M. Ronvay, Belgian Minister of Communications, when it began broadcasting with full power of 15 KW.

(Continued on page 30)
ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ

MAKE HASTE SLOWLY
From where we stand, we’re aware of a challenging spotlight beamed on Mutual from all of Radio Row. The situation seems to call for a statement, so we dip into the classics to give you ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ. That’s Greek to us, too, but in English it serves this network as a highly suitable text: “make haste slowly…”

In any field of endeavor, to make haste slowly means to make no premature promises of brave new worlds to come. For a radio network, it means building—soundly …firmly…solidly—carefully deliberating every move.

Here at Mutual, we interpret ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ to mean an honest, searching inventory of all we have to offer. A close scrutiny of those factors which are good but which can be improved; an even closer scrutiny of those that are not-so-good and which must be improved. And a frank realization that both exist in Mutual. To make haste slowly also means the application of tested radio and advertising judgment to the practical problems of programs and stations and clients and listeners.

We think we’ve made a start. To the veteran minds at Mutual have lately been added other veteran talents new to this network. Working together in close harmony, this strengthened manpower is striving toward full and intelligent cooperation with advertisers … agencies … station operators … radio artists … program producers. Always, of course, in the interest of the listening public.

We’ll keep you posted on our progress toward these goals, as we continue meantime to ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ.
CANT FOOL US!

Despite the plug hat, that's an Iowa farmer. Some alleged "farm stations" might think he carries white kid gloves to work, judging from their programs. But we know better!

In fact we know all about him. We know what his income was in 1943—$7,672 was the farm average in this state—and what he made in 1944—about 20% more. We know he doesn't care for jive records and smart-alec big-town wisecracks, but prefers wholesome, live-talent entertainment. We know what he wants in farm news and how often—and we give it to him just that way. We talk to him in his own Mid-American language. We employ farm editors and farm-market men who know actual farming practice—because an Iowa farmer has a quick ear for phonies.

And the confidence he gives us in return is well worth our trouble. For he and his kind form the No. 1 Farm Market of America. From that market we receive twice as much listenership as any other station in this area, and we figure we offer about twice as good a chance for sales.

If planning to use a farm station, send for our "Complete Mail Study." For availabilities, ask Free and Peters.

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

Luxembourg Shortwave Radio Tribulations Told by Mueller

By HELEN HOUSE

HOW the Army Signal Corps spent 2 1/2 months painstakingly rebuilding the Nazi-wrecked shortwave station in Luxembourg, companion station to Radio Luxembourg, and then was nearly forced to destroy the entire installation when threatened by the German counter-offensive in December, was told last week by Merrill Mueller, NBC war correspondent.

Mr. Mueller, who will return overseas early in March for the duration of European hostilities, was the first network man to broadcast to the U. S. from the station when it first started direct regular transmission Dec. 28.

Demolition Charges

Broadcasts from the permanent shortwave station probably were closer to actual battle activity than any commercial station in Europe heretofore with the exception of those from Paris during the first days of its fall to the Allies, Mr. Mueller said. Area surrounding the 75 kw station was known to be the first objective of German attacks, which first broke through into Luxembourg around Dec. 17. From an initial test Dec. 19, the station had been within firing range of the enemy almost continuously, according to Mr. Mueller.

With the Germans only four miles from the transmitter following the initial test, the station ceased operation until Dec. 28. All fragile equipment was removed and demolition charges were laid. Radio Luxembourg also went off the air [BROADCASTING, Jan. 1]. At one time, after the Americans had fallen back towards the transmitter, tanks were operating on the very grounds of the shortwave transmitter, he said. One night before the station went on the air, a German patrol killed an officer and five enlisted men assigned as protection.

The Allies captured the station in September with the same armored force which seized Radio Luxembourg. Although the Germans had left the panel intact, tubes had been broken and the towers blown up. Probable explanation of the Germans' failure to destroy the longwave station, and the havoc they wreaked on the shortwave outlet is that the enemy crew of the latter station was more efficient in carrying out their orders prior to retreat, Mr. Mueller suggested.

The Signal Corps took over and started rebuilding with parts gathered from the two Holland plants of Phillips Co., Dutch equipment manufacturer, and from RCA's French affiliate. One of the reconstructed antenna, ten feet shorter than the three others because of lack of material, has been dubbed "the cockeyed beam". Technical operation is under the supervision of Maj. Walter R. Brown, former NBC engineer, and studio operation under Lt. Col. Howard Nussbaum, former NBC producer in New York, now with the press-radio section of the 12th Army Group.

One of three Allied stations reaching the U. S. direct from Europe (there are now 15 transmitters in all on the continent including Army, BBC, and commercial), the shortwave outlet is used by networks, with A priority; for OWI traffic, B priority; and for press-voice, C priority.

Razor Latin Drive

AMERICAN SAFETY RAZOR Corp., New York, on behalf of Star razor blades, is conducting a campaign on some 40 stations in 26 cities of six Latin American countries, using one-minute transcribed musical announcements. Campaign started last October, and will be extended gradually to additional stations. Agency is Doryland International-Pettingell & Fenton, New York.
If the ball doesn’t land securely into the hands of the end, it’s an incompletely pass. And no team can move forward on incompletely passes.

In radio, the same thought applies. Unless the listener is in position to catch your sales story by being tuned to the station you’re using, it’s another “incompletely pass.” And no product can move under those conditions.

Your program, broadcast over WCBM will score a touchdown. Your sales message will be “caught” by your market, because listening to WCBM has become a habit in Baltimore.
KANSAS CITY IS A KZOY 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

7 AM, 8 FM, Tele CPs Sought of FCC

Pensacola Station Would Use Former Police Equipment

AMONG nearly a score of new applications filed with the FCC during the past two weeks are requests for seven standard stations, eight FM outlets, a noncommercial educational station, an experimental television station and one—WLIB New York—for a commercial television outlet.

Ruth Braden Weber, wife of Fred Weber, manager of WDSU New Orleans, and former MBS general manager, is the principal partner in an application for a new station at Pensacola, Fla., on 1450 kc with 250 w. She would hold half interest with four other individuals dividing the balance. The station, understood to be ready for operation, would use the former police radio system of Pensacola, with the transmitter reconverted.

Construction permit for a new local standard station on 1400 kc with 250 w unlimited time at Savannah, Ga., is sought by Atlantic Broadcasting Co. J. W. Woodruff Sr. and J. W. Woodruff Jr., vice-president, each owns 67% shares in the new company, are joint operators of WGPC Albany and WRLB Columbus, Ga., with the elder Woodruff also sole owner of WATL Atlanta. G. Phillip Morgan, president, holds 60 shares; S. H. Morgan, 160 shares; estate of W. Morgan, deceased, 60 shares; Charles S. Atwell, 50 shares. The three individuals all hold local business interests. R. Basil Morris, attorney, is secretary-treasurer.

Idaho CP Sought

Charlotte Broadcasting Corp., Charlotte, N. C., requests new standard facilities of 1,000 w unlimited time on 1900 kc with directional. Company is composed of Herbert A. Moore, president, major owner and president of Auto Finance Corp., Charlotte; Hugh A. Deadwyler, vice-president (65 shares), owner of Charlotte advertising agency under his name and ex-manager of WCOS Columbia, WCSC Charleston and WRDW Augusta; Lucius V. Wells, vice-president 13%, executive secretary of Charlotte Merchants Assn.; J. Murrey Atkins, secretary 15%, vice-president of R. S. Dickson & Co.; Hugh A. Cathey, treasurer 13%, secretary-treasurer of Auto Finance which holds 48% interest in the new company.

Other standard broadcast applications include: Charleston, W. Va., 1240 kc, 250 w fulltime, filed by Gus and Penelope Zaharia; Lake Charles, La., 1380 kc, 1000 w fulltime directional, by Frank R. Gibson; Flint, Mich., 1500 kc, 250 w daytime, Methodist Radio Parish Inc., non-profit corporation of Oak Park Methodist Church; Idaho Falls, 1490 kc, 250 w fulltime in name of Idaho Radio Corp.—David Smith, automobile dealer, 25%; Joseph E. Williams, livestock business, 18.33%; Arch L. Madsen, assistant manager, KSL Salt Lake City, 1.66%, and Radio Service Corp. of Utah, operator of KSL, 25%.

Radio Brussels

(Continued from page 25)

kw. It is contemplated that equipment necessary to replace the original 15 kw Flemish transmitter will be provided by OWI in the very near future.

The station, now operated by PWD-SHAEF under the military supervision of Capt. Schacht, is being used intensively for propaganda warfare, directing programs to Germany, unoccupied Belgium and Holland. PWD operations in Belgium are under the supervision of Maj. George W. Hargreaves, in charge of press, radio, publications and intelligence operations for Gen. Erskine, Commanding Officer for Belgium.

Worked in ABSIE

Prior to his work in the reconstruction of Radio Brussels, Mr. Flores had been assigned by Richard Condon, chief engineer for OWI in the ETO, to work on the design and construction of the station of the American Broadcasting Station in Europe (ABSIE) in London. He also undertook assignments for PWD in the liberated areas of France and Luxembourg.

this famous news analyst

is yours on WJZ

for under $1100 a week

Now you can buy John B. Kennedy from 2:00 to 2:15 p.m., Monday, Wednesday or Friday, as your own local radio program on WJZ—your voice in the world's richest market! Other WJZ Cooperative Programs are on a 3-week basis.

CORRESPONDENTS AROUND THE WORLD

SOLD on WJZ

BAUKHAGE TALKING
Under $1000 a week

KIERNAN'S NEWS CORNER
SOLD on WJZ

MARTIN AGRONSKY
Under $750 a week

DICK TRACY
SOLD on WJZ

BROADCASTING • Broadcast Advertising
HALF-A-MILLION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

Now You Can Sponsor Radio's Famous JOHN B. KENNEDY in Local Live Broadcasts!

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

Correspondents Around the World:
- Direct from all the history-making hot spots of the globe, fourteen Blue Network on-the-spot correspondents bring your audience the news right from where it's happening! Available mornings, Sunday through Friday.

Baughage Talking:
- Direct from Washington. Baughage gets his news from men who make it—the White House, Cabinet figures, congressional leaders. Midday, Monday through Friday, 15 minutes.

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

Kennan's News Corner:
- Direct from New York. One of the outstanding human interest reporters of our time. Monday through Friday, 15 minutes.

The Mystery Chef:
- Direct from New York. Famous cooking expert. Daytime, Monday through Friday, 15 minutes.

Dick Tracy:
- Famous juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.

Famed writer, editor, and newscaster known to millions—top-ranking radio analyst, John B. Kennedy can help build your sales right in your own back yard! Newest of the Blue Network's coast-to-coast Co-operative Radio Programs, John B. Kennedy is now available for local sponsorship daily from Monday through Friday. Here's how he can help sell your products or services:

Kennedy gives his concise, thought-provoking broadcasts on the day's news from the Blue newsroom in New York—and the commercials are given by your own local Blue station announcer during the broadcast, telling your audience that this is your program! John B. Kennedy's astute commentaries are authoritative. His predictions have won the confidence of America. Your own selling story will take on added authority and inspire added confidence through your local sponsorship of this outstanding Blue Network program!

And you will find that the cost of Blue Network Co-operative Programs is surprisingly low, since you pay only your own local share! Here's a great opportunity to sponsor locally a big-name network program.

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

20 Rockefeller Plaza, New York, N.Y.

AMERICAN BROADCASTING COMPANY, INC.
"The Network Most People

NBC Winners in Eighth Annual Poll

Favorite Commercial Program .................. Information Please
Favorite Entertainer .......................... Bob Hope
Favorite Male Vocalist (Classical) ............. John Charles Thomas
Favorite Male Vocalist (Popular) ............... Bing Crosby
Favorite Feminine Vocalist (Popular) ........... Dinah Shore
Favorite Symphonic Conductor .................. Arturo Toscanini
Favorite Comedian ................................ Bob Hope
Favorite News Commentator ..................... Lowell Thomas
Favorite Dramatic Serial ........................ One Man's Family
Favorite Sports Commentator ................... Bill Stern
Favorite Quiz Show ............................. Information Please
Favorite Announcer .............................. Don Wilson
Favorite Comedienne ............................ Joan Davis
Star of Tomorrow (Female) ....................... Jo Stafford
Favorite Comedy Team .......................... Fibber McGee & Molly

Highlights of Survey Sidelights (from Radio Daily)

Bing Crosby ... with the largest individual vote of any artist or program ... piled up a staggering plurality

Joan Davis never in danger as favorite comedienne

Information Please received many votes in the favorite educational classification

Lowell Thomas ... heading the commentators ...

... Dinah Shore outdistancing her competitors ...
by a margin leaving no doubt as to her popularity

Toscanini a tower of strength

Fibber McGee and Molly ran strongly ahead as a favorite comedy team ...

... Jo Stafford headed the gal starlets ...
Listen to Most" is Radio's radio, too

15 out of 26 places in Radio Daily Poll go to NBC stars and shows

The National Broadcasting Company wishes to express its appreciation to the nation's radio editors and writers who again this year cast their votes overwhelmingly in favor of NBC programs and stars in the poll conducted by Radio Daily.

In voting NBC 15 out of 26 places, radio critics gave NBC stars and shows three times as many firsts as any other network.

As these results indicate, "The Network Most People Listen to Most" is America's No. 1 Network with critics and reporters as well as with the millions of Americans who listen solely for entertainment, education and information.

National Broadcasting Company
America's No. 1 Network
BBM to Highlight Canadian Meeting
Luncheon Sessions Cancelled By the CAB at Quebec

COMMERCIAL continuity, post-war technical planning and the first year's operations of the Bureau of Broadcast Measurement (BBM) will be highlights of the annual meeting of Canadian broadcasters at Quebec, Feb. 12-14. There has been no ban on conventions as yet in Canada, largely because Canadian trade meetings are not as large as those of the U. S., and railway conditions are not as tight as south of the international border. Canada has long had more railway accommodation per capita of population than any other country, a factor which has been of importance in the more than five years that Canada has been at war.

Full Agenda

The proposed agenda of the annual meeting of the Canadian Assn. of Broadcasters shows that Canadian broadcasters will discuss numerous industry problems including the CAB code of ethics, programming, public relations, public service activities, performing rights fees, standardization of the rate structure, music and the past year's Parliamentary Committee report on Canadian broadcasting.

In addition business sessions dealing with the association's finances are on the programs.

Luncheon meetings with speakers have been dispensed with this year, and there will be only one guest speaker, Peter Stursberg, CBS war correspondent who is home on a short leave from the Mediterranean front.

Advance registrations show that many U. S. broadcasters and NAB officials will attend, as well as representatives of all phases of the equipment, recording, agency and representative sections of the industry.

Canada Listening Up

CANADIAN sets-in-use figures revealed winter weather conditions during the first week of January when Elliott-Haynes Ltd., Toronto research firm, made its January national evening rating report, issued Jan. 22. Sets-in-use reached 52.9 for Edgar Bergen & Charlie McCarthy, which led the "First Fifteen" with a 41.6 rating, followed by Radio Theatre with 39, Fibber McGee & Molly, with 55; Bing Crosby Music Hall, 25.4; Album of Familiar Music; Bob Hope, Treasure Trail (Canadian quiz show), N. H. L. Hockey, Waltz Time, Aldrich Family, Blind Date, John & Judy (Canadian program); Frank Morgan, Adventures of the Thin Man and L for Lanley. French language evening programs were led by Secrets of Dr. Morhanges with 54.5 followed by Cercle qu'on Aime with 34.3, La Mine d'Or, Metropole and Le Rallie de Machine, these being the five leading shows.

RECORDING radio interview for WLS Chicago in Paris are WLS War Correspondent Ervin Lewis (r) and French Minister of Agriculture Tangy Prigent. Broadcast was shortwaved to Chicago station.

SAM O'NEAL NAMED PORTER SUCCESSOR

SAM A. O'NEAL, member of the Washington Bureau of the Chicago Sun and immediate past president of the National Press Club, becomes publicity director of the Democratic National Committee, succeeding Paul A. Porter, now FCC chairman.

Following his appointment last week by the Democratic Executive Committee, Mr. O'Neal declined to comment on the possibility of adding a radio director until he takes the new post. He added, however, that "radio is a most important medium and certainly we're not going to overlook it." During the 1944 campaign J. Leonard Reinsch, managing director of the James M. Cox stations (WB WIOD WHIO) was radio director of the Democratic National Committee.

A native of Boonville, Mo., Mr. O'Neal was a reporter on the St. Louis Post-Dispatch from 1922-27 and on the Tulsa Tribune and World the next two years, joining the St. Louis Star-Telegram in 1928. In 1936 he opened the Star-Times Washington bureau and headed it until August 1945, when he became a member of the Chicago Sun Washington bureau, covering the Senate. He covered Dewey's Presidential Campaign for the Sun and last spring received the Sigma Delta Chi award for outstanding Washington correspondence.

Healthaids Order

CEASE and desist order was issued last week by the Federal Trade Commission against Healthaids Inc., Jersey City, N. J., The Journal of Living Publishing Corp. and Victor H. Lindlahr, editor of the Journal of Living and radio lecturer for Healthaids, prohibiting misrepresentations in the advertising of Serutan. The Commission's findings declare that through Healthaids' radio programs and Lindlahr's broadcasts and writings the Corporation promotes the sale of its product "in an indirect and apparently disinterested guise as possible." The order forbids representations, directly or through inference, that Serutan is a cure or remedy for constipation or that it will strengthen or stimulate the digestive organs.
People Are Curious

People's curiosity is a characteristic which makes it possible for a progressive station, such as WAGA, to do more than is expected of it.

Audience-building promotion — creating interest by making people curious about programs, through 24-sheet posters, car cards, daily and weekly newspaper advertising and publicity, announcements, dealer tie-ins, etc. — is an important part of WAGA's operation, because we believe our business is not just broadcasting — but producing maximum response.

WAGA
ATLANTA
5000 Watts on 590 Kcs. • Blue Network • Represented by Headley-Reed
WOMEN DIRECTORS TO MEET FEB. 17

ASSN. of Women Directors of the National Assn. of Broadcasters, will open its second annual Information campaign, keyed this year to the theme "Women of the United Nations" at a conference Feb. 17 at the Hotel Roosevelt, New York. Members will attempt to create through their radio programs an international outlook among women listeners. Cooperating in the project, mainly through supplying material for radio messages, will be the United Nations Information Office, and the Inter-American Commission of Women, also the Canadian Assn. of Broadcasters, the Canadian Broadcasting Corp. and a group of 18 civic and cultural groups.

Speakers at the morning session will include Col. Edward M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept.; Elizabeth Long, director of women's activities, Canadian Broadcasting Corp.; Mrs. William Sparborg, chairman, international affairs, General Federation of Women's Clubs; Mrs. Minerva Bernardine, director, Inter-American Commission of Women; and Mrs. Eleanor Stevenson, author.

A panel discussion by women commentators will follow. Participating will be Mary Margaret McBride, WJAC, Johnstown, Pa.; Alma K. Blue; Besie Butzy, WOR, New York; Ruth Crane, WMAL Washington, D.C.; Mary Sue Bayley, WTAG, Allentown, Pa.; Helen Slousset, CBS; Jane Warner, NBC; Hazel Cowley, WHAM Rochester; Ruth Billson, WJZ, Baltimore; and Mrs. Industrialist, WCAU Philadelphia will preside at both meetings.

Dorothy Lewis, NAB Coordinator of Listener Activity, will preside at a luncheon when an award will be presented to Mrs. Franklin D. Roosevelt, who will televise from the White House.

Luncheon speakers will include Herbert Lehman, director-general United Nations Relief & Rehabilitation; Hon. Emily Taft Douglass, of Illinois, and Mrs. Edwin G. Hard, president, Canadian Council of Women.

Luft Moves to Blue

GEORGE W. LUFT Co., New York (cosmetics), on Feb. 23 shifts the Sammy Kaye Tangee Variety Show, from MBS to the Blue Network, Friday 10-10:30 p.m. expanding the program's network from 63 to 120 stations.

Cosmetic firm continues to sponsor Sammy Kaye's Tangee Serenade on WOR, Sunday 1:30-2:30 p.m. According to the agency, Warwick & Legler, New York, change was made because more stations and better time were available on the Blue, with no delayed broadcast. Program features Mr. Kaye and his orchestra, Paul Winchell, ventriloquist, and Jerry Mahoney, dummy.

WGBK Transfer

APPLICATIONS were filed with the FCC last week requesting voluntary assignment of the licenses of WGBK and WMU Evansville, Ind., from Evansville on the Air Inc. to Curtis Broadcasting Corp., parent company. Also included in WGBK, developmental station, and relay stations WEGW and WAVY.

No money is involved in the transfer which will eliminate the holding company.

NEW TIME has been scheduled for Blue Correspondents to broadcast the Blue Network's Monday through Friday presentation of war news. Starting Feb. 5 the quarter-hour program will be heard Monday through Friday at 8 p.m.

Spadea’s System Favored for Video

Movie Reel Lengths Adaptable To Revised Time Schedule

BY RALPH B. AUSTRIAN
Executive Vice-President
RKO Television Corp.

I READ the article by Mr. Joseph Spadea entitled "Shorter Air Time Periods Suggested" with great deal of interest. I do not wish to make any comment about his plan as it might affect radio, but I do feel he 'has something' when one considers television.

The average one-reel movie short runs 8 1/2 minutes or, if it's a two-reeler, about 16 minutes. That leaves plenty of time for the necessary commercial. Of course these subjects could be made longer. The "new standard" reel holds 2,000 feet of 35 mm film which is a running time of 22 minutes. But why make them longer? I for one feel that television programs can and should be much more compact than radio programs. Remember the Chinese proverb, "A picture is worth a thousand words!"

Sponsor Benefits

I am not advocating shorter time periods so that the station operator can make more money by "stretching the clock". Quite the contrary, I am opposed in saving money for the sponsor—the man who pays all the bills!

We all know it's going to cost plenty more to program a television station. Transmission time will cost more. How much more? No one knows yet. But whatever the cost per hour is—if we can build programs which will reduce the necessary time (and production cost) 33 1/3%, we are making a real offset against the higher per hour operating costs.

TPA Hears Halpin

In a prewar year, according to an RCA survey, the New York area had 3,441 sports and other spectator events which might have served as television program material. According to Mr. D. Halpin, RCA Victor Division, RCA, who discussed program material for television at a meeting of the Television Picians Assn. at the Pennsylvania Hotel, New York, Jan. 22, Howard Bettininger, program manager of WRGB Schenectady, GE video station, told of television commercials, emphasizing that video delivery of sales message with stronger emotional impact than radio, and hence responsibilities of television producers are proportionately heavier. There was a showing of the GE Sightseeing At Home, which followed telecasting operation from studio to home.
THE PACIFIC COAST HAS 2 MARKETS

INSIDE MARKET. This represents counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

50% OF ALL RETAIL SALES MADE HERE

OUTSIDE MARKET. This represents 126 counties outside those in which the 7 principal Pacific Coast cities are located.

50% OF ALL RETAIL SALES MADE HERE

ONLY DON LEE COVERS BOTH MARKETS COMPLETELY*

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

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

With 38 stations completely blanketing the 16-billion-dollar Pacific Coast market, the Don Lee Network has more than 9 out of every 10 radio families living within 25 miles of one of its stations.
START of drive to place 8,700 people in Cleveland area war plants was a roundtable discussion last Sunday on WJW Cleveland between American Forces officers and civilians responsible for war production. Mayor Thomas Burke was moderator of the program which included Col. C. A. Lynn, chief, Cleveland ordinance district; Capt. R. T. Hanson, director of inspection of Navy materials; Lc. Col. Wm. Walter Phelps, Cleveland area representative, central district AFSC; Robert C. Goodwin, regional director, WMC; John Virden, regional director, WPB.

WOAI Recordings
WOAI San Antonio is recording a half-hour program titled Let's Go to Town, for and about South Texas men in the service overseas. Format of the show is a figurative trip through San Antonio. News from the home front is highlighted. Distribution of the recordings is through facilities of the Armed Forces Radio Service and is presented by WOAI KTKA KABC KONO.

Forum Talks
A SERIES of weekly talks, Family Forum, has been started on the prairie networks of the Canadian Broadcasting Corp. Talks cover medical, housing, planning, safety and parental problems for listeners in rural and as well as urban communities, with authorities from universities and provincial governments as speakers.

MBS Bond Series
MEN AND WOMEN over 70 appear as featured guests in Never Too Old, weekly half-hour program presented on Mutual in cooperation with the Treasury Department, with the express purpose of encouraging buyers of War Bonds to save for their later years. Each older reminiscences briefly about the past, a device to bring in historical facts. They participate in an "experience" quiz competing to give the best answers on human problems and concluding with a word of advice in a question of human interest. Prizes are awarded on the basis of audience vote, with a first prize of War Bonds, and three $10 cash awards. Prizes will also be awarded to those giving the best accounts of their native state. Talent will include Art Baker as mc. and a quartette. Series originates in Hollywood and starts Jan. 29.

A THIRD star for continued outstanding achievement in the war effort has been added to the Army-Navy "E" flag won in 1943 by RCA laboratories at Princeton, N. J.

KPO-KGO Cupid
A DOUBLE marital merger affecting staff members of KPO and KGO San Francisco has been announced. On Jan. 7 Darryl Hutchins, KPO anchorwoman, married Marian Twoney, KGO receptionist. The second wedding will take place Feb. 7 when Art Mc- Derman, KPO engineer, marries Virginia Jeffries of the KGO staff.

Hymn Sing
MILWAUKEE County Council of Churches for the second consecutive year in cooperation with WTMJ- WMFM Milwaukee is presenting The Old Fashioned Hymn Sing, Sunday evening series of religious programs with a different church and congregation participating each week. Program is aired immediately by WMFM, FM outlet, and is later rebroadcast over WTMJ so that participants may hear their own performance.

* * *

Fan Club
QUARTER-hour Crooner's Fan Club, featuring news of all Chicago fan clubs and interviews with one guest crooner weekly, has been started on WJJD Chicago Monday through Friday. Al Hattis and Ed Wiebe, originators, are conducting the program.

Penny Quiz
QUIZ GAME broadcast titled Penny for Your Thoughts is aired by WWDN Washington from the main recreation hall at Arlington Farms, Washington "government girl" community in Arlington, Va., preceding the weekly Saturday evening dance. Each participant is given a bank of pennies to be increased or forfeited during the game.

Religion in War
WNEW New York in Pulpit in the Foreshole dramatizes the role of religion in war, the first broad treatment of the story of the heroism of chaplains of three faiths aboard a sinking transport in the North Atlantic.

WAC Call
A NEW call to action was sounded last week by the War Advertising Council in a dramatically illustrated bulletin urging that the full power of advertising be continued undiminished in support of war themes "until the war is really won." Written by one of advertising's leading creative men, a tour of the battle fronts, the bulletin warns that there will be no postwar until the last gun is fired" and declares that "the time has not yet come when we can safely turn all of our advertising dollars to the pursuit of sales.

Levy to WFD Post
LT. DAVID LEVY (jc), USNR, former producer and writer for Young & Rubicam, New York, has been assigned special radio consultant to the Treasury War Finance Division, it was announced last week by Thomas A. Lane, WFD director of radio, press and advertising. The special assignment was made possible by Adm. DeWitt Ramsey, head of the Bureau of Aeronautics, At Treasury Lt. Levy will be in charge of programming WFD shows such as radio appearances by Secretary Morgenthau and similar special broadcasts and he will handle supervision of all transmissions and other material being sent to stations. In addition he will be available to work with networks and other groups on their War Bond programs. While with Young & Rubicam, Lt. Levy directed We the People, Manhattan at Midnight and similar programs. He has been a writer with the Navy Training Film branch.
Maybe you're interested in sponsoring a fifteen minute newscast—or an hour long musical. Whichever it is, you'll be way ahead when you buy spot programs that are already well established on the air. For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today—he's a good man to know!
Air Supremacy

The strong uncompromising light of public opinion reveals Fort Industry Company stations as faithful servants to the communities they serve by presenting...

Broadcasting at its best.
FORT INDUSTRY COMPANY
STATIONS

WWVA
50,000 Watts
Wheeling, West Va.

WAGA
5,000 Watts
Atlanta, Georgia

WHIZ
250 Watts
Zanesville, Ohio

WSPD
5,000 Watts
Toledo, Ohio

WFTL
10,000 Watts
Miami, Florida

WLOK
250 Watts
Lima, Ohio

WMMN
5,000 Watts
Fairmont, West Va.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT!
LITTLE James Caesar Petrillo for many years has been weaving a web about radio. Though his efforts have been challenged often, he hasn't lost a contest to date. An indulgent Administration, Congressional obedience and a mystifying unwillingness (or fear) of all elements in radio to stick together have made his task easy. Some have predicted that, given enough time, Jimmy would become enshrined in his own entanglements by operating on too many fronts. One of the first indications appeared last week.

In the case of WOV New York, which had protested the requirement of AFM Local 802 (New York) that it maintain a staff of 12 musicians, Dr. Herbert R. Northrup, senior hearing officer of the Regional War Labor Board, recommends that the station quota be reduced to five men [Broadcasting, Jan. 22]. For them he recommended an increase in pay, but he strongly condemned the AFM "feather-bedding" practices as a palpable waste of manpower in wartime. He points to the AFM conquest of the recording companies wherein royalties are paid direct to the union as a cushion against unemployment, and concludes that to superimpose upon a station a fixed quota of musicians would amount to "double taxation".

We believe Dr. Northrup started in the right direction but, somehow, detoured. If he's right on the "feather-bedding" premise (and we think he is), then it shouldn't be a case of reducing the musicians' quota for WOV, but of eliminating it altogether. We don't concur in his implication that the recording fee principle is just or justified.

The "fixed quota" requirements of AFM have been a sham and a fraud since stations first were forced to accept them under duress in 1937. Station after station has attested that for the most part their quota musicians are not competent. In smaller cities, the musicians have other primary means of livelihood. The "pincushion room" for the musicians who report but don’t perform which Northrup has ignored.

AFM persists in demanding its tribute from radio on the phoney unemployment relief premise. All of Jimmy's demands—network deals, staff quotas, transcription and recording royalties, standbys, and platter-turners—have evolved from that issue. Even now, when the gravest labor shortage in history faces us; when work or fight legislation is imminent; when radio, the greatest of the morale builders, is "frozen" because of lack of manpower, Jimmy's locals carry the compulsory employment torch.

Dr. Northrup's recommendations, if approved by the regional NWLB, will probably be appealed to the national body in Washington.

The immediate result of affirmation of Dr. Northrup's recommendations, even as they stand, would be to afford many broadcasters relief from AFM's onerous "fixed quota" requirements. Every station then would have a basis on which to begin the AFM yoke. But more important, it would result in a blinding of the whole fantastic succession of Petrillo conquests of radio built upon the obsolete and utterly specious unemployment theory.

WHY, we are often asked, are radio's chronic headache boys—the likes of Winchell and Pearson—no headache to the newspapers for which they write?

To give a categorical answer would take a volume in 6 pt. type. But there are self-evident reasons, such as radio's terrific impact upon the public, and the sharper dramatic incisiveness of the spoken word over the written word. Add to these the factors of time. A syndicated column, usually distributed for advance release, gets the attention of a copy desk, or several of them. There's the opportunity to edit fancy flights of writing.

And perhaps it's true that, overnight, these radio pundits become celebrities, by dint of a 200-station network, huge audience ratings garnered by sharp and flamboyant mouthings. All too often these reporters riding radio's crest carry on their own political and personal vendettas, upbraiding those they don't like, while showering glory upon their favorites.

The problem has been met by certain networks and stations; others prefer the ratings, despite the wrath. Radio, as a whole, should recognize certain minimum standards on news reporting. There should be proper safeguards voluntarily invoked by radio as an entity.

Time (to) Change

ADDITIONAL confusion to the already muddled shape of things, some of our leading legislative thinkers are musing around with the clock again. From California comes word that a movement is on for "double daylight savings time", while some States want to return to Standard Time and others prefer War Time.

The California report has ominous implications. What California does, Florida will want to double. Farmers and their stock live and work by the sun, not by time signals.

All these efforts to speed up or slow down the clock have some plausible bases for the particular community in the interest of speeding war activity. But do they benefit the people?

In both Houses of Congress bills have been introduced to restore Standard Time. Sen. Clyde M. Reed (R-Okla.) last week introduced a bill (S-355) to amend the Daylight Saving law by terminating War Time "in the month of February 1945". Rep. Joseph P. O'Hara (R-Minn.) has introduced a similar bill (HR-1446) to abolish War Time effective March 1. Then there's the proposal by Sen. Taft (R-O.) to authorize the ICC to restore Standard Time in zones where Daylight Saving Time is no longer necessary for the war effort. Such a plan would plunge disorder into chaos.

Aside from the farmer, the munitions maker and the baker, consider the plight of the broadcaster. The war worker—and everybody is affected—has already been forced into a sort of topsy-turvy schedule. His radio is his primary means of relaxation. The network outlet's schedule is controlled by its key station, not by his local time. It's tough enough for the listener to keep up with his radio fare because of the time-zone jumps. But with the interlarding of a half-dozen different methods of keeping time he's faced with planning time even for himself.

Whether it be War Time or Standard Time, let's have it universal time, with the same method observed by everyone in the nation.

Our Respects To—

Harold Wayne Cassill

LIKE HIS illustrious neighbor, President Franklin Delano Roosevelt, Harold Wayne (Dutch) Cassill might easily be dubbed "the sage of Duiches County," for at the age of 33 (last Oct. 2) he is engaged in a career besetting a man many years his senior.

Present manager of two Speidel Newspaper properties, WGNY Newburgh, 1,000 w independent, and WKIP Poughkeepsie, 250 w Blue affiliate, Mr. Cassill is looking forward to the time when his organization operates both FM and television stations in the Mid-Hudson Valley. At present, Speidel Newspapers Inc. has an application on file with the FCC for an FM station atop Mt. Beacon in Dutchess County to cover 10,000 sq. mi., and plans are in the working state for a television station for the same area.

Born in Greenfield, Ia., Oct. 2, 1911, Mr. Cassill got his first sniff of printer's ink as a boy working on his hometown weekly as a printer's devil. He later entered the U. of Iowa in 1931 and followed up his interest in journalism by working on the college paper, The Daily Iowan, under Harry S. Bunker, still his boss as general manager of Speidel Newspapers Inc.

After graduation from Iowa in 1935, "Dutch" went to work for the Des Moines Register & Tribune, where he endeavored to increase the circulation for that influential Iowa daily. After two years of circulation building for the Cowles paper, Cassill put out his own shingle and handled all circulation for North Platte and Fremont (Neb.) dailies. He was later promoted to business manager of the Fremont paper.

In September 1939 Mr. Cassill accepted the post of circulation manager of the Poughkeepsie Courier, a Speidel paper, and the following June, when the Speidel organization purchased WGNY Newburgh across the river from Poughkeepsie, from Peter Goelite, Mr. Cassill was named manager of the newly acquired radio property. By good employment of newspaper techniques, and with experienced radio men to help him, "Dutch" soon transformed WGNY from a losing proposition to a black ink operation.

Mr. Cassill started earning his living before graduating from high school by peddling papers, and he likes to recall that he was still doing this—an circulation manager of the Poughkeepsie daily—when called to his present radio job.

In 1938, Mr. Cassill married Margaret Pascoe and they now have one daughter, Ann. In civic

(Continued on page 44)
The mighty Columbia is the setting for some of the most dramatic chapters in the history of America. The stories of this river, and the empire it has mothered, are broadcast by KOIN in the most authentic radio chronicle of Oregon yet produced...

"SONG OF THE COLUMBIA"

The series is in its fourth month as an exciting adventure among the sagas of Oregon's yesterday. How portrayed? In breathless dramatic sketches by Robert Ormond Case, distinguished Northwest author... and in the brilliant music of The Duncan Singers (21 voices you'll hear more of) and the KOIN Orchestra... a cast of over 50 in all. Each episode offers a contrast with the present, and projects the challenge of tomorrow. In reliving Oregon's past, "Song of the Columbia" opens the door on Oregon's expanding future.
It takes exactly the same kind of earth-moving machinery to re-construct bombed air fields as it does to build new ones for postwar.

That's why Peoriarea's reconversion problems consist largely of changing the paint color of the products from army drab to commercial glow . . . nothing more!

This means that reconversion won't throw a monkey-wrench into Peoriarea's prosperous inner-workings. You can depend on Peoriarea's potent buying population of over 600,000 to continue supplying the material from which sales records are made. Advertisers who are culti-vating this hi-spot market today are insuring increased sales tomorrow.

WMBD's listening audience in Peoriarea is greater than all other stations combined.

Our Respects to

(Continued from page 42)
The Words that Guide One of America's Leading FM Stations

WMFM Credo

Distinctive Quality Programs Keyed to the Wants and Needs of the People of Wisconsin

WMFM
THE MILWAUKEE JOURNAL FM STATION
Sometimes we all feel as though that were the place for us, but why spend good radio dough for the visit? Let such hamlets drowse on, say we, and concentrate on the rich market of prosperous city or near-city people in the Louisville Trading Area where WAVE goes into practically every radio home. We don't even know exactly how many Louie houses have receiving sets!

NED CALMER, CBS correspondent, returned to this country last Monday from Europe, where he has been since last August. He resumed last week his former spot on CBS Sam. and Mon. 8 a.m. for Parker Pen, Bob TROUT, CBS news analyst has been substituting. GEORGE S. THOMAS, formerly assistant to RAYMOND E. NELSON, vice-president in charge of radio and television, CBS, New York, has joined WNEW New York to work on production and as associate station manager on WARD New York. The move puts the station’s technical and program manager, Declan HARKEN, resigned, as chief of WIL con- tinued Feb. 1.

BARRY CRAY, WOR New York announcer and producer last week replaced STEVE ELLIOTT on WOR’s all-night round-the-clock "Moonlight Saving Time." Mr. Ellis returns this Monday to WMCA New York, to conduct sports news and interviews as a follow-up weekly to line troops, and a two-hour morning music box of restored music Monday to Saturday.

TOM SLATER, director of special events and sports for MBS, has completed a movie for the Street Distributors of Hollywood, in which he acts as the moderator on the question of whether the armed forces train "Military Training After the War?"

HAROLD FETERS, Blue Network war correspondent and commentator, has been transferred from Paris to the network’s London news office.

ESTELLE M. STERNBERGER, commentator on WQXR New York, on Feb. 1, shifted to the network, exclusively a five-weekly ten-minute discussion series devoted to world events. GEORGE SANDERS, formerly with WJJK Detroit and FRES ROGER, formerly with WMBR Boston, join operations as announcing staff of WJKB Youngstown.

JOSEPH KRAMER, formerly with KGKO Kansas City, has joined the announcing staff of KLO Ogden, Utah.

LELAND STOWE, blue war correspondent now broadcasting from Europe, has been assigned Green’s Military Cross, 2d class, by Premier Nicholas Plastiras. During the bombing of the Italian front, the citation reads, Mr. Stowe showed “bravery and contempt for hardship and danger which inspired all ranks in the line troops, and endearing his life continually.” Mr. Stowe lives with Natl. Bd. of Fire Underwriters.

BROOKE O’D. WHITMARSH, news editor of WBBF-WBZA Boston-Springfield, is the father of a girl.

Sgt. JOHN LIPSCHEIN, former staff member of the CBS television station WOR New York, has received the Air Medal, according to an announcement from the Air Band Volunteers Division, 4th Air Force Liberator Station, in England. Sgt. Lipschien, who also wears the Purple Heart, has been serving as tail gunner, an air Liberator bomber in the Middle East. After service in Europe, he returned to bass and violin.

BURTON PASSER, former reporter on the Manhattan Free Press, has joined the Mancini. Mr. Passer replacing news editor replacing BOB REDEEN. New staff announcer is BILL RUSCUS, former CBS staff announcer. BOB GARDNER, released by the Army Air Forces in May, has joined the U.S. Air Force, as an announcer and member of the promotion department of KYW.

MRS. REES DAUGHEY, director of women’s activities, WSRB Stamford, Conn., has been named chairman of the radio gala for the NAB Asm. of Women Directors. The gala is known under the name ANN DAVENPORT.

LT. DICK ROSS, former night supervisor and announcer of KHL Hollywood who was imprisoned in Austria and now a prisoner of war in Germany, is the father of a daughter born Jan. 9.

ELEANOR HOWARD, director of women’s activities, WOR New York, was struck and seriously injured by a street car Jan. 18.

PAT BELL, formerly in the production and sales departments of CBS, and more recently secretary to G. W. (Johnny) JOHNSTONE, in London, has joined WTOP Washington as director of station operations. He served as traffic manager of ABSIE, before taking the over- all post, he was traffic manager of WTOP.

BOB NEAL, staff announcer of WJMI Lansing, Mich., has returned to the station following recovery from an operation at St. Lawrence Hospital.

BOB INNESS, continuity editor of WJLY Yonkers, is off the job for the state-wide conference on adult education at Michigan State College.

BERT WHALEY, former New York freelance singer and 12 years in radio dramatic and musical work has joined the NBC central division as a director of music programs. He replaced HAROLD BEAN, who resigned to join Roger Beane Adv., in Atlanta.

IAN ROSS, ex-FARLANE, commentator of WBTI Baltimore, underwent an operation last week for the removal of an eye.

IRA BLUE, formerly of KGW San Francisco, now is shortly commentator on KGO San Francisco.

NORVELL GIBBONS, NBC San Francisco victory garden consultant, is the father of a boy.

BOB SHAWS, formerly in radio in New York, is now a member of the announcing staff of WINN Louisville.

CHARLES F. McGRAW, publicist director of WCKY Cincinnati, suffered a broken ankle from a fall at his home.

RUSS WYLLY, former announcer with WBB-AKGO Ft. Worth, Tex., returns to the station as production director. He was with WSM and WLAC Nashville for two years. EUGENE HALL, formerly a member of the music department of WBB-AKGO, has resigned to the announcing staff. At one time with KOOL, Chicago, and in the army, he returns to Ft. Worth from KVQG Tulsa.

T/SA. LEO FREMONT, former publicity and promotion director for WBB-AKGO and WJAM Dubuque, now a member of the Sixth Army Group somewhere in the Pacific, has been assigned to the Special Serviceman Section.

JOHN CONRAD, formerly with KTSM El Paso, returned to his father’s farm in the Norfolk Navy Yard, is the father of a girl.

MAX BROWN, program director of KHAS Hasting, Neb., has resigned upon advice of a specialist because of a heart ailment. He is succeeded by GEORGE B. YOUNG, formerly director of program operations and program director of JWKB Globe and KLIS Jerome, KANS.

ESTON PACE, announcer at KTSN San Antonio, has entered the Merchant Marine.

TOM LIVESAY, left the announcing staff of KYW Philadelphia for an exciting post as a recording engineer for the BBC. EDDIE RICH is a new addition to the announcing staff of WINN Louisville.

RCA Album Campaign

RCA VICTOR Division, RCA Camden, N. J., in its 94th year of advertising and promotion campaign, will concentrate on selling specific records or albums, in contrast to last year when, as a result of the war, all on discs, radio and space copy was confined largely to promoting individual artists. Consumer campaign starts with full-page color ads in Life Feb. 14 and 28, Consumer space advertising will be supported by advertising and promotion in trade papers and special dealer displays. Additional advertising will be promoted on RCA VIC- TOR’S NBC Music America Loves Best and on Music Magazine Want the Lennon third RCA albums are heard on 55 stations throughout the country. Agency is J. Walter Thompson Co., New York.

Passman Joins WTOP

LeROY PASSMAN, recently returned from ABSIE, the OWI station in London, has joined WTOP Washington as director of station operations. He served as traffic manager of ABSIE, before taking the overall post, he was traffic manager of WTOP.

Mr. Passman will handle the liaison work between the program and engineering staffs and the network, and will be responsible for scheduling and for production assignments.

WTAM Changes

VERNON H. Pribble, divisional manager of WTAM Cleveland, has appointed Vic Liston, former Cleveland Press, radio division, as regional director, and has announced changes in newsmen personnel. Edward Wallace, NBC reporter, has been appointed news editor as assited by Sanford Markey of the Cleveland News and Bill Hender, assistant manager of the United Press Pittsburgh bureau, whose real name is Clarence Wag. The newsmen reappointed are replacements for Bob W. Dalley, now with McCormick-Erickson, and Al Orrick, now in the Navy.

Harold Sanford

HAROLD SANFORD, 65, former conductor of NBC orchestras for 14 years and previously manager and assistant conductor of Victor He- rbert’s orchestra, died in Spring- field, Mass. Jan. 19. Mr. Sanford joined NBC in 1927 as a musical director of both commercial and sustaining programs until his retirement in 1945. He was associated with programs sponsored by the Philco Corp.; General Food Sales Co. (Maxwell House); Revere Copper & Brass; and the Sun Oil Co. Mr. Sanford was also noted as a composer. His wife survives.

Gertrude Lanza Potts

GERTRUDE LANZA Potts, 36, formerly publicity director of the Yankee Network in Boston and previously advertising manager in New York of the Columbia Broadcasting Artists Bureau, was found dead in her room in her New York apartment Jan. 20. Police listed the case as suicide. Surviving is her husband, Capt. William Brewort Potts Jr.

Rudolph Vavpetich

RUDOLPH VAVPETICH, 60, assistant director of the concert division of the National Concert & Artists Corp., New York, died in New York January 19. He was in his 30th year with NCA. Mr. Vavpetich was associated with Co- lumbia Concerts Co. and RCA Victor, and prior to that was with the NBC Concert Bureau, now NCA. Surviving are his widow and son.

JAY STANVYCK, former service manager of G. H. Hooper, has been appointed editor of all OAB reports, a new post at Cooperative Analysis of Broadcasting.
Back in the thirties when radio business was hard to get, the GEORGE P. HOLLINGBERY organization showed consistent increases for WWJ, year after year.

Now when business is easy to get but hard to place, this elite, hard-hitting outfit continues to meet every requirement of capable, ethical station representation.

In New York, it's ED SPENCER, PAUL SENFT, NOEL BREAULT, GEORGE KLAYER, DON DONAHUE*

In Chicago, it's GEORGE HOLLINGBERY, FRANK McCARTHY, CHARLEY COMPTON, FRED HAGUE*

In Los Angeles, it's JIM FISLER; in San Francisco, it's RUSS BIRCH, and in Atlanta, it's "MP" MARTIN.

*on foreign service with the Armed Forces of the United States.
NEW EXECUTIVE STAFF of WCOP Boston, recently purchased by the Cowles brothers posed for this picture. Seated is A. N. (Bud) Armstrong Jr., general manager. Standing are: (1 to r) Paul Belaire, commercial manager; Roland C. Hale, chief engineer; Frank J. Brinkley, program manager; John D. Mann, chief engineer; Harry D. Goodwin, promotion and merchandising manager. WCOP will become the Boston outlet for the Blue Network on June 15 this year.

Time Change Action By Congress Held Unlikely

DESPITE PRESSURE from various farm groups to return the nation to Standard Time, there appeared little likelihood last week that any immediate future action would be taken by Congress to disturb the War Time setup fostered by various war agencies and the Administration. Sen. Taft (R.-O.) introduced a bill (S-356) to restore Standard Time in February 1945, rather than six months after the war as now provided. In the House, Rep. O’Hara (R.-Mich.) introduced a bill (HR-1446) to restore Standard Time March 1.

Meantime South Dakota broadcasters face the possibility of upset schedules following passage by a 71-2 vote in the House of a bill to return to Standard Time. The bill, now pending in Senate, was sponsored by farm organizations. During the last Congress hearings were held by a subcommittee of the House Interstate & Foreign Commerce Committee on several bills and resolutions to repeal War Time, but they died in Senate. After the War time farm organizations urged repeal of War Time, while Government agencies pleaded for retention of the fast time for the duration.

Radio
Advertisers

RIGHT IN THE GROOVE!

...for both vertical and lateral recordings

Small wonder that so many broadcasters are demanding the Western Electric 9A Reproducer. It plays both vertical and lateral recordings with highest fidelity. It can be used with any turntable equipment. It meets the most exacting quality standards of transcription broadcasting.

Developed by Bell Labs—the theory that is the story of 9A quality in a nutshell. After Victory, count on that combination for continuing leadership!

—Western Electric

HAPPY Tumbling Blocks, Osgo, Ia., has named Northwest Radio Adv. Co., Seattle, an advertising representative. Radio plans are said to be considered.

MAYFLOWER MILK MILK, Ft. Wayne, Ind. (Newspaper ad), has named Glenn J. Steigmeier Adv. Agency as representative. Plans are said to include radio.

TABLET A TABLETS Inc., Buffalo (proprietary), has named Baldwin & Brachman Inc., Buffalo, as advertising counsel. Radio may be used.

HOOKER GLASS & PAINT Co., Chicago, starts sponsorship of "South Sea" on WBBM Chicago Jan. 29 for 38 weeks. Firm is celebrating its 90th year in business. Agency is Goodwin, Joedicke 

GREAT LAKES Varsikhi Works, Chicago, has appointed Kahn Adv., Chicago, to handle advertising. Radio is considered.


BURLINGTON CANDY, Burlington, Ia., has started sponsorship of "Modern Romances" thrice-weekly 9:15-9:30 a.m. (CWT) on WBBM Chicago. Contract for 22 weeks. Two-minute spot announcements. Plans are said to be considered.

WESTERN ECONOMIC, New York, has appointed B. L. & Co., New York, to handle advertising. Radio plans are said to be considered.

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Little Elmer says: "You don’t need to dig very deep to find out why WGN leads all major Chicago stations in volume of local and national spot business."

A Clear Channel Station

CHICAGO 11  ILLINOIS
50,000 WATTS  720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.

WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
FM does it—
THROUGH STORM AND NOISE
with clear reception that will build and hold greater audiences

Over a period of a year, more radio receivers are turned off during programs because of man-made and natural electrical disturbances than for any other cause. If your station serves areas where electrical devices produce high noise levels, if you are geographically located where static is a problem, consider FM. Frequency Modulation will give your listeners vastly improved reception, virtually free from noise—and do it with less transmitter power and reductions in operating costs. Or, with the same power and the same cost, it will enlarge your primary service area.

In order to provide radio reception with low background noise level, the signal strength of an AM broadcast station should be about 100 times stronger than that of the interfering noise or signal. By comparison, an FM broadcast station can provide reception with the same low background noise level but with a signal strength only about twice that of the noise level itself.

Consider, for example, the case of the 1-kw AM station on 1200 kc. With a 400-ft half-wave antenna overlooking flat country and where conditions of ground conductivity are average (3 x 10^-14 EMU) this station can generally provide its radio audience with satisfactory noise-free service over the following approximate effective areas:

<table>
<thead>
<tr>
<th>AM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>22 miles</td>
<td>1520 square miles</td>
</tr>
<tr>
<td>Night</td>
<td>10.5 miles</td>
<td>346 square miles</td>
</tr>
</tbody>
</table>

Compare this performance with the virtually interference-free reception that a 1-kw FM station can provide over the same terrain, using a 2-bay circular antenna 400 feet high:

<table>
<thead>
<tr>
<th>FM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day and Night</td>
<td>43 miles</td>
<td>5800 square miles</td>
</tr>
</tbody>
</table>

Performance like this provides better service. Service like this builds larger audience and greater advertiser interest.
FM broadcasting is unaffected by natural and man-made electrical disturbances because the waveform of frequency modulation is unlike that of noise.

Look to General Electric when you plan your FM station. G.E. is the one radio manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of today's half-million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their credit. G.E. operates its own FM proving-ground, station WGFM, at Schenectady. For information on General Electric FM broadcast equipment, write: Electronics Department, General Electric, Schenectady 5, N. Y.

ESTABLISH A PRIORITY ON DELIVERY OF YOUR FM EQUIPMENT. Write for your copy of the "G-E Equipment Reservation Plan" which tells you about General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

General Electric's FM equipment will include revolutionary circuit developments, new component designs, and improved layout features that will contribute directly to the quality and economy of your broadcasting system.

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

50 FM BROADCAST STATIONS ON THE AIR
OVER 300 APPLICATIONS PENDING

FM DOES IT—
FM multiplies your effective coverage day and night.
FM gives your audience programs with lower background noise.
FM minimizes station interference on your frequency.
FM contributes to the economy of your broadcasting system.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!
HUMBERTO
Sold
220
CUBA...

in
National
Advertisers know the answer . . .
They use the proven network*

RHC CADENA AZUL

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St, New York City
Wisconsin 7-1166

 Reach the Women of the Ohio Valley with... 

WCKY

50,000 WATTS CBS

THE L.B. WILSON STATION

Sold in Cuba...?

Agencies

ABBOTT KIMBALL, president of Abbott Kimball Co., New York agency, is in Los Angeles for conferences with Ballell Gates, vice-president, and to set up a West Coast radio department. Firm services the Colonial Dames Corp., Los Angeles (cosmetics) account.

McCAIN-ERICKSON, New York, has opened an office in Bogota, Columbia, under arrangement of Renaldo D. Venison, who joined the agency's foreign department last October.

PAUL PHILLIPS, producer for Ted Bates Inc., on NBC Reg Kessk's College of Ad-

vertised Knowledge, has been appointed to the Hollywood manager of the agency with temporary headquarters at 1387 N. Vine St., Ted Bates, agency president, has re- 
turned to New York for conferences. William M. Hubler, agency New York vice-president in charge of production, returns to New York in early February. Colgate-Pal-
motive-Peet Co. (Pal: motive soap, dental cream) sponsors the half-hour quiz series.

ROLAND HAUCK, production manager of the San Francisco office of J. Walter Thompson Co., New York, has joined the copy department in the New York office. Mr. Hauck's work on the West Coast has been supervised by H. McCready, vice-president and assistant Pacific Coast manager.

HAROLD LEVINE, released from the Army and formerly with Franklin Brock Co., New York, has joined Herbert T. Maguire & Co., New York, in an executive capacity.

JOHN J. KNOX, former publicity director, E. B. Marks Music Corp., New York, has joined Dewey & Davis, Asso., New York, as account executive.

F. WILLIAMS BURNSIDE, former execu-
tive secretary of Arthur H. Fotherill, Ad., has joined Norman D. Waters & Assoc., New York, as an executive upon his return from three years service with the Red Cross.

FRANK FAGAN, vice-president and con-
tact consultant of Young & Rubicam, New York, has been appointed to the executive committee and to the administrative staff of the agency.

IRVING MANSFIELD, former producer at J. Walter Thompson Co., New York, has joined the Floyd Bros., Philadelphia, to work on the Phil Baker and Milton Berle shows, both formerly handled by Eberhard Enke, Chicago, on CBS. Mr. Mansfield also has been a personal press agent for Fred Allen.

IRVIN GRAHAM, formerly on the copy writer staff of Scott & Sons, Chicago, New York, and previously on the advertise-

ting promotion copy writing staff of Schwab & Beauty, New York, has joined J. Walter Thompson New York, in charge of advertising, promotion and publicity, a new division that J. Walter Thompson created earlier. Mr. Graham is a past account executive and the copy staff of Carver & Brown Adv., New York.

MAXINE KEITH, former radio director of Caples Adv., New York, has been ap-
pointed assistant national director for the American Women's Voluntary Services, re-
placing a post formerly held by Miss Keith, who continues as radio consultant to the agency.

EDWARD F. THOMAS, director of public relations, Grey, Cornwell & Newhall, New York, has been elected a vice-president.

ALLAN MELTZER, head of Allan Melzer Inc., New York, public relations agencies, is in Hollywood to open a branch office to serve the West Coast accounts.

AUGUSTO GODUY, former partner and president of Mestre & Goduy, Havana, Cuba, and Ferna F. Cross, former chief copywriter of the same agency, have opened a new agency, Goduy & Cross in Havana at Prado 51.

LT. CUMDR. LOUIS W. MUNRO, USNR, released from active duty, has rejoined Doremius & Co., as an executive in the New York office. For many years in charge of the Boston office, Comdr. Munro was given a leave of absence in 1945 to accept a commission in the Navy.


L. H. GROSS & ASSOC., Chicago agency, has moved to 185 N. Wabash Ave., Chicago, 1. Telephone remains Dearborn 6177.


SEidel Adv. Agency will reopen Feb. 2 with offices in the Times Tower Bldg., Times Square, New York. Robert Seidel, president of the agency, has been on special duty with the U. S. Coast Guard aboard his craft Puenun. When that branch of duty was closed, Mr. Seidel joined Billboard Pub. Co., New York, from which he will resign Feb. 8. His agency has for-
merly been in Washington, D. C.

MICHEL S. JAMART, associated with Selim, Jambart & Fils, Aleppo, Syria, will give an outline of the major networks and conditions in the Middle East at luncheon of the Export Adv. Assn., at the Belmont-Plaza Hotel, New York, Jan. 81.

HAROLD WARNER Co. advertising agency in New York has been joined by Harold J. Warner at 42 E. 116th, Buffalo, to serve the same accounts Mr. Warner served while associated with the Libman Company, Buffalo. Ruth Coeke has been appointed production manager and Vincent Tahraro is art director.

KEENETTE CRAIG, former program di-
rector and supervisor of KQW San Francisco, has been appointed radio director of the Chicago office of McCann-Erickson effective Feb. 15.

MANUEL BUSTILLO, former copy writer at McCann-Erickson, New York, has been appointed to an executive capacity to the Mexican subsidiary of Grant Adv., New York.

FRED ELDRED Ortego, New York, public-
relations agency, has opened a Detroit branch in the Penrose Bldg. with Kasson Armbrust & Hoag in charge, and Helen E. Peterson, as assistant. Mr. Arnett formerly was a freelance writer, had been a staff writer with Lycee White, and is now director for the National Cash Register Co. DayPix.


WILFRED S. (Bill) KING, vice-president in charge of radio and motion pictures for J. Mathis Inc., New York, has been elected a director. His division since the agency was founded in 1933, Mr. King, was previously radio di-
rector of H. W. Kastor & Son, New York, and prior to that was on the trade paper copy staff of George Batten Co., New York.

MARTIN WEINSTEIN, timebuyer of The Maysers Co., Los Angeles agency, has re-
signed to handle advertising and sales promo-
tion for Live Food Products Co., Baring Co., Balcke foods, Gertrude Shack, agency radio director, in addition has taken on duties of timebuyer.

KANE CAMPBELL, in advertising for 19 years and formerly with Calcium & Holden and BBDO New York, has been appointed copy chief of Grace & Bement, Detroit. He is also author of many variety and musical programs heard over the major networks.

GEORGE L. CELLARY, former assistant director of sales promotion of the Frank-
lin Life Insurance Co., Springfield, Ill., has joined the writing staff of Howard H. Mose & Assoc., Rockford, Ill.

HOMER P. METZGER, for seven years with the Zonettie Corp., as sales and promo-
tion manager and recently chief of national fat and wastepaper salvage campaigns for WIPA the Western Press, has joined H. W. Kastor & Son, Chicago, as an account executive.


ROBERT H. MARSHALL, formerly with Wilkin Ewart & Son, New York, has joined Fuller & Smith & Rosas business manager, a new title.

LT. BEN MILLER, former Young & Rubicam writer-producer recently named chief, radio division, New York, Army Service Force Corp, War Dept., last week was promoted to 1st Lt. manager.

CAROL IRWIN RESIGNS

CAROL IRWIN, manager of day-
time radio for Young & Rubicam, New York, has resigned from the agency, effective March 1. She is going south for a rest but beyond that has no plans. She joined Y & R in 1955 as a radio copy-writer and has since held a number of radio posts at the agency.
THE BEST IS YET TO BE...

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and adcasting have improved. We can recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "The best is yet to be."
**MBS Sales Dept. Revises Rate Plan**

Kobak Names Buckham East Sales Head for Network

CREATION of a new executive post at Mutual—eastern sales manager—and appointment of Duncan R. Buckham, who has held the same title at the Blue, was announced last Monday by Edgar Kobak, MBS president and general manager, at a luncheon to introduce network executives and to discuss MBS plans and policies with the trade press under the new management.

Mr. Buckham's appointment brings to a total of five the number of former Blue colleagues Mr. Kobak has brought over to Mutual. In addition to Robert D. Swezy, MBS vice-president and assistant general manager, who attended the luncheon, they include Phillips Carlin, vice-president in charge of programs; Bert Hauser, director of cooperative programs; and Jesse Thompson who, Mr. Kobak said will work with department heads in writing up Mutual network policies.

Indication that Mutual's study of its own network operation, as compared to that of the other networks, may be pointed to a re-vamping of the executive organization might be found in the creation of the new sales post and in Mr. Kobak's statement that the answers to the question of Mutual's set up may be found to lie in "management." Results of the current study are expected to be made known is a month or six weeks, he said.

Findings of a study on rates will also be completed in about that time. A new rate system the network is now considering "will be the complete opposite of what radio has been raised on," and may revolutionize rates and the methods by which advertisers are charged for broadcasting, he said.

On the subject of research on coverage, Mr. Kobak stated emphatically that the BMR "is a great thing for all of us." He suggested the possibility of giving circulation by states rather than counties, which he said draw too fine a line.

**New Sales Plan**

Mutual's sales policy is now to sell on the complete network, and four or five accounts have been turned down during the past month on this basis, he said. Salesmen were being instructed to "ignore competition of other media in other fields" in their selling and to concentrate first on selling the idea of advertising, then on type of media and then the network.

A change is being effected in Mutual's commission plan, and will be announced shortly, as soon as the U. S. Treasury Department has given its approval.

The Don Lee video station in Los Angeles can now be said to be a Mutual station as well, he said, as he continued to report on the success of conferences while on the West Coast.

**WIDE PROMOTION PLANNED FOR BOOK**

WILLIAM B. ZIFF's book The Gentlemen Talk of Peace is slated to receive extensive air promotion, although there will be no specific promotion of the book or its publisher, in a contest sponsored by Ziff-Davis Publishing Co., Chicago, distributors.

Contest centers around an onetime recorded dramatization based on the book, and offered to local stations for broadcast. WNEW New York and WBBM Chicago being the first to take the show. Listeners are invited to write their own peace treaties, Ziff-Davis offering a total of $10,000 in War Bond prizes for the best essay, the awards going to local and regional as well as national winners.

Stations will receive promotion through radio contest display ads purchased by Ziff-Davis in local papers. For ten days preceding the broadcast, they will be supplied with promotional material for interested groups, window displays and posters, and are asked to carry spot announcements building up to the program.

Disc was produced at a reported cost of $4,500 by NBC Recording Division. To be known as "National Peace Treaty Contest," project will be launched around the middle of February.

**Airs Experiences**

DICK RICHMOND, program director and news chief of WHP Harrisburg, Pa., recently returned from a tour of the western battlefronts of Europe as an accredited correspondent, is making a series of weekly broadcasts on his observations and experiences.

**Donohue Is Appointed As Buckham's Successor**

JOHN DONOHUE, Detroit district manager of the Blue Network, succeeds Duncan R. Buckham as eastern sales manager of the Blue.

District manager for over four years, with headquarters in Detroit, Mr. Donohue will continue to clear Pittsburgh and Detroit accounts.

Mr. Donohue joined the Blue as a salesman in 1930, the executive post following shortly thereafter.

Mr. Buckham, who joins Mutual around Feb. 1 as eastern sales manager, is a veteran radio salesman, his experience dating back to the early days of network in 1926 when he joined the WEAF hookup in New York. One of the original sales members of the Blue following the split, he was made eastern sales manager in February 1943. He will report to Z. C. Barnes, MBS vice-president in charge of sales.

**Snow in September...**

Cotton is the 16-county WSFA-Piedmont's largest money crop. Over 27,500,000 baled pounds each year are produced in Spartanburg County alone.
For Television Transmission

...count on

Western Electric
equipment to lead the way!

Just as soon as final Victory opens the door to post-war progress in television, Western Electric plans an active program of development work as well as manufacture of television transmitters. In this field, as in sound broadcasting, you can be sure of advanced design and highest quality equipment engineered by Bell Telephone Laboratories and made by Western Electric.

Buy all the War Bonds you can... and keep all you buy!
The Roosevelt

When you stop at The Roosevelt don’t risk getting marooned like this. For you might be within walk- ing range of Manhattan’s Mid- town activities. Direct passage- way from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45TH ST., NEW YORK
— A HILTON HOTEL —

ROBERT P. WILLIUP, General Manager

Other Hilton Hotels From Coast to Coast:

CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Billmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Midland
MEXICO: The Palace Hilton in Chihouhua
C. N. Hilton, President, Hilton Hotels.
Intelin Ultra High Frequency Coaxial Cable, developed and manufactured by Federal, has extreme ruggedness and meets all specifications with precision, accuracy, uniformity and dependability.

No oxidation, no contamination, no moisture!

Another Federal First adds extra performance guarantees to FTR vacuum tubes.

In a corner of the new FTR tube plant is this automatic nitrogen purifier. During the process of sealing the anode to the stem, the elements of every FTR tube are now protected from oxidation, contamination and moisture in a scientifically controlled atmosphere of automatically mixed nitrogen and hydrogen.

Here is another reason why you get higher operating efficiency and still longer life when you use FTR tubes. Another evidence of the ability, brains and technical understanding which have earned the reputation that “Federal always has made better tubes.”

Now is the time to know Federal.

Federal Telephone and Radio Corporation

INVEST IN THE FUTURE — BUY WAR BONDS
WBYN Will Not Air Foreign Racing Results

WBYN Brooklyn will not substitute racing news coverage from Havana and Mexico for domestic track coverage as anticipated when the racetrack ban was first announced [Broadcasting, Jan. 1]. Adopting the policy to forego all racing news until the sport is resumed in this country, station has revamped its entire afternoon schedule, introducing full-length news, music and sports programs, with special emphasis on the latter in the evening hours.

Known formerly as the "Minute Station", WBYN broadcast under sponsorship of Armstrong Publications Inc., publishers of tip sheets and track resumes at 12:30 p.m. and 5:30 p.m., and in the interim broke in continuous with racing news flashes, interspersed with one-minute general news flashes, concluding with an 8:30 p.m. resume. Individual programs as well as spot announcements are now offered to regular sponsors. In addition, station plans to cover a local sports event every night, Ted Lawrence, until recently on Mutual's announcing staff, has returned to the Brooklyn station to direct sports broadcasts and announce games.

Sacher Sponsored by Three

PROGRAM featuring Dr. A. L. Sacher, formerly head of the history department of Illinois U., has been secured by Blaine-Thompson Co., New York, and will be placed on WOR New York beginning Feb. 5 on a three-weekly quarter-hour basis for three advertisers. Paramount Theatre, New York, will sponsor the commentaries Monday night, by arrangement with Buchanan Co., Paramount Agency; Dolphin Products, manufacturers of woolens, Thursday for an institutional campaign; and Krasdale Foods Inc. Sunday night. Announcer is Frank Gallup.

British Plan Film Video

BRITISH film interests are planning a large-scale color television development to be carried out over a 10-year period, with full development of color film within the first four years, trade reports reaching the Dept. of Commerce indicate. Commercial high-definition large-screen television, along with special events, will be reached in about six years, with large-screen television in color developed by the eighth year and a practical solution of stereoscopic projection expected before the end of the 10-year plan.

Miles, Carnation Add CBC


WHAT FOLLOWS A BIG BOOM?

The answer is often . . . silence. But it won't be that way in Roanoke! Southwest Virginia (the Roanoke area) is busy with war work . . . yes. But we're not a BOOM market. Conditions are good and they'll stay good.

For instance, take our large rayon factory, now largely producing strategic materials. No reconversion problem there, nor in our U. S. Steel subsidiary plant, nor in the Norfolk and Western Railway, with headquarters here. Most of our industries expect to continue busy and prosperous.

Only one station—WDBJ—really covers all this humming market with its 118,921 "tuned-in" homes. A Class B quarter-hour (once) costs only $30. For further information, ask Free & Peters.
Yankee Net Starts Year with Backlog

New England Regional Begins Varied Sponsors in 1945

NEW BUSINESS, renewals and an extensive spot schedule will contribute to making 1945 a banner year for the Yankee Network and WNAC Boston, which started the new year with the largest backlog of time sales in its history.

Heading the month of January in the field of new business are:

- National Biscuit Co. (Nabisco), Nine O’Clock News with Nelson Churchill 9 to 11 a.m., Mon., Wed., Fri., in a Mon.-through-Fri. strip on the board on WNAC WEAN WCOU WHYN WLNH WCOU without WHYN WEAN. Agency is McNam-Birkhead.
- M. J. Braithwaite Co. (Gude’s Pepto Mangan), on WNAC Boston, new sponsor Seven-Test, quiz show with Fred Levert, 7:15-7:30 p.m., Mon., Wed., and Fri., nights in a Mon.-through-Fri. strip. Agency: Roche, Williams & Cleary.

Participations

Shelldale Foods (Keyko Margarine), taking one-minute participations in the Yankee Network News 8 to 11 a.m., edition on Tues., Thurs., and Fri., on WNAC WEAN WCOU WHYN WLNH WCOU WHYN WHYN WEAN WHYN WEAN WHYN WHYN WEAN. Agency is Lettens & Mitchell, Inc.

New ASF Series

TO INSPIRE more production of desperately needed war materials, the Army Service Forces Radio Branch Jan. 18 started a new series on CBS, Weapons for Victory. Designed also to acquaint the public with our superiors’ craft, the first program featured “the Sweetest Gun in the World,” the 90 mm antiaircraft piece. Pvt. Arnold Perl, former fighter pilot, is author, with Jerry Divine, director of Mr. District Attorney and other shows, booking his services as director. Capt. Robert Weiss, Fort Bliss ordnance expert, is technical advisor. Series is produced weekly Tuesday mornings. Thursdays and is produced by the ASP Group Radio Branch.

Many Renewals

Little Crow Milling (Coco Wheat), renewed theiridos (Muncle) program for children, heard every Monday through Friday from 5:30 to 7:45 a.m. over WNAC WEAN WCOU WHYN WEAN. Agency is Rogers & Smith Co.

Cold Heyne

AT A party given by his wife for friends and relatives, Norm Heyne, timebuyer for Ruthrauff & Ryan, Chicago, was asked please be sure to wear a coat and tie for the event. When the first guests arrived Norm greeted them dressed immaculately in a tuxedo coat and white tie. But no pants. “My wife didn’t specify pants,” exclaimed Heyne. The gag backfired, however. As Mr. and Mrs. Heyne were bidding farewell to their guests, the door slammed, shutting off any entrance to the house. After frantically running around looking for an unlocked window, pantless in 6 below zero weather, Norm kicked in the coal bin window and so to bed.
You Can Buy This Amplifier TODAY

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

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

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

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

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

Buy Bonds. Keep on Buying.
Keep 'Em Flying.

PRESTO RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.
Walter P. Downs Ltd., in Canada
BROADCASTING • Broadcast Advertising
FCC FREEZE PROCEDURE

TEXT of the procedure to be followed in handling standard broadcast applications under the Jan. 16 supplemental statement of policy as announced last week by the FCC follows:


2. In order to carry out the policy, applications for new standard broadcast stations or for changes in facilities will be handled in the following manner:

(a) Applications filed prior to Jan. 26, 1945, upon which the Commission has taken no action. All applications in this category will be held in status quo unless:

(1) The applicant files a petition requesting the Commission to proceed with the processing of his application for a decision under the Supplemental Statement of Policy of Jan. 16, 1945. Upon receipt of such petition the application will be processed and if the requirements of the supplemental statement of policy are met and the Commission finds that the granting of the application is in the public interest, a conditional grant will be issued.

If the Commission's examination indicates that the requirements of the supplemental statement of policy have not been met, the application will be designated for hearing and promptly heard on that single issue. If the hearing establishes inability to comply with the supplemental statement of policy, the application will be denied. Under Section 1.300, FCC Rules, the effect of denial of an application would be for prohibition of a similar application of the same applicant for facilities to serve the same area in whole or in part for a period of one year.

(b) Applications filed prior to Jan. 26, 1945, which have been designated for hearing but no hearing has been held. All applications in this category will be retained in status quo and the hearing continued until further notice unless:


(2) The Commission on its own motion determines that the hearing should not be held for the purpose of determining issues other than those pertaining to the availability of manpower and materials.

After hearing, all such cases will be disposed of in the manner set forth in paragraph (a). (c) Applications filed prior to Jan. 26, 1945, in which a hearing has begun but the record has not yet been completed. In cases in this category, the Commission will proceed with hearings for the purpose of completing the record. Upon completion of the record the case will be held in the pending file unless it appears that it can be granted under the terms of the supplemental statement of policy, or unless the applicant petitions for determination on the merits in the light of the policy. Consolidated proceedings involving applications as to which hearings have begun and in addition applications as to which hearings have not yet begun will be treated under this category.

(d) Applications filed prior to Jan. 26, 1945, as to which hearings have been concluded. The Commission will announce decisions in cases which have been heard where:

(1) A grant is possible under the terms of the Supplemental Statement of Policy of Jan. 16, 1945.

(2) A denial is necessary regardless of the availability of materials or manpower.

No action will be taken in cases where a grant would be possible except for the supplemental statement of policy.

(e) Applications filed subsequent to Jan. 26, 1945. All such applications will be processed and determined in accordance with the supplemental statement of policy. If the application meets the conditions of this policy and is otherwise in the public interest, a conditional grant will be made. If the application does not meet the requirements of the supplemental policy, it will be designated for hearing and promptly heard on that single issue. If, as a result of such hearing, it is established that the requirements of this policy are not met the application will be denied. (See Section 1.300 FCC Rules).

3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of Jan. 26, 1944 as supplemented January 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force.

AD-FREE TELEVISION NEEDED NANCE SAYS

UNTIL a source other than advertising revenue can be found television cannot advance on a large-scale basis even though it has been technically acceptable for some time, J. J. Nance, vice-president of Zenith Radio Corp., stated in a speech before the New York Society of Security Analysis.

Advertisers cannot use television profitably until there is a mass audience, Mr. Nance said, and a mass audience is not possible before continuous good entertainment is insured. As possible solutions he suggested a television wire entering the home and being billed like telephone service or a scrambler device which would necessitate renting un-scramblers from the program sponsor.

Philip Morris Extends

PHILIP MORRIS & Co., New York will continue sponsorship of It's a Frame To Be Ignorant, on CBS Friday 9-9:30 p.m. for about four weeks beyond Jan. 26, date set for expiration of current series, while continuing to audition for a replacement. Agency is Blow Co., New York.
DeMille Off ‘Radio Theatre’ After Losing Court Decision

CECIL B. DE MILLE, director-producer-m.c. of CBS Lux Radio Theatre, was not to appear on the Jan. 29 broadcast, having lost his fight against AFRA suspension for non-payment of a one dollar assessment fee. Los Angeles Superior Court judge Emmet Wilson in a 12-minute opinion on Jan. 24, upheld AFRAs petition for an injunction to prevent the union suspension.

Mr. DeMille, still refusing to pay the assessment, announced he will carry on the fight in the Supreme Court. Meanwhile the suspension order stays and members of AFRA are prohibited from working with him on any radio show.

As Broadcasting went to press, New York executives of J. Walter Thompson Co., agency servicing the Lever account, were considering several names to replace DeMille on the Jan. 29 broadcast.

Union Within Rights
Judge Wilson in his findings declared AFRA had the right under its constitution and by-laws to levy a $1 per member assessment to oppose the so-called “right to work” proposition on last November’s election ballot; also that DeMille, by becoming a member of the union, had made a contract to abide by its regulations. Answering DeMille’s contention that AFRA had no right to levy funds to fight an issue a union member might personally support, the court found: No right of management or discretion was interfered with; no member was coerced in his voting by the action of his organization; he could have voted one way, while his share of the organization’s money was being used to support the opposite.

Judge Wilson defended AFRA’s right to spend the money to fight “right to work” proposition by saying, “I have been unable to find a stated opinion on the law that could be held that a union may not expend its funds for the purposes which its officers consider for the betterment of conditions of its members, as long as it is not used in political activities, and I do not regard such activities as including the support of legislative measures that advance their lawful aims, or opposition to those that frustrate them.” He decided specifically that use of the assessment funds did not violate the Federal Corrupt Practices Act.

Claude McCue, executive secretary of Los Angeles chapter of AFRA, said: “In accordance with previous action of the board of directors, Mr. DeMille is still suspended. AFRA’s contract with his employers requires that all performers on the radio program shall be members of AFRA in good standing. Until he has been reinstated, AFRA will consider any further appearance by Mr. DeMille in radio broadcasting to be a violation of that contract.”

Suspension was originally to have been effective Dec. 11, but was held up because of a temporary order granted by Judge Wilson pending outcome of the suit.

KSFO Granted License

PETITION of KSFO San Francisco for cancellation of hearing on its application for license renewal was granted by the FCC last week. The Commission gave the same action granted KSFO license on a regular basis. Hearing had been set relative to two poly orders as Wesley I. Dumm, president and major owner of KSFO, also held controlling interest in KROW Oakland. Sale of his KROW interest to Sheldon F. Sackett, Oregon publisher and station owner, and Phillip G. Leaky, KROW general manager, was authorized last December [Broadcasting, Dec. 25].

AFRS Contest

SCRIPT-WRITING contest, open only to members of armed forces stationed outside continental United States, was announced by Col. T. H. A. Lewis, commanding officer of Armed Forces Radio Service, Hollywood, in mid-January. Three best half-hour radio scripts selected from the combined Army-Navy operation, will be produced, as awards, by AFRS with weekly grants only enhancing radio performance rights. “It is hoped by opening this competition that we stimulate a desire to do creative writing in members of all branches of the service,” Col. Lewis stated.

KTRI Transfer Granted

CONSENT was granted by the last valid will and testament of KTRI owner and president, transfer of control of Sioux City Broadcasting Co., licensee of KTRI, to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly through purchase of 128 shares common stock (50%) for $17,375. Reason for the transfer is liquidation of the Tribune Co. of which John C. Kelly is president, Eugene H. Kelly, secretary-treasurer, and Eugene F. Kelly, vice-president. Eugene H. Kelly, president of KTRI, receives 63 shares while John C. and Eugene F. Kelly, both vice-presidents of the Journal-Tribune Co., publisher of the Sioux City Tribune, each receive 31 shares. Other half interest in the station is held by Dietrick Dirks, general manager.

Vitropane Expands

VITROPHANE Corp., New York, having completed a 16-week cycle of advertising for decorative papers on one station in each of 14 cities, is resuming its spot radio grid in February on an expanded list of 20 cities, using transcribed announcements from 5 to 15 times a week, in some 10 additional Canadian outlets, Vitropane early in January resumed sponsorship of a twice-weekly transcribed program on CFRB Toronto. Agency is Rubin & Lesser, New York.

Magazine Radio Plans

ASSN, for Promotion of International Understanding, New, on Feb. 8 will begin a series of one-minute transcribed spot announcements at varying intervals on some 2 stations throughout the country to promote a new publication, This Month, scheduled to be released about Feb. 12. Spot campaign will precede publication of the issue, running for about five days. Organization is also negotiating a deal to sponsor a 15-minute daily newscast commentator on a New York station and an undetermined quarter-hour program on MBS shortly. Agency is H. C. Morris & Co., New York. Richard H. Roffman, former radio and publicity director of Hillman Periodicals Inc., New York, was appointed last week public relations, promotion and radio director of the magazine.

Y & R Changes

LORIMER B. SLOCOM, director of the foreign offices of Young & Rubicam, New York, has been appointed a vice-president and J. Brooks Emily, a member of the contact staff of the agency, has been appointed vice-president and account supervisor. Frank Pagan, vice-president and contact supervisor of Y&R in addition to his appointment to the executive committee and to the administrative staff, has also become a member of the plans board. Ralph Butler, a radio producer of Y&R since 1935, has been appointed daytime production supervisor in the radio division and will also handle temporarily the duties of Captain, manager of daytime radio, following her resignation the end of next month.

GE Postwar Outlets

A POSTWAR distributing organization has been completed by General Electric Co., Bridgeport, according to C. R. Pritchard, general sales manager of the GE appliance and merchandise department, who announced last week that the revamped organization will have about 90 wholesale distributing outlets for GE household appliances. More than 50% of the distributing outlets will be independent wholesalers, Mr. Pritchard said. The GE Supply Corp. will continue as the company’s distributor for all major appliances in about the same number of markets as before the war.

CKOR Kitchener, Ont., is now represented by William Wright, Toronto.
Pippins—edible and non-edible varieties. The one from 3,500,000 Apple Trees in this area is one of over 200 crops grown commercially for a $300,000,000 farm income. The other represents an average annual buying income of $2,252—second highest in the nation.

Pippins. That adequately describes your Sales Reports when KHQ does your selling job. The low cost of a single medium, plus the complete coverage it gives, does the job economically; and KHQ is the only single medium combining complete coverage with one-medium cost.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by
LOUIS WASMER, Incorporated
Radio Central Building
Spokane, Wash.

National Representatives: EDWARD PETRY & CO., INC.
RTPB Resolution Explains Its View of FCC Proposed Radio-Spectrum Allocation

MEETING in New York last Wednesday to discuss the FCC proposed allocations above 25 mc, the Radio Technical Planning Board adopted a resolution emphasizing that its members include engineers “among the most experienced in their profession” and that RTPB panels had access to classified data, on which their respective recommendations were based.

Vary From Original

The proposed allocations varied considerably from recommendations of Panel 2, headed by Dr. C. B. Jolliffe of RCA, particularly with reference to FM. The RTPB had recommended that FM be allocated in the 43-56 mc band, while the FCC proposes 84-102 mc, with the band from 102-108 mc reserved for future allocation. Following is the resolution adopted last week by the RTPB:

"The Panels of the RTPB include engineering representation from all interests in the radio industry which can contribute to the discussions and solutions of the problems confronting each panel. These panels are fully qualified and among the most experienced in their profession. It is natural, therefore, that they are among those who have been called upon to carry on the research and development necessary to the conduct of the war. Broadly, therefore, they had available to them the classified information necessary to the deliberations of the respective panels (even though they were not permitted to make direct reference to such information). It is the opinion of the RTPB that the weight was given to all pertinent classified information in arriving at the conclusions and recommendations. Because the membership of the panels was drawn from widely different interests, individual opinions in some instances, of necessity, differ from the broad conclusions reached. However, the weight of the panel’s recommendations rests upon the fact that these conclusions are the result of broad experience and the wide representation of its panel membership, and have the support of large majority opinions."

HEARING PROCEDURE

TOURING the FCC Public Notice, outlining procedure for filing of briefs and oral argument in the Commission’s proposed allocations above 25 mc:

In the Matter of allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10 to 30,000,000 kc, Docket No. 6061.

The Commission has received numerous inquiries concerning who will be permitted to participate in the oral argument in connection with its proposed report in the above matter.

Any person who participated in the allocation hearing will be permitted to file a brief and to argue orally. The oral argument may be presented either by an attorney or by the person who participated in the hearing, whether an attorney or not. Persons who did not participate in the hearing who desire to present comments on the Commission’s proposed report may file a brief in accordance with the Commission’s Order of Jan. 15, 1945. Oral argument by such persons will generally not be permitted, except that upon a proper showing, requests for oral argument will be granted in special cases.

Persons desiring to support the Commission’s proposed report as well as those who desire to oppose it may file briefs and participate in the oral argument.

Women Advertisers Told of Code Plan

Barton Stresses Postwar Use of Medium To Secure Peace

PROPOSAL that media, agencies and advertisers work out a code of practices and establish an appropriate code authority, thus obviating any possible need for such action by the Government was advanced by Charles C. Carr, chairman, Assn. of National Advertisers, and public relations director, aluminum Co. of America, last Thursday at the semi-annual meeting of the Advertising Women of New York.

First speaker, Bruce Barton, BBDO president, proposed two new fields for advertising—research into and advertising the causes of war to secure world peace, and advertising about health and health services. “Health is the most precious and worst merchandised and distributed thing in America,” he said.

LaMaur Spots

LaMAUR Inc., Minneapolis (M. Dart Fluff Shampoo), is considering an advertising appropriation of approximately $25,000 for 1945, with about $10,000 in radio spot business for the first six months. LaMaur sponsors spots on WMIN Minneapolis starting Feb. 12 for 8 weeks; KRLD Dallas started Jan. 15 for 13 weeks; WTCN for 10 weeks; WDSM Duluth started Jan. 17 and 17 stations of the North Central Broadcasting System will also be used. Firm is also buying approximately $1,000 in spots for the Los Angeles area beginning Feb. 15 for 8 weeks. Agency is McCann-Erickson, Minneapolis.
"Lee Carson," writes an editor, "is doing one of the outstanding reporting jobs of this war. From the battle front, essentially a man's world, this girl is filing stories that do credit to INS and to every radio station and newspaper that uses them."

We think so, too. "This girl," however, despite her years, has had long and varied experience in newspaper reporting.

Lee Carson has covered national political conventions. She's had experience as a White House correspondent, at the busy INS cable desk in New York, with the INS London Bureau covering important assignments. Her story as the first American woman to fly over the battle area during the terrific bombardment of German defenses at Cherbourg will be remembered as a high-water mark of graphic reporting.

It was Lee Carson who scored a resounding scoop over all opposition when she flashed the capture of Lt. Gen. Carl von Schlieben, Nazi commander of Cherbourg. She was with the U. S. First Army and painted a vivid word picture of the nearly-successful German counteroffensive in Belgium.

Day by day INS steadily gains favor with news-conscious station managers. Lee Carson and Jim Kilgallen, Clark Lee and Thurston Macauley, Richard Tregaskis and dozens of other INS correspondents overseas have sent a steady flow of spot news and feature stories made to order for radio.

In specialized news and feature writing, INS leads in local, national and world-wide services.
IRE Debate

(Continued from page 18) evening, the IRE joined in a meeting with the American Institute of Electrical Engineers at which the AIEEE Edison Medal was presented to Dr. E. F. W. Alexander, General Electric Co. consultant, for his outstanding inventions and developments in the radio, transportation, marine and power fields.

In receiving the award, Mr. Alexander, who invented the alternator that made possible the first broadcast, predicted that the postwar era will see homes heated as well as cooled by electricity, ships powered by electric motors fed from coal-burning gas turbines, and all railroads electrified, using currently undeveloped sources of water power. "Looking beyond this," he declared, "we may hope for the discovery of entirely new sources of energy which will extend the use of electric power."

Capt. J. B. Dow, chief, electronics branch, Bureau of Ships, speaking in an address on the Navy electronics program before the joint session, emphasized the necessity for greater standardization of components and parts of electronic apparatus, and estimated that the lack of such standardization has already cost the Navy $100,000,000 in this war.

On Thursday morning the annual meeting of IRE was held, followed by reports of the Institute's technical committees. Afternoon session and those on Friday and Saturday were devoted to the presentation of technical papers.

WASHINGTON, Wash.

EMBASSY SURVEYS

THE STATE Dept. is going to request American Embassies in all principal foreign countries to conduct a survey of all forms of telecommunication facilities including broadcasting so as to supply information to interested Government agencies, primarily the State Dept., Army and Navy, Commerce, FCC and CAA, in order to facilitate supervision of international communications. The information also will be used to help manufacturers on proposed equipment installations abroad. The State Dept. has several inquiries from foreign governments about telephone and radio equipment which, although of a postwar character, are being forwarded to manufacturers through the Commerce Dept. since it is thought they may require immediate attention to avoid breakdowns in their communications facilities.

Delorain, Labin Describe How Pulse Time Modulation Is Used

APPLICATIONS of the new system of radio transmission, pulse time modulation, adapted to transmission of speech programs on a frequency the same frequency from the same point of origin, and capable of combining full color or black and white pictures with sound in the same channel, were described last week in a statement by E. M. Delorain, director, and his associate, E. Labin, of Federal Telephone & Radio Corp., affiliate of International Telephone & Telegraph Corp., New York. Federal Telephone engineers have been working on development of the system for the past nine years.

Shift toward higher radio frequencies, just announced by the FCC, Mr. Delorain said, "indicates clearly that new forms of radio modulation specially adapted for transmission in the higher frequencies will find their place in radio systems in the comparatively near future."

PTM differs essentially from conventional systems in that it transforms all programs into one series of signals which appear to be identical and in the form of sharp pulses of current. Timing of pulses varies just enough in accordance with speech or music transmitted, to be capable of reproducing a station's program with the highest quality through a receiver designed for such new devices which are sensitive to the timing of the pulses and not their strength.

Contrary to the old system, the statement explains "one single radio station can transmit at the same time. Twelve different programs interwoven in time and received in the radio set simultaneously."

Concerning future applications of the system, the statement points out that "many towns in America have only one or a few high frequency bands available for use, the installation of antennas broadcasting on the ultra-high frequency bands. The new system provides the missing link to solve this problem in the future as all programs can originate from the most satisfactory location."

Seek Wilkes-Barre CP

FIFTH application for facilities of 1240 kc 250 w unlimited time at Wilkes-Barre, Pa. was received by Federal Radio, from Baron Broadcasting Co., partnership composed of Lou Poller (25%), treasurer and 49.6% owner of WARM Scranton, Geo. E. Miller (28%), former CAA attorney, and J. Myron Honigman (50%), former State Securities Commission attorney. Mr. Poller, released by the Marines last December, was formerly sports commentator over WGBI Scranton, WHN and WNEW New York. Petition of Wilkes-Barre Broadcasting Corp. to dismiss its application without prejudice for same Wilkes-Barre assignment was granted Friday by the Commission.

Radio co. is John H. Stenger, to whom applicant for regular license for WBAX which operates with 100 w unlimited time on 1240 kc. Further consolidated hearing has been ordered on the case Jan. 31 in light of the FCC's supplemented freeze order of Jan. 16.
Their Voices Came Home For Christmas!

We couldn't bring them home in person... so we did the next best thing by recording greetings of hundreds of Southern California service men overseas. In this way many families had the greatest "surprise package" of all by tuning to KFI on Christmas Day.

Yes... from Europe... from the South Pacific... from Alaska... from South America... from a dozen battle stations over the globe Southern California sons and daughters were sought out by KFI representatives to send a Christmas message to their folks at home.

Such local programming in the interest of public service has long guided KFI's operation... has long been the reason for KFI's undisputed leadership in Los Angeles.

Note: A telephone recall survey showed that KFI's audience for this Christmas Day observance was equal to that of all other fifteen Los Angeles stations combined... was four times that of the second ranking station.

“**Merry Christmas from Overseas**”

To make this Public Service Program possible, KFI went Christmas shopping early. For many weeks prior to Christmas Day, the voices of Southern California G.I. Joes and Janes went into recording "mikes" throughout the various Theatres of War. Many of these transcriptions were then flown to Los Angeles by the Air Transport Command... others were short-waved to KFI and recorded for re-broadcast.

From 6 A.M. until midnight on Christmas Day, KFI cleared time in every local program... and all commercial station breaks were cancelled... so that Southern California families might hear these Christmas messages from overseas. As a memento of the occasion, individual recordings were sent to the family of each boy or girl whose "voice came home for Christmas."

**KFI... NBC for LOS ANGELES**

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
DANIELS MAY TAKE EARLY'S POSITION

AN IMPORTANT change in the White House secretariat, which might see Stephen T. Early return to private enterprise—possibly in the motion picture or radio fields—was speculated upon last week as Jonathan Daniels, one of the five administrative assistants to the President, temporarily took over Mr. Early's desk as press and radio secretary.

Mr. Early, slated for a trip to the European theatre to counsel with Gen. Eisenhower's public relations men on news handling, has been mentioned as a possible candidate as paid president of the NAB. It is known his candidacy is being espoused to succeed J. Harold Ryan, interim president, and also that he has received a number of offers in other fields. He was with Paramount before he became the President's secretary at the beginning of the first term. Before that Mr. Early was a top-flight correspondent for the AP in Washington.

Mr. Daniels, son of Josephus Daniels, Charlotte publisher, is being groomed for the Early post, it is reported, in the event the latter leaves. Whether the President will release Mr. Early is conjectural. It is doubted whether that would occur before V-E Day, in any event.

In the European theatre, Mr. Early will meet with his long-time friend Capt. Harry C. Butcher, USNR, former CBS Washington vice-president. Capt. Butcher is aide to Gen. Eisenhower and since D-Day has been handling special public relations and radio assignments as added duties.

Reports that Mr. Early might accept the existing vacancy on the FCC created by the retirement of Comdr. T. A. M. Craven, were discounted. It is believed if he leaves the White House it will be to return to private business.
Fly in WOW Case
As Special Counsel
Former FCC Head to Argue
Before Supreme Court

PARTICIPATION of James Lawrence Fly, former FCC chairman, in the Supreme Court case involving WOW Omaha was confirmed last week following Mr. Fly's visit to Omaha to gather data for the preparation of a brief. It is expected Mr. Fly will argue the case on behalf of the Woodmen of the World Life Insurance Society as well as Radio Station WOW Inc., probably to come before the court next month.

Writ Granted
The Supreme Court last December granted a writ of certiorari to review the proceedings involving the question of the right of a state court to set aside a grant of the FCC [Broadcasting, Dec. 18]. In December 1942 the FCC had approved the unusual lease arrangement whereby Woodmen of the World transferred the station to John J. Gillin Jr., manager and president of the new operating company, and a group of associates. Dr. Homer H. Johnson, of Lincoln, Neb., a Woodmen member, filed suit to enjoin the transfer, which was subsequently upheld by the State Supreme Court.

Mr. Fly left the Commission's chairmanship on Nov. 15 and established law offices in New York. He did not file the original petition for review, however, but will participate as chief counsel on the Society and WOW joint brief, as well as in the presentation of argument.

The court, in granting certiorari, requested counsel to discuss in their briefs and oral arguments the questions: (1) whether the judgment is final within the meaning of Section 237 (b) of the Judicial Code, and (2) whether the Federal questions raised by the petition for certiorari were properly presented in the record.

Cocilana Sues

COCILANA Inc., Brooklyn, which claims that it started using the trade name of Cocilana Cough-Nips before 1938, in a petition to U. S. District Court has charged Ludens Inc., Reading, Pa., with unfair trade practices in the use of the name “Cocilana” for a Luden cough drop, introduced in 1944. Both firms use the term in spot radio campaigns for cough drops. Cocilana Inc. schedule, placed by Al Paul Leighton Co., New York, runs on 70 stations at its peak. Luden's, which also promotes Luden's menthol and honey licorice cough drops, started last September on 140 stations through J. M. Mathes Inc., New York.

KYVO Public Service

TITLED “Inside Radio, KYVO Tulsa, Okla., on Jan. 15 began the pilot run for a series of 52 weekly programs designed to acquaint listeners with some of the mysteries of broadcasting. Program is allied with radio's 25th anniversary.
WJZ Names Hade Chief Of New Program Dept.

A NEW program department has been set up at WJZ New York under the direction of John Hade, former commercial program manager, it was announced last week by John H. McNeil, WJZ manager. New setup represents an expansion of WJZ's programming activities to cover development of new programs for presentation to prospective clients as well as handling of current local shows. Mr. Hade's duties are expanded to include development of sustaining shows in addition to commercial program supervision, his former post being abolished.

James Whipple has joined the program department staff as producer-writer, and an additional member, yet to be announced will be added as assistant to Mr. Hade, with the title of program supervisor. Mr. Whipple was supervisor of daytime programs of Ruthrauff & Ryan Inc., New York until several months ago, and has since been replaced by Lee Cooley, also R&R television director.

WWNC Survey

WWNC Asheville, N. C., will soon release detailed results of a study of radio listening in western North Carolina, according to Don S. Elias, executive director of the station. WWNC is purportedly the first CBS affiliated station to make use of the listener diary technique. The study was made by Industrial Surveys during the week of Nov. 13-20.

REGISTRATION 100% attendance, top executives of all Boston stations marked the opening meeting of the Radio Advisory Committee of the 1945 Boston Red Cross War Fund Campaign at an informal luncheon at the Harvard Club of Boston Jan. 22. Seated (l-r): Raymond Richmond, associate campaign director; A. N. (Bud) Armstrong Jr., WCOP general manager; George Lasker, WORL general manager; Harry Goodwin, WCOP sales promotion manager; John D. Malloy, WCOP program manager; Francis Hart Jr., director of radio, Metropolitan Boston Chapter, Red Cross; Walter Hackett, OWI; Phillips Ketchum, general chairman, 1945 Red Cross War Fund Campaign; Francis W. Hatch, chairman of the committee; Fred Garrigus, WEEI program director; Lawrence Flynn, WMEX special events; George Steffy, vice-president, Yankee Network; Linus Travers, executive vice-president, Yankee Network; Earl Jeffrey, War Fund campaign director; Russell Othens, WHDH program director. Standing in the rear are: Gordon Swan, WBZ-WBZA program manager; Charles S. Young, WBZ-WBZA general manager; John C. Dowd, chairman of the Radio Advisory Committee; Edgar Rust, executive vice-chairman, War Fund Campaign; Joseph Kelly, public relations director, Metropolitan Boston Chapter, Red Cross; Gerard H. Slattery, John C. Dowd Inc. Preliminary plans were discussed.

Experimental CPs

THREE construction permits have been granted by the FCC for new experimental television stations, all to use frequencies to be assigned by the Commission's chief engineer. Philco Radio & Television Corp. was authorized a station to be located in Arlington, Va. and to operate in connection with the Washington end of the Washington-Philadelphia relay system. The second station, also authorized for Washington, was granted to Allen B. DuMont Labs. The third station goes to F. P. Mallory & Co., Indianapolis.

Reiter Joins BMI

H. REITER, recently discharged from the Army and formerly publicity and advertising director of Edward H. Maris Music Corp., New York, has been named to a similar post at Broadcast Music Inc., New York. Mr. Reiter succeeds I. D. Williams, who has been named night supervisor of WHN New York. Constance Menzies has been shifted from BMI's station relations department to Mr. Reiter's staff.

CAB APPEALS CPRS COPYRIGHT DEMAND

BROADCASTERS in Canada have almost doubled their payments for copyright musical performances since 1937, Samuel Rogers, counsel for the Canadian Association of Broadcasters told the Copyright Appeal Board at Ottawa following the filing of higher rates for 1945 by the Canadian Performing Rights Society (Canada's ASCAP). In 1937 at the rate of 8 cents per licensed receiver, Canadian broadcasters paid CPRS $70,000. Last year, based on the same rate, the fee was $125,310.

KVI Takes Doernbecker Suit to Higher Court

APPEAL to reverse a decree granted Laura M. Doernbecker in a suit started by KVI Inc. to enforce a contract she entered to sell the stock of the station for $125,000 plus the net quick assets, has been filed and will go to the Supreme Court of the State of Washington.

However, it is contended, the suit is not enforceable because a limitation of time was not agreed upon with the War Fund Commission to grant or disapprove the transfer. The plaintiff contends a time limitation was not necessary and asks the Supreme Court to compel the defendant to submit the proposed transfer to the FCC for approval or rejection.

Chicago Presentation

APPROXIMATELY 400 sponsors and advertising agency people were the guests of NBC at a presentation of the company's 1944 nationwide Survey of Listening Habits, last Wednesday at the Stevens Hotel, Chicago. Report was followed by an informal cocktail party.

Wright Expands

TO PRODUCE manpower, Wright Aeronautical Corp., Paterson, N. J., last week started five quarter-hours of programs relating to the war on WNEW New York each week. Contract for 26 weeks covers These Are Our Boys, Combat Correspondent and Pacific Newsreel, all heard 7:45-8 p.m. on different days. Wright also uses WPAT to recruit workers. Agency is Burke, Dowling Adams, Montclair, N. J.
January Ratings
Listed by Hooper

'When a Girl Marries' in First Place Among Weekday Shows

LIST OF "Top Ten" programs in the January report issued by C. E. Hooper Inc., starts off with When a Girl Marries in first place, Ma Perkins, second and Portia Faces Life, third. The list continues with Pepper Young's Family, fourth, followed by Life Can Be Beautiful (11 a.m.), Breakfast at Sardi's (11:15 a.m.), Young Wickers Brown, Backstage Wife, and Just Plain Bill. Top-ranking Saturday daytime shows, not included in the weekday list above are Grand Central Station, first; and Stora Over Hollywood.

Average daytime sets-in-use, at 16.4 shows a rise of 1.4 from the last report, a much smaller gain than the comparable figures for the evening as shown in the Jan. 15 Hooper ratings report, which recorded a rise of 3.2 over the previous release [Broadcasting, Jan. 22]. The daytime figure is up 0.1 from last year.

Daytime Audience Up

Average daytime audience rating of 4.9 is up 0.2 from the last report, down 0.3 from last year; average daytime available audience is 72.5, up 1.4 from the previous report, up 0.8 from a year ago.

Hymns of All Churches has the highest sponsor identification index—7.68; correct product identification accounting for 9.6; other product for 66.8; misidentification for 5.4 and 18.3 for those unable to name a sponsor.

Breakfast Club (Swift & Co.) had the greatest number of women listeners per set (1.98); Tom Mix the most men listeners (0.55) and Terry & the Pirates (1.37) the most children listeners per set.

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

<table>
<thead>
<tr>
<th>Program</th>
<th>Women</th>
<th>Men</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Armstrong</td>
<td>0.85</td>
<td>0.55</td>
<td>1.38</td>
</tr>
<tr>
<td>Tom Mix</td>
<td>1.02</td>
<td>0.55</td>
<td>1.57</td>
</tr>
<tr>
<td>Breakfast Club</td>
<td>1.45</td>
<td>0.30</td>
<td>1.75</td>
</tr>
</tbody>
</table>

Coast Guard Session

PLANS to send out more U. S. Coast Guard combat radio correspondents to record battle action, were discussed at a meeting of radio and press public relations officers of the USCG from all over the country. Meeting at headquarters, Washington, Jan. 16-18, the group turned the discussion over to radio for the session of the 17th. The three pending Coast Guard radio campaigns were planned to include SPAR recruiting, candidates for the Coast Guard Academy, 17-year-old recruiting, and all under OWI allocations. Closer integration with Navy plans were stressed. Chairman of the radio panel was Ens. Jack Egner, former assistant radio director of Calkins & Holden, Kansas City.

House Commerce Body
To Have 28 Members

INCREASED by three, the House Interstate & Foreign Commerce Committee for the 79th Congress will be composed of 28 members with 16 Democrats, 11 Republicans and one American-Laborite. Democratic members are: Lea (Cal.), chairman; Crosser (Ohio), Fishwinkle (N. C.), Chapman (Ky.), Boren (Okl.), Priest (Tenn.), Harris (Ariz.), Sadowki (Mich.), Harlass (Ariz.), all holdovers; Beckworth (Tex.), Murphy (Pa.), Kelly (Ill.), Patrick (Ala.), Sullivan (Mo.), Boggs (Pa.), Rublin (N. Y.), new appointees. Reps. Kelly, Patrick and Sullivan served on the Committee in the 78th Congress. Rep. Marcan tonio (N. Y.) is the American-Labor Party member.

All Republicans, except Rep. Scott (Pa.), who did not return to Congress, were named last week with Rep. Gillett (Pa.) succeeding Mr. Scott. Republican members are: Wolverton (N. J.), Holmes (Mass.), who had re-introduced his radio bill [Broadcasting, Jan. 16]; Reece (Tenn.), Halleck (Ind.), Winter (Cal.), Brown (Ohio), Howell (Ill.), Hall (N. Y.), O'Hara (Minn.), and Gillette.

Fuson Elected


A NEW FORMAT
for Winning Listeners
in KANSAS CITY...

KCMO 5000 Watts

Here's important news for time-buyers interested in the rich Kansas City market—a vigorous program promotion campaign recently launched by KCMO throughout the greater Kansas City area:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri and in Kansas City, Kansas advertising outstanding KCMO-BLU programs and reaching an audited net advertising circulation of 3,555,405 people every week.

SPOT MOVIE SHORTS dramatizing KCMO listener attractions—will be showing to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These powerful promotions are given further impetus by KCMO broadcast contest tie-in and newspaper advertising—a combination with multiple value for every KCMO advertiser. For details and availabilities, get in touch with your nearest John E. Pearson Company office today.

Represented by JOHN E. PEARSON COMPANY
Chicago • New York • Kansas City

IN BUSY MONTREAL

Business in Quebec Province is good, and radio advertising can get you your share, if you will key your program to the likes and dislikes of Quebec listeners. Adapting a program, even though it has been successful elsewhere in Canada, rarely produces anywhere in Quebec. Quebec wants its own programs, appealing to its own psychology and sense of humor. Our business is that of producing programs—in either French or English—which do produce results. Let us serve YOU.

1-10-20 3229 250 322

KANSAS CITY'S BASIC AND ONLY BLUE Network Station

E. K. (Joe) HARTENBOWER • GEN'L MGR.

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PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MG 2-7659

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Telephone National 7757

WOODBORNE & KEEL
CONSULTING RADIO ENGINEERS
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PAUL A. DEMARS
Consulting Electrical Engineer
"Pioneer in FM"
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LOHNES & CULVER
CONSULTING RADIO ENGINEERS
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Washington, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AF FM TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 2962 Club 8800

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Broad St., Bridgeport, Conn.

Actions of the FEDERAL COMMUNICATIONS COMMISSION
JANUARY 20 TO JANUARY 25 INCLUSIVE

DECISIONS

January 19
Chatham Broadcasting Co., Savannah, Ga., granted order granting permit to commence operation of new station without prejudice application for CP.

January 20
Georgia Broadcasting Co., Savannah, Ga., granted amended motion for leave to amend application for CP new station.

January 23
Mississippi Broadcasting Co., McComb, Miss., granted amended motion for leave to amend application for CP new station and removed said application from hearing docket.

January 24
WLM Broadcasting Co., Wilkes-Barre, Pa., overruled petition to dismiss application without prejudice for CP new station.

January 26

January 29
Wilkens-Barr Broadcasting Corp., Wilkes-Barre, Pa., granted application for CP new station.

January 29
 unk

WORLINGTON, C. LENT
Consulting Engineers
INTERNATIONAL BLDG.
WASHINGTON, D. C.
1319 P STREET N. W.
DISTRICT 4127

BUSH-WAR BONDS

Available locally on transcrip—see C. MICHELS, 67 W. 44 St., N.Y.C.
Five Commissioners, FCC Executives Leave on Army Communications Tour

FIVE MEMBERS of the FCC, plus its general counsel, chief engineer and engineering supervisors, left Washington by Army plane last Friday for an inspection tour of Army communications bases in the Pacific, Coast and Midwest. All members of the Commission save C. J. Durr left on the trip, with the Alabamian remaining home because of an indisposition provoked by a carbuncle.

During the absence of the Commissioners, Mr. Durr will be acting chairman. The party is scheduled to return to Washington on Feb. 6.

Guests of Brig. Gen. H. M. McClelland, Army Communications Officer, AAF, the party included Chairman Paul A. Porter, Commissioners Norman S. Case, Paul A. Walker, Ray C. Wakefield, E. K. Jett, Chief Engineer George P. Adair, General Counsel Charles R. Denny; George Sterling, chief of the Radio Intelligence Division; James P. Vestal, International Division, Engineering Dept.; Gen. E. Nielsen, assistant chief, Safety & Special Services Division, Engineering Dept.; Charles A. Ellert, technical supervisor, Radio Intelligence Division; V. Ford Greaves, supervisor, western area, RID, will pick up the party in Los Angeles on Jan. 30 and make the balance of the trip.

Also on the plane were Lt. Col. J. Elroy McCaw, executive assistant to Gen. McClelland, and Col. Frank W. Wozenover, former RCA Communications general counsel, now secretary of the Joint Communications Board.

The inspection marked a new relationship between the FCC and the military, likely to be followed by other coordinating activities. It is presumed that all communications operations later will be inspected.

KEX Appointments

APPOINTMENT of R. E. Rudolph as sales manager and Harold Bratsberg as continuity director of KEX Portland, new Westinghouse station, was announced last week by J. B. Conley, manager. Before his recent service in the Army Air Corps, Mr. Rudolph was account executive of KEX and KGW Portland. Mr. Bratsberg was program manager of KALE Portland.

Network Accounts

All Time Eastern Wartime unless indicated

New Business

Charles E. Himmelsberg of Philadelphia (Hire's Root Beer), on Jan. 24 started hires in 108 blue stations Wed. 10:10-10:30 p.m. having first station Jan. 15.

Stokeley Bros. & Co., Indianapolis (food products), on Jan. 29 starts Take It Easy Time on 116 blue stations (delayed broadcasts on 14 stations) Tues. 18-20, 27-29, 36-38 p.m. Agency: Calkins & Holden, N. Y.

Renewal Accounts

E. O. Anderson Co., Los Angeles (Shontex), on Jan. 20 for 52 weeks renewed Dreamboat on Don Lee Pacific stations Sat. 9:15-9:30 p.m. (PFT), Agency: Barlow A. Stevens Adv., Los Angeles.

Network Changes

Manhattan Soap Co., New York (sweatshirt soap), on Jan. 17 discontinued Saturday. Airs on 103 blue stations Wed. 10:30-11 p.m. Agency: Duane Jones Co., N. Y.

Coca-Cola Co. of Canada, Toronto, on Jan. 1 changed Coca-Cola Victory Parade to Coca-Cola Music Club on 21 Canadian network stations, Mon. 8-9 p.m. (delayed broadcasting on 12 stations) Thurs. 1-2 p.m. Agency: Illingworth & McCall, N. Y.


George W. Lufc Co., New York (gourmet), on Feb. 3 replaced One Man's Family on 132 NBC stations Sun. 8:30-9 p.m. with The Edna Bracken show on Sat. 8-9 p.m. Agency: Standard Brands, Inc., New York (Yeast).

Kellogg Co., Battle Creek, Mich. (Pop), on Jan. 15 resumed Superman on 173 MBS stations Mon. thru Fri. 8:15-8:30 p.m. Agency: Kenyon & Edhardt, N. Y.

Standard Brands Inc., New York (Yeast), on Feb. 4 replaced One Man's Family on 132 NBC stations Sun. 8:30 p.m. with The Eddie Bracken show and on Sat. 8-9 p.m. Agency: Standard Brands, Inc., New York (Yeast).

Capt. William C. Eddy, USN, former director of WXKIK, Balaban & Katz television station, Chicago, and electronics expert, has been promoted to that rank, as. ord to the Navy Dept. He now is commanding officer of the Naval Radio School, Chicago.

BROADCASTING  •  Broadcast Advertising

January 29, 1945  •  Page 73
Journalism Council
Formed in Chicago

A COUNCIL on radio journalism composed of five educators and five broadcasters was formed Jan. 25 in Chicago at a meeting at the LaSalle Hotel following the NAB newsmen committee meeting held the day before and which had formulated recommendations as to maintenance of the high status of radio news.

F. S. Siebert, University of Illinois, president of the American Assn. of Schools & Department of Journalism, was elected chairman of the council, Arthur Stringer, NAB director of promotion, was elected secretary, with three committees to be appointed by the chairman; 1) to draft bylaws and a charter and to incorporate the organization; 2) to study training of teachers of radio journalism and, 3) to draft a standard for university education for radio journalism.

Representing radio on the council are:

Karl Kasper, KMBC and chairman of the Kansas City committee; William Brooks, NBC, New York (unable to be present); Chicago, Illinois; Larry Keely, Chicago; attorney; and representing Mr. Brooks; E. E. Vaden,

Byr Byrne, Syracuse; Arthur Stringer, NAB director of promotion; Paul White, WOR New York, past chairman; Everett Holles, CBS New York, representing White.

Members representing educators at the council were:


Next meeting of the council is scheduled for May in New York at which time the committee to study training of teachers, headed by Mr. Charnley, will have the statement of standards, which was printed in the December issue of the Journalism Quarterly, ready for approval.

Longshoremen Aid
By MBS is Praised

RADIO'S role in combating holiday absenteeism among longshoremen at the Philadelphia port of embarkation during Christmas week, has been commended by Col. Alex. B. MacNabb, Transportation Corps, port commander, in a letter to Frank Singiser, Mutual commentator. In a network broadcast from WIP Philadelphia, Dec. 30, Mr. Singiser described how a battalion of troops had to be called out to load the ships. He praised Col. MacNabb, who reminded listeners that “war takes no holiday.” Within five days some 200 were reported to have filed applications for work, said to be the largest number of new men since last April, and within a week 3000 of the openings for civilians were filled.

Assistance rendered by Mr. Singiser and Mutual in reporting accurate, effective facts on the situation “was of inestimable aid in getting the absentee longshoremen back to work,” Col. MacNabb wrote Jan. 9. When the facts were called to the attention through the broadcast "an improvement was noted, and the situation very soon returned to normal” he stated.

Raiden Describes
Listening on Ship

With a record for lightning fast promotions, Lt. Wally Raiden, USN, ex-radio man, recently returned from the Philippines where the ship he was commanding went down in the invasion of Ormoc. Lt. Raiden was an announce-producer with KFAC Los Angeles, and also - writer-producer with KFWB KNX KFI KJJ, all of Los Angeles, before joining the Navy.

In April 1941, Wally Raiden enlisted as an apprentice seaman. Step-by-step he was promoted to chief quartermaster, then in March 1943 was commissioned an ensign after hospitalization for a shoulder injury received when his ship was torpedoed near New Guinea. August, he was spot-promoted to full lieutenant upon becoming commanding officer of an LSM, holding that command until his ship was lost Dec. 7 in the Philippines.

He related in a recent interview that radio listening aboard his ship is usually arranged by means of a central receiver and loud speaker systems. “Our most reliable stations were the Armed Forces Radio Service shortwave stations on the West Coast, beamed to the Pacific,” he said. “Though at times, the signal was weak, we could hear Stateside stations. Through a freak wave, we got KNX very clearly one night just off New Guinea.

When the ship was within transmission range of the AFRS stations on the islands throughout the Pacific, we listened to their programs and really enjoyed them.”

Now on a 30-day leave, Lt. Raiden has not yet received his next assignment. After the war, he plans to go back to radio, specializing in television. Just before enlisting, he was in films, with Warner Bros. and Paramount. His last position at Paramount was assistant to Eugene Zukor.

Court Dismisses Claims
For Show Ownership

COURT actions filed by Verl K. Thompson KSFO-KELO Sioux Falls, S. D., program manager and Harold Gingrich, former time salesman there, claiming partial ownership of the idea for which they were regularly dismissed, Circuit Judge Lucius J. Wall indicated in a memorandum.

Formal decision on the case which is against Joe Floyd, operator of the Hollywood theatre and his business associates, Clifford Gil was to be announced today. An appeal may be filed with the state supreme court.

New Type Radar Tower

AMONG the new types of masts and towers from 20 to 500 ft. in height which the Harco Construction Co., Elizabeth, N. J., has developed is the “Eastern King”, which is described as particularly adaptable to radar and such applications as may require 500 or more pounds of top loading on an X and Y platform.

For the 14th consecutive year, CBS will cover major indoor track meets starting Feb. 3 with the Army-Navy relay race from the Millrose games at Madison Square Garden, New York. Ted Husing and Jimmy Dolan will handle the meets.

The School of
Radio Technique

America's Oldest School Devoted Exclusively to Radio Broadcasting

Spring Term
Feb. 5

Day & Evening Courses

Taught by Network Professionals, for Beginners & Advanced Students alike.

- Announcing
- Station Routine
- Newsreading
- Acting
- Continuity Writing
- Distance Communication
- Voice Co-Ed. Moderate rates. Inquiries Call of Write for booklet.

Veterans eligible. If qualified

R.K.G. Building, Radio City, New York
CIRCLE 7-0193

Broadcasting • Broadcast Advertising

Wanted to Purchase

Local Channel Radio Station
East of Mississippi

Letters held in confidence
Box 185, 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 equipment — nothing outlaw.

Box 145, BROADCASTING

The 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

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Help Wanted

Copywriter—Young man with several years experience, capable of writing salable commercial copy. Must have ambition and ability. Position open under circumstances of 1,000 watt midwest national network station. Box 292, BROADCASTING.

Operator-announcer. First class radio-telephone license. Rank engineer, television-announcing and commercial announcing. For regular position at NBC station in western city of 25,000. Good post-war future. Box 922, BROADCASTING.

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

Wanted for 5000 watt southwestern network station. Two thoroughly experienced, versatile, capable announcers. Must be capable of top-flight production in both commercial and sustaining forms, capable of anchoring news bulletins, and capable of anchoring children. Interview at owner's convenience. Box 160, BROADCASTING.

Television maintenance engineer. Essential industry. Large broadcasting company in New York City. Excellent opportunities. Send complete details. Box 116, BROADCASTING.

Chief engineer, manager, or combination. Thoroughly experienced and capable. Classified 4A. Box 156, BROADCASTING.

Florida east coast station has opening. First class engineer with complete knowledge of television broadcasting and transmission. Must be capable of handling all phases of television work. Position on salary basis. Box 121, BROADCASTING.

Chief engineer, 5 kw. in midwest metropolitan market. Network affiliate. Thoroughly experienced and capable of operating and maintaining, recording, with excellent ability. Position on salary. Present earnings $1500. New and previous experience, draft status, age, references and salary expected. Enclose late photos. Address Box 92, BROADCASTING.

Transmission engineer. Experienced, dependable, capable of handling all phases of television work. Location in southeastern part of country. Must be capable of developing into program director and operating and maintaining, efficiency. Positions available. Box 175, BROADCASTING.

Announcer-program director—250 watt NABC affiliate in south has opening for top-notch announcer capable of developing into program director and operating and maintaining, efficiently. Box 168, BROADCASTING.

Dependable versatile announcer with references needed for permanent position. Southwestern city 150,000. News, commercials, spot and network. Box 187, BROADCASTING.

Continuity director needed WGL, Fort Wayne, Indiana, recently acquired by Fernworth Television and Radio Corp., minimum five years experience, does not need to be in present position. Box 209, BROADCASTING.

KFWN, Las Vegas. Young man with first class license, medical discharge or other special abilities, who wants to build all-round experience. You can get permanent position if you prove yourself. Box 184, BROADCASTING.

KFUN, Fort Wayne. Excellent positions open for electrical, electronic technicians, first, second, third class license holders. Position on salary basis. Present earnings $1000. New and previous experience, draft status, age, references and salary expected. Enclose late photos. Address Box 121, BROADCASTING.

Television network station wants announcer to handle evening shift, 40 hour week. No control position. Position available around Christmas. Box 173, BROADCASTING.

KGPW, Kearney, Neb., wants first class engineer with minimum announcing, excellent ability for short nights. Also experienced ambitious salesman. Immediate placement, permanent. Send details immediately.

Wanted—First class transmission engineer for station 30 miles from Pittsburgh. Must be experienced and dependable. Salary $2500 per year. Box 185, BROADCASTING.

Situations Wanted

Announcer—woman, 5 years staff announcing experience on 5 kw network affiliation. Excellent voice, women's box 66, BROADCASTING.

Chief engineer—Radio broadcasting, commercial, network. Ten years experience, specialist audio facilities. References, Box 121, BROADCASTING.

Program director and capable announcer wanted for 10 kw network station. No experience necessary. Prefer person interested in television work. Box 184, BROADCASTING.

Veteran—ten years radio, four broadcasting and commercial. Desire permanent position, transmitter, Marion, first class, year midwest or west. Make offer, Box 186, BROADCASTING.

Announcer-newsman—Young, married, draft deferred. No bad habits, not a drinker. Excellent voice. Former chief announcer, now news editor of 5 kw station, seeks position at major Chicago station. No duration jobs, must be permanent in position. Box 136, BROADCASTING.

Program-Production Director—14 years experience, network, local, commercial, dependable, capable, family man. Will consider permanent position or offer. All correspondence to Principal: BOX 114, BROADCASTING.

Situation WANTED—Commercial station. Considerable experience in all phases of network operation, advertising, personnel, maintenance, engineering. Interview at owner's convenience. Box 160, BROADCASTING.

Salesman—Commercial manager, 15 years radio, network-experience. Looking for permanent connection. Could direct station and handle sales. Box 161, BROADCASTING.


WANTED—Six years experience sports, news, platters. Will answer night shift sports in established midwest station. Veteran. License. Box 168, BROADCASTING.

Wanted with third class license. Excellent voice. Desires west coast position. Box 189, BROADCASTING.

Wanted 21st Floor, WGL, Chicago, Illinois. Box 69.

Honorably discharged veteran desires permanent connection congenial surroundings. Desires position with program director or chief announcer. Must be permanent. Box 174, BROADCASTING.

Feminine commentator, announcer, actor. Sincere, mellow, persuasive voice. Fifty thousand watt outlet wanted. Give complete particulars. Box 165, BROADCASTING.

Writer—6 years experience with important stations. Can turn out volume of quality material from commercials to dramatic shows. Excellent drafts. Draft exempt. Box 173, BROADCASTING.

Program manager available. Can deliver second, third and first class programs. Has ability to write and produce them. Know music, costume, etc. Write to announce position. Full age, Box 174, BROADCASTING.

Newscaster available. If you're interested in a good position, send your resume, command attention and build listeners, write to me for my introduction. Box 179, BROADCASTING.

Newspaper, if you can find one. Will work in a small town. Box 180, BROADCASTING.

Construction Manager. Earnings around $1500. Permanent or part time. Will take vacation if necessary. Box 181, BROADCASTING.

Production assistant, 15 years entertainment field experience, presently in radio. Deferred, university graduate, seeks top opportunity. Box 180, BROADCASTING.

Three class operator. Woman experienced in both recording, production and sustaining. Thorougly capable, dependable and personable. Desires position at small station at modest salary. State all facts. Box 182, BROADCASTING.


Pay will cash for coils and/or condensers. State quantity and condition of any available and price wanted. Box 97, BROADCASTING.

Wanted—6 kw transmitter, three 500 foot towers, phasing equipment, and phasm monitors. Give specifications and price in reply. Box 106, BROADCASTING.

Wanted to buy—250 watt broadcasting station, now in operation. Station location, price and terms of sale. Box 114, BROADCASTING.

Wanted—250 watt broadcasting equipment, transmitter, audio input and measuring equipment, also tower approximately 180 feet. Box 129, BROADCASTING.

Wanted to buy—Your auxiliary 5 kilowatt transmitter, also frequency monitor. Box 129, BROADCASTING.

Wanted to buy—32 kkw transmitter, 5 single-kilowatt transmitters, 2 commercial-frequency limiters. Transmitter, 100,000 feet of No. 8 or 10 copper cable. Present transmitting equipment, and any miscellaneous equipment you may have for cash. Box 140, BROADCASTING.

Wanted to buy—Station—25A Foster frequency control unit or equivalent. Box 180, BROADCASTING.

Wanted to buy—Party fully qualified, financially and otherwise, will buy going 1 to 250 kw station in midwest. Will pay 100,000 or more population. Purchasers will identify themselves to responsible third party. Box 186, BROADCASTING.

For Sale

For sale—New 250 watt radio transmitter. Commercial equipment. Box 156, BROADCASTING. For no purchase of FCC approval. No priority needed. Immediate delivery. Contact Mr. Beverly B. Ballard, 588 A St., Yuba City, Calif.

For sale—General radio 583-B frequency monitor. Excellent condition. Make offer price. FCC, if desirable, may permit wartime use. Lacks two milliammeters. Offered as is. KALE, Portland, Ore.

Miscellaneous

Wanted—1000 watt transmitter or 1000 watt amplifier for 816 B or 816 B type transmitter. Box 149, BROADCASTING.

STATION MANAGER SEEKING NEW AFFILIATION

Thorough background in all phases station and regional network organization and operation. 7 years as successful station manager.

Now assistant to Vice-President-General Manager of 50,000 watt station.

For personal interview wire or write

BOX 176 BROADCASTING

January 29, 1945  •  Page 75
APPLICATION of 1000 w WFCI Pawtucket, R. I. for 50,000 w on an existing clear channel, which had been specified to the commanding officer at the Quonset Point U. S. Naval Air Station as contributing to the war effort, was torpedoed last week by Vice-Admiral F. J. Horne, Vice-Chief of Naval Operations.

WFCI, now operating on 1420 kc, had applied for 50 kw on 1200 kc, basing its application mainly on a written appeal by Capt. W. S. Hullfish, USN, supply officer at the Air Station, that approval by the FCC be "undelayed and favorable.

Writing to T. J. Slowie, secretary, FCC, Nov. 24, Capt. Hullfish said: "Immediate advantage would be realized on two fronts: An air navigation, operational and training, and in the acceleration of confidential research of high military importance, were Radio Station WFCI enabled to install new equipment and broadcast at the indicated increased power."

Before hearings on the application could be held, however, the FCC received (Jan. 17) a letter from Adm. Horne, which stated in part: "The Commission is hereby advised that the Dept. of the Navy considers the change in the operation of Radio Station WFCI proposed in (the application) will not materially assist in the conduct of the war. The Commission, therefore, requested to give no weight to statements to that effect made by or on behalf of the applicant in connection with the Commission's consideration of the application."

Filed with the application, as an exhibit, was an agreement, drawn in the form of a letter from Capt. Hullfish to Frank F. Cook, treasurer of the Pawtucket Broadcasting Co., licensee of WFCI, and countersigned by Mr. Cook and Howard W. Thornbery, president.

Agreement

The agreement specified that for the consideration of $1 to be paid the Pawtucket Broadcasting Co. by the United States Government, the principals of the Company would agree to:

1. Increase the station's power.
2. Operate the transmitter on a fixed beam.
3. Install an intermittent signaling device to be furnished by the Government and to be operated whenever regular scheduled programs were not being broadcast.
4. Provide competent technicians.

A gain specified in the agreement was an unincorporated business to be "The agreement ... had not been submitted to the Navy Dept. prior to its execution, and was in line with the policy of the department to abstain from making recommendations to other governmental authorities relating to the granting of licenses and priorities."

According to a notation on Capt. Hullfish's letter of Nov. 24 to Mr. Slowie, a copy was forwarded to "Radio Material Liaison Officer, 1st Naval District—Att. L. W. P. Oury."

Condr. Oury, before being commissioned in the Naval Reserve in June, 1942, was general manager of WFCI. He, with Mr. Thornbery and Mr. Cook, present managers of the station, were original applicants of the outlet. Condr. Oury, now stationed at the Quonset Point Naval Air Station, the Navy Dept. reports.

The WFCI application noted that, if granted, its 50 kw equipment would be designed to eliminate interference with WOAI San Antonio, operating now with 50 kw on 1200 kc as a Class I-A station. Only station entering objection to the application, however, before the Navy Dept. stepped in was WLIB Brooklyn.

GE Appoints Two

L. R. O'BRIEN, former director of sales of the Ken-Rad Tube & Lamp Corp., the electronic tube division of which was recently acquired by General Electric Co., has been appointed sales manager of equipment tubes by GE. R. W. Metzner, former Ken-Rad Lamp division sales manager, has been appointed GE as sales manager of replacement receiver tubes. Both will be responsible for the sales of KenRad and GE brand tubes. Mr. O'Brien will remain in Chicago while Mr. Metzner will now headquarter in Schenectady.

"Salutes" Continue

CONTINUATION of the sponsorable Treasury Salute transcribed dramatic series on a three-week basis until the Seventh War Loan Drive is expected to be held May or early June has been announced by Thomas H. Lane, director of radio, press and publicity activities of the Treasury War Finance Division. One factor for the continuation, according to Mr. Lane, is results of NAB and Treasury surveys made following the Sixth War Loan which show that 756 stations currently are scheduling the program in favorable spots. Another factor is the large number of unsolicited requests for continuation of the Salutes.

LAROCHE EXPLAINS STAND ON GAILMOR

THE Blue Network last Wednesday brought to a close its investigation of charges brought against William Galmor's commentary on WJZ, New York outlet of the Blue, with a vindicating statement by Chester J. Laroche, Blue vice-chairman. Galmor, it is said, did not attempt removal of the program from the air. Charges were brought up in a letter to the inspector by columnist Westbrook Pegler to the effect that Mr. Galmor was pro-Communist, morally unfit to be a news commentator and that Electronics Corp. of America, New York, the sponsor, was purchasing radio time to advance the political philosophy of its president, S. J. Novick, who is also associated with Radio Foundation, new FM project.

Blue announcement was followed by an expression of appreciation from Mr. Novick for the Blue's comprehensive action on the investigation which "confirms and underscores the sole purpose of our program—advertising the company, building goodwill and creating a market for ECA radios in the post-war era."

ECA last week appointed Ray-Hirsch Co., New York, as its agent. It is considering an expansion of its radio advertising to include additional local news programs, it has learned. Company and its former agency, Shappe-Willkes, New York, parted several weeks ago.

SENATE BILL CURBS LISTENING DEVICES

THERE'LL BE no promiscuous use of any listening device to which the human voice may be heard at distances as great as 3/4 miles if Sen. William Langer (R. S. D.) has his way. He introduced a bill (S-376) last week making it unlawful to "own, possess, or use in connection with" any such device unless it is registered with and licensed by the Attorney General.

Sen. Langer told Broadcasters there is such a device in existence—one by which, without wires or transmitters, human voices can be heard some distance. He declined to comment further but as said: "I will be willing to tell all at hearings."

Sen. Langer said he would press for public hearings before a subcommittee of the Judiciary Committee, to which the bill was referred. The Judiciary Committee had not designated the Subcommittee on Broadcast ing went to press.

Some months ago Drew Pearson Blue commentator who has been listening to various local, state and Representatives from time to time, mentioned the existence of this device to his syndicated newspaper column. FCC engineer didn't hear of it. Sen. Langer's bill provides heavy penalties for unlicensed use of the "listening device," with the fine ranging to $50,000 or imprisonment of not more than five years, or both.

Disclosure publicly of any information gathered by the device would be just as criminal, under the Langer bill, as operating one without a license.

KQW, KSFO Bids Denied By FCC in Duel for 740 DENIAL without prejudice was ordered by the FCC of petitions filed Jan. 13 by KQW and KSFO San Francisco for reinstatement and reconsideration of applications for frequency 740 kc with 50,000 w. Chairman Porter did not participate.

The petitions sought consideration of FFC-WPB report of policy of Jan. 26, 1944 on use of critical materials for construction. Both applications previously had been denied April 13, 1943, under the original freeze order of April 27, 1942.

CBS San Francisco key, KQW has been regularly licensed on 740 kc with 5,000 w since the denial of its application in 1943.

In February 1940 KSFO applied for assignment of 50,000 w on 740 kc and in November of that year KQW filed a similar application.

KO A Stock Show

COVERAGE of the National Western Stock Show Jan. 13 through 21 by KO A Denver included daily programs and features direct from the Yards stadium in addition to numerous special studio programs devoted specifically to the show. Interviews with livestock exhibitors, farmers and farm leaders. Resume of preceding day's events was presented daily by Hal Regling, director of the KQ A agriculture department on his Mr. Farmer program.

"Lifedrawnow, the Sponsor Doesn't Give a Damn What YOUR Name Spells Backwards!"
This Advertiser Helped Establish the WOMAN'S MARKET!

In 1879, the first Lydia E. Pinkham newspaper advertisement appeared. That was the beginning of a new era in which, for the first time, advertising was aimed directly at women as a distinct buying group. Today, more than 70% of all advertising is directed to women, and woman has become the recognized "purchasing agent" for the family.

In the DISTRIBUTION DECADE

Advertising Must Establish Many New Markets!

TODAY, America is in the Production Era. Our single purpose is to produce more goods with which to win the war.

Tomorrow, after Victory, new problems will present themselves. Our vast reserve of manpower will have to be put to peacetime work. Our huge reservoir of private capital will have to be tapped for profitable conversion. Our tremendous facilities for production will have to be switched over to the manufacture of consumer goods.

And the main burden of this gigantic Peacetime task will fall on America's Advertising Man.

For the coming age will be the Distribution Decade. To pace production and maintain prosperity, the world's highest standard of living must be raised to even higher pinnacles.

Alert agency men are intensively applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is The Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

THE NATION'S MOST MERCHANDISE-ABLE STATION
Microscopes are gunsights in Medicine's tireless battle against bacteria.

Optical microscopes, however, were not powerful enough to “draw an accurate bead” on the deadly virus that caused influenza.

But today, medical men have seen what no optical microscope could bring into focus—the infinitesimal influenza virus that had formerly lain craftily camouflaged among larger cells.

This revelation came about through the Electron Microscope, developed by scientists at RCA Laboratories. And now, having been seen, the scourge of influenza may be forced to unconditional surrender, saving the lives of thousands of people each year.

Here is but one facet of the genius shown by scientists behind RCA research... the “ever-onward” research that saves lives or creates a better radio with equal skill... the “there-when-you-need-it” research that gave super-secret electronic equipment to the United Nations... the “way-ahead” research that goes into everything made by RCA.

When you buy an RCA radio or phonograph or television set or any RCA product, you get a great satisfaction... enjoy a unique pride of ownership in knowing that you possess the finest instrument of its kind that science has yet achieved.

They saw what human eyes had never seen before!

Drs. Arthur W. Vance and James Hillier, scientists at RCA Laboratories, with Mr. E. W. Engstrom, Research Director (standing), examine the RCA Electron Microscope that has a useful magnification of 100,000 diameters or more, thus revealing hitherto unseen worlds.