Anyone who listens to WOR's Martha Deane knows what one great woman's program conductor thinks of vital programming and how to handle it on the air.

Nobody is more acutely aware of this than the approximately 500,000 women who each weekday afternoon at 3:00 dial her diligently and listen devotedly to what she has to say.

The aliveness of the WOR Martha Deane program is the reflection of a distinct personality, and a method of programming that has long made WOR the provocative and action-arousing station that it is. Advertisers who use the Martha Deane show share in this vitality and the results they obtain are accordingly more effectual.*

If you're an agencyman or a sponsor with a show problem on your mind, why not call WOR today? Our gifted showmen, who are also skilled salesmen, have a proven record for producing the kinds of shows that make advertising on WOR more productive, and thus reduce a low first cost.

* We can supply you with masses of facts to prove this.
What a Microphone is FOR

AT WLS, where we live and work as “One of the family in Midwest America,” our constant endeavor is to use our microphones, our 50,000 watts of power, our 890 frequency for the greatest service to all the people of Midwest America, whether they live on farm, in town, or city.

During the twenty-one years we have served these interests, this conception has meant different things at different times. Today, our fundamental purpose is to further the war effort. At the left is an accounting of our stewardship for 1944, a report on the activities which best picture what we believe WLS microphones are for.

### The Score in '44

(On a half-time station doing a full-time job)

This table summarizes service to the causes named and does not include the hours of pure entertainment dedicated to Midwest America.

<table>
<thead>
<tr>
<th>Category</th>
<th>Time</th>
<th>Speakers</th>
<th>Programs</th>
<th>Announcements</th>
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</thead>
<tbody>
<tr>
<td><strong>For the War</strong></td>
<td>670 hours</td>
<td>1,165</td>
<td>1,274</td>
<td>3,826</td>
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<tr>
<td><strong>For Agriculture</strong></td>
<td>662 hours</td>
<td>647</td>
<td>2,171</td>
<td>322</td>
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<td><strong>For Religion</strong></td>
<td>191 hours</td>
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<td><strong>For Education</strong></td>
<td>36 hours</td>
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<tr>
<td><strong>For the Women</strong></td>
<td>223 hours</td>
<td>200</td>
<td>596</td>
<td></td>
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<tr>
<td><strong>Other Service</strong></td>
<td>79 hours</td>
<td>137</td>
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<td><strong>Total Time</strong></td>
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<td><strong>Total Programs</strong></td>
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</table>

**Plus 788 hours of news**

---

**Represented by**

John Blair & Company

---

**The Prairie Farmer Station**

Burridge D. Butler
President
Glenn Snyder
Manager

---


---

**Wls 890 Kilocycles 50,000 Watts Blue Network**
Under the ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an ever increasing circle of listeners through an intimate knowledge of the life, habits and desires of the residents of the Philadelphia area.

In Philadelphia—it’s WPEN
Your showmanship is commendable, Snodgrass—but you’re causing a heluva draft!
is WBBM showmanship?

Ask radio advertisers if WBBM showmanship sells merchandise:
• For 20 straight years they have come back to WBBM with most of their business. • No Chicago station has equalled WBBM in total sponsored time in any year since 1924. WBBM showmanship is the kind that sells!

WBBM
COLUMBIA OWNED
50,000 WATTS • 780 kc
CHICAGO'S Showmanship STATION

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Dear Mr. Gray:

We have just completed our conference with our Advertising Agency, as well as the General Manager, and in our budget we have recommended a continuance of news period on KOIL, which we have had since January 1, 1943.

We feel that KOIL has done a grand job in filling our requirements and we are sure that success will continue.

Yours very truly,

W. J. Barber,
Assistant General Manager,
Metropolitan Utilities Dist.

Results Talk!
In Omaha KOIL is the Choice for Results!

KOIL
Gordon Gray, General Manager
5000 Watts...1290 Kilocycles

Represented by Edward Petry Co., Inc.
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.

"DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY"
The conservative, substantial "heart of New England," where America has its roots, is best reached by station WKNE, Keene, New Hampshire. Here is a solid sound market of 100,000 radio homes (more or less) in the three states which are the foundation and balance of many industries—where severe economic fluctuations are rarely felt—where customer acceptance can be won and, once won, will be held.

No Other Station Like This One

WKNE stands as a "freak" among stations—literally in a class by itself. Because of the scarcity of large newspapers in its region, it has of necessity become a regional rather than a "city" station, and has assumed public obligation usually spread over many media.

People in this region must depend on radio, for news and for advertising, to an extent not known elsewhere in Eastern America. One advertiser after another has made this discovery, with the result that WKNE's national spot sales have increased (believe it or not) over 1000%.

Under these exceptional circumstances WKNE, giving a perfect and efficient regional service, attracts local business from 30 separate markets.

WKNE is the one logical medium to cover the upper Connecticut River Valley. Without WKNE you can't cover New England completely. It's a must.

Representatives: Headley-Reed Company, Boston—Bertha Bannon

Station WKNE, Keene, N. H. • Associated with WSYR, WTRY, WELI
50,000 WATTS

TOP NBC PROGRAMS

COVERAGE (COLORADO AND PARTS OF ADJOINING STATES)

LISTENER LOYALTY 69%* LISTENER LOYALTY 69%* LISTENER

DEALER PREFERENCE 68.8%** DEALER PREFERENCE 68.8%**

SALES RESULTS

TOP NBC PROGRAMS

COVERAGE (COLORADO AND PARTS OF ADJOINING STATES)

LISTENER LOYALTY 69%* LISTENER LOYALTY 69%* LISTENER

DEALER PREFERENCE 68.8%** DEALER PREFERENCE 68.8%**

SALES RESULTS

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SALES RESULTS
At Deadline


BROADCAST MUSIC Inc., starting April 1, will require a minimum license fee of $40 from every hotel using BMI music. Payment will be made on the basis of 1% of the total annual payroll costs on the first $40,000.

ESQUIRE Inc., Chicago, has extended its Coronet Storyteller 6 times weekly to the full Blue Network. Agency is Schwimmer & Scott, Chicago.

WITH the resignation of Gen. Charles G. Dawes from both the RCA and NBC Boards of Directors, Niles Trammell, NBC president, was elected to the former post; Frank Folsom, RCA vice-president, to the latter.

EARLY action on the Vandenberg Bill (S-63) to prohibit Petrillo interference with the broadcast of noncommercial cultural or educational programs will be sought in the House, Rep. Dondero (R-Mich.) announced last Friday. The bill passed the Senate last Thursday.

EFFERVESCENT Evelyn Ruth Vanderploeg is one of Chicago's most popular homesbyers, buying time for Schwimmer & Scott, advertising agency.

Van, as Miss Vanderploeg is called by her friends, was born in South Haven, Michigan, but reared in Chicago. She attended Northwestern U. at Evanston, Ill., where she majored in journalism.

Her first job was secretary to Jesse F. Matteson, president of Matteson-Fogarty Jordan Co. (now Fogarty & Jordan) advertising agency where she did research work, helping Harold Weiler, the agency's radio director. One of her first assignments was to work with him on the Pabst Blue Ribbon Malt program starring the late Van Bernie. She helped write the beer commercials as well as the script.

Due to inter-office changes, Van was transferred, along with two-thirds of the staff, to another organization called Morris-Windmuller-Enzinger, where she helped write and produce the Story Behind the Song.

Two years later Van joined L. D. Wertheimer Inc., where her duties varied from writing publicity for Roquefort Cheese to making personal appearances with Irene Castle, a client, and handling the publicity for the hats Miss Castle was making. Agency was absorbed by Buchanan & Co.

Late in 1942 Van left Buchanan & Co. to join the radio department of McCann-Erickson in Minneapolis. Approximately $700,000 in radio advertising was placed out of that office under the Vanderploeg banner. In January 1942 she was transferred to the Chicago office, where she wrote a one-minute commercial transcription for Standard Oil and assisted in the production of two quarter-hour programs.

On Aug. 1, 1944, Van assumed her present position with Schwimmer & Scott. Miss Vanderploeg is responsible for approximately $3,000,000 worth of business. She handles the following accounts: Schutter Candy, Coronet Magazine, Sealy Mattress, Wurlitzer Co., Hirsch Clothing, Walgreen Drugs and Fox DeLuxe.

Blue-eyed and blond, Van avers that people are her hobby because she feels that she can learn so much from others.

Van has been collecting dolls for the past 15 years. History books comprise her favorite reading matter. She is an excellent golfer and maintains she is "good enough so that men will play golf with me."

She is a member of Phi Mu, Alpha Delta Theta and the Chicago Radio Management Club.

I. M. Lippel has an unusually fine product in his paste cleaner called PORCE. He wanted distribution in Washington.

In one day he had distribution in the kind of stores he wanted. The only advertising he planned was on WWDC.

That was enough for stores like Peoples Hardware Stores, Peoples Drug Stores, S. Konn & Son and Palais Royal.

Yes... WWDC is the sales result station. Local advertisers can prove it; national advertisers are learning it.

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

Represented nationally by WEED & COMPANY
"Please, Miss Love, I'm trying to keep my mind on what F&P is saying!"

- Long years before we even became radio-station representatives, we used to hate the kind of "salesmen" whose sales approach was Lookit, you're in the Goat World, so why can't you use the Goat Herald, too?

Hence to this day we try to have something to say when you give us your time. If we ever slip up on that, we hope you'll have something to say!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
NAB Parleys Continue; Some May Be Split

Attendance Is Cut, Conforming to U. S. Order

DISTRICT meetings remaining on the NAB itinerary will be held, but in compliance with the Jan. 5 order of War Mobilization Director Byrnes limiting them to an attendance of 50 persons, were not to be held in the late spring. The NAB convention usually has an attendance of more than 1,000. "In the matter of district meetings, on which the NAB is currently engaged, only those will be held which conform in all respects to the Government request. These, few in number, and bringing only a handful of broadcasters from out of town, will be scheduled only because in the opinion of the NAB they are absolutely essential in helping all broadcasting stations to consider and execute their 1945 plans for the furtherance of the war effort of the Government and its various departments, to the end that the war may be brought to a speedy and victorious conclusion." With this objective in mind, this 25th anniversary year of American broadcasting is dedicated to Victory.

Col. Johnson, clarifying Byrnes' order, said that thus far 222 applications for conventions in excess of 50 had been considered by his Committee and all but two rejected. The two approved were for a Red

District 14 Signers Boost BMB to 191

Contracts Made by 75% At Salt Lake City NAB Meet

SUBSCRIBERS to the new Broadcast Measurement Bureau on Feb. 1, midway through the sixth NAB district meeting in Salt Lake City, numbered 191 with stations continuing to send representatives to the Kansas City meeting. A 12th District session may be scheduled later.

Meanwhile, Mr. Ryan asked all district directors to notify their respective member stations that only one representative from each outlet should be sent to the parleys.

Advance registration by telegram and letter will be attempted in each District. Mr. Ryan said, with controls exercised to keep the list within Mr. Byrnes' order.

Meanwhile there appeared to be a conflict between the NAB's interpretation of the order and the understanding held by Col. Johnson. The former, in its latest weekly report to member stations, states: "... it is significant that a study of the attendance at the five meetings thus far held discloses that not as many or as fast from outside the community in which the meeting was held has been in attendance." Col. Johnson states clearly that it draws attention to Salt Lake City, future district meetings will be attended only by members of the NAB Washington office: Mr. Ryan or C. E. Arney Jr., secretary-treasurer, and Mr. Avery, Hugh Feltis, president of the Broadcast Measurement Bureau, will continue with the group. NAB Washington representatives dropped from the schedule include Robert T. Bartley and John Morgan Davis, general counsel.

In meetings held to date, NAB stations represented and total registration has been: Memphis (6th District) 35 stations, 83 registered; Dallas (13th District) 48 stations, 57 registered; Los Angeles (16th District) 22 stations, 94 registered; San Francisco (15th District) 21 stations, 81 registered; Portland (17th District) 37 stations, 150 registered.

May Split Others

In districts now on the schedule which have an NAB station membership exceeding 50, Mr. Ryan suggested that meetings might be split up to hold down registration and reduce the distance each delegate will be required to travel.

Mr. Ryan's statement in full: "In compliance with the expressed wishes of the Government to limit the amount of travel, and to avoid any conventions or meetings which would bring together from outside the city in which the meeting is scheduled more than 50 persons, the National Assn. of Broadcasters has cancelled its annual convention, which would normally be held in the late spring. The NAB convention usually has an attendance of more than 1,000. "In the matter of district meetings, on which the NAB is currently engaged, only those will be held which conform in all respects to the Government request. These, few in number, and bringing only a handful of broadcasters from out of town, will be scheduled only because in the opinion of the NAB they are absolutely essential in helping all broadcasting stations to consider and execute their 1945 plans for the furtherance of the war effort of the Government and its various departments, to the end that the war may be brought to a speedy and victorious conclusion." With this objective in mind, this 25th anniversary year of American broadcasting is dedicated to Victory."

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(Continued on page 88)
FIRST STOP on the FCC's inspection of military radio installations on its transcontinental tour was made Jan. 27 at Orlando, Fla. The air trip will carry the FCC group to the Pacific Coast with the return to Washington scheduled Feb. 6. Shown here at the AAF Tactical Center, Orlando, are (1 to r): Col. Frank W. Wozencraft, communications officer, Joint Chiefs of Staff; Commissioner Norman S. Case; Lt. Col. J. Elroy McCaw, executive assistant to Brig. Gen. H. M. McClelland, communications officer, AAF; Commissioner Paul A. Walker; Commissioner E. K. Jett; Commissioner Ray C. Wakefield; Chairman Paul A. Porter; Maj. Gen. Edwin C. House, commanding general, Tactical Center; General Counsel Charles R. Denny; Charles A. Ellert, technical supervisor, FCC Radio Intelligence Division; James P. Veatch, International Division, FCC; Paul Adair, FCC Chief Engineer; Gen. E. Nielsen, assistant chief, Safety & Special Services Division, FCC Engineering Dept.; George Sterling, chief, Radio Intelligence Division, FCC; and Gen. McClelland.

Network Time Sales Top 126 Million for Record

Chains Double Business Volume in Five Years; Local and Spot Income Up, FCC Reports

INCREASING 21.2% over 1943, revenues from the sale of time (before agency commissions) by the four major networks reached a new high of $126,230,491 for 1944, according to preliminary network reports announced last Wednesday by the FCC.

The FCC's preliminary tabulations, based on questionnaires sent to the networks, indicated that total major network time sales have more than doubled in the five-year period since 1939, when they aggregated $62,000,000. The 1943 total was $104,243,322, the previous record.

Local Sales Up 28%

Preliminary financial reports submitted by 569 standard broadcast stations showed nonnetwork time sales (national and regional spot) aggregating $58,665,371 in 1944, an increase of 25.9% over 1943, according to the FCC. Local time sales of the stations aggregated $61,990,623, or an increase of 28.3% over 1943, the Commission report added.

At the end of 1944, the four major networks had a total of 730 affiliated stations compared with 661 as of Dec. 31, 1943. During the year Mutual added 33 stations, to bring its total to 244; Blue added 20 affiliates, for a total of 194; CBS added 9 stations, to bring its total to 145, and NBC listed 7, making a total of 149. The number of stations shown as affiliated with each network includes stations on two or more networks.

Final figures on network time sales will be released sometime after April 1, 1945, the Commission said. Also, more comprehensive data on revenue and income of standard stations will be released later.
FM Band 46-70 Mc
Is Suggested By
Zenith Head

By BILL BAILEY

MORE THAN a crew to a compromise to the FCC allocation proposal for the 46-70 mc band was offered today (Feb. 5) by Condr. Eugene F. McDonald Jr., president of Zenith Radio Corp., Chicago, who suggested in a letter to Broadcast- ing that the FM band be placed at 46-70 mc.

Following a meeting Jan. 24 of the Radio Technical Planning Board in New York, and a session Jan. 26 of a special committee of the FM Broadcasters Assn., also in New York (Broadcasting, Jan. 29), it was learned that leading members of both organizations had tenta-tively agreed on a compromise proposal to that offered by the FCC to move up to 84-102 mc. Although 46-70 Mc as presented to the board, members were reluctant to discuss their propo-sal, it was reported that they had discussed it informally with members of the FCC.

Now United
One of the big stumbling blocks in the way of a compromise was the suspicion that the victory was the failure of various RTPB panels to get together. When Dr. C. B. Joliffe, chairman of Panel 2 on Allocations, made a final re-port to the Commission on Nov. 2, last day of the allocation hearings, he made it plain that certain differences remained to be worked out. Panels on television, FM and amateurs couldn't agree, though Panel 2 did adopt, with only one dissenting vote, a recommendation that the FM be set in the 45-50 mc band. According to speculation in Washington, both FMBI and RTPB, now unanimous, will ask the Commission, when oral argument is held, to make the following allocations:

FM - 46-70 mc
Television - 76-78 mc; six channels 75-108 mc; six channels 180-216 mc.
Amateurs - 44-46 mc; 76-78 mc. Channels 4 and 7 are the 46-70 mc band, would be earmarked for FM when and if television eventually moves "upstairs." Meantime the Commission has set oral argument for Feb. 23-24 in the Interdepartmental Auditorium, Constitution Ave., NW, between 12th and 14th Sts., Washington. Many of the allocation hearings were held in the auditorium, although the oral argument is scheduled for the Conference room, ad-joining the auditorium.

Argument will begin at 10:30 a.m. and close at 5 p.m. each of these days. With the deadline for oral arguments Jan. 31, the FCC reported that requests had been submitted by some 25 organizations and corporations, in addi-tion to those of the RTPB. Dr. W. E. Baker, RTPB chairman, has requested blanket permission for all panel chairman and committee chairmen to appear, although many of the other panel members did not take part in argument, he said.

Harry M. Plotkin, FCC assistant general counsel and chief of the litigation section who organized the allocation hearings, emphasized last week that although the dead-line for filing for oral argument had expired, all interested parties still have until Feb. 21 to file briefs, which 25 copies must be supplied.

What appeared to be a well-organized battle between the FMBI and Television, over the lower part of the spectrum from 40 mc up, will likely be brought into the open in the oral argument. The FMBI has gone on record as opposing the FCC proposed allocation, declaring that there was no foundation for moving FM to above 84 mc.

On the other hand both television interests and most of the FM old "stairway" and video proponents of "upstairs" sight-and-sound broadcasting—have commended the Commission's proposals, much to the dis-satisfaction of others above FM in television bands (Broadcasting, Jan. 22). During the allocation hearings both interests made it plain they would fight to the last vestige to catch their respective goals.

DuMont Statement Questioned
Last week, however, it was com-mended in Washington that one of the strong opposition points of the FMBI in the forthcoming oral argument will be a statement by Allen B. DuMont, president of the Allin B. DuMont Labs. and immediate past-president of Television Broadcasters Assn., who said, in part:

"Television has again been given the opportunity to work with the public's confidence resume its progress toward fullscale postwar commercialization. The channels assigned permit the design and manufacture of postwar television receivers which can be tuned to any telecasting station, plus the FM channel, as well, for day-time entertainment."

This channel, which can be tuned to any telecasting station, plus the FM channel, as well," on which opponents to the proposed allocations are reported ready to go to bat. They contend, it was said, that the television interests, sensing the delay which will be brought about in FM if the band is moved upwards, as proposed, will leave the half million FM broadcast-receivers without adequate FM service.

Meanwhile with the No. 1 television channel proposed for 44-50 mc, all FM television operators can broadcast all but two or three hours daily on sound channel only and the broadcasts can be received on regular FM sets. In that connection it was learned that inquiries have been made at the FCC with reference to the proposed operation of television stations for sound to be made at 18-30 mc alone, and two hours evening with pictures.

Inasmuch as the FCC has indi-cated it looks upon FM and television as two distinct services, it is highly likely that the Commission would permit a television station to operate on sound only for most of the day and on video (Continued on page 88)

Suggests 46-70 Bond

Why not start FM at 46 mc and extend the band upward to 70? This will give the present band enough to make room for all existing FM stations, plus a considerable number of new ones, and will prevent complete obsolescence of FM receivers at the present 46-70 mc channel. But, U. S., as compared with the 500,000 FM receivers owned by the public that would be obsolete by the change.

Says G-46 Bond

FM, be left in this portion of the spectrum, and that 30 existing FM channels be sacrificed to make room for just one additional television channel. There are fewer than 10,000 television licenses in the U. S., as compared with the 500,000 FM receivers owned by the public that would be obsolete by the change.

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Union Act Abridges Liberty--DeMille

Battle Over Assessment
By AFRA Aired By 'March of Time'

BROADENING THE issue to one of basic political freedom, Cecil B. DeMille in a three-minute cut-in from Hollywood during Feb. 7 broadcast of Blue program March of Time, presented his reasons for refusing to pay the controversial AFRA $10 assessment fee which caused his prosecution by the Union.

Mr. DeMille sought relief in Los Angeles Superior Court, with Judge Emmet Wilson, however, ruling in favor of the Union's right to levy such assessment and penalize delinquent members [BROADCASTING, Jan. 29]. Thus DeMille was deprived of his lucrative job as director-producer-m.c. of CBS Lux Radio Theatre, and the loss of his weekly program, Lux Radio Theatre: "Greetings from Hollywood, ladies and gentlemen."

Blue executives pointed out that Mr. DeMille's appearance on the program in no way violates its policies with AFRA, as he appears as a private citizen, and not an actor. AFRA will give its side of the controversy during Feb. 8 broadcast of March of Time.

Legislative Step

As Aftermath of the DeMille Controversy, Assemblyman M. Philip Davis of Los Angeles and Assemblyman Harrison W. Call of Redwood City introduced a bill in California State Legislature to protect union members in the matter of contributions to political campaigns. Bill declares it shall be unlawful for a labor organization to levy an assessment upon any of its members to cause funds to be used to participate in a political campaign, or to suspend or discriminate against such members for refusal to pay such assessment. Bill would not prohibit voluntary contributions.

Meanwhile Radio Directors Guild has initiated its campaign to demand proper designation of program contributors by the ATA. RDG is seeking the same recognition by making formal request to J. Walter Thompson Co., agency servicing Lever Bros. account. DeMille during his nine years appearance on that program has been credited as producer-director-m.c. although others have actually directed the dramatics. With DeMille off the show and Lionel Barrymore currently filling his days, RDG is seeking to have time be opportunity to get credits straight.

Hollywood Chapter of RDG in a telegram to J. Walter Thompson Co. stated, "We hope in fairness you will consider giving air credit to the director of Lux Radio Theatre, especially if you continue to give the title of producer to the host, master of ceremonies or narrator."

In taking over as guest substitute on the Jan. 29 broadcast Mr. Barrymore said, "In the absence of C. B. DeMille I am going to act as your producer of the Lux Radio Theatre." No mention was made of DeMille or his AFRA controversy. Barrymore is scheduled to appear on the program again tonight, with other guest producers on subsequent broadcasts until De Mille's appeal of a Superior Court decision upholding the union assessment is settled. De Mille when barred from the air stated he planned to file his fight to the Supreme Court if necessary. His next appeal will be to the Appellate Court. Union assessment was to fight the right-to-work proposition in California State ballot.

Lawrence Tibbett, president of AFRA, said, "AFRA is out to establish the principle that any protective organization is threatened by proposed legislation that its members have the right to assess themselves by majority vote for the education of voters as to what issues are involved." Charging DeMille with distorting the issue, Mr. Tibbett pointed out that "all of AFRA's contracts in California, assuring fair wages and working conditions to thousands of radio artists working in that State, were threatened by the proposed Proposition 12, defeated in the 1944 elections."

Radio Brings Gladness to U.S.
With Word of Bataan's Heroes

Radio played humanitarian throughout America as the thrilling news of Bataan's 'glory marchers,' delivered from a Luson prison camp by intrepid American Rangers and Filipinos guerrillas, was announced by the world last week by Gen. MacArthur.

Names of the rescued moved on regular leased wire services at 9:34 a.m. (EWT) Thursday. Radio wires carried them later. As the lists poured into station newsmen, they were read on the air -- and many stations asked listeners to "call us if we can help you confirm relationship to any of the men who have been freed."

Want to Stay

Results were immediate. In a two-day period in Washington, for example, WRC assigned six people to handle over 1500 telephone calls. Four persons were told the good news by the WRC operators that their relatives were safe. The Capital's NBC outlet started soliciting appeals from listeners at 7 a.m., two hours before the names were announced. All networks reported similar activity.

One prisoner with radio connections noted among those delivered alive was Lt. Earl Baumgardner of 54 Powell Street, Yonkers, N.Y., former RCA manager in Manila. "I am floating on clouds," he told newsmen. He said he and his contacts anticipated to stay with the liberating forces until they entered Manila.

Another former radio man among those rescued was Lt. W. D. Gibson, former technical engineer with the original Voice of Freedom station on Corregidor. He, (Continued on page 68)

BROADCASTING • Broadcast Advertising

WJZ Abandons 24-Hour Schedule

Fulltime Operation Proves Too Wearing on Equipment

WJZ New York, beginning Feb. 18 will go off the air from 2 to 6 a.m., abandoning the 24-hour operations put into effect as a war emergency measure shortly after Pearl Harbor. Station had continued beyond the termination date of the emergency period several months ago, but has found round-the-clock operation is working a great hardship due to wear and tear on tubes and equipment, and lack of time to maintain and service equipment, it was said.

Disc Time Limited

Curtailment of WJZ's operating hours reduces the time not affected by its ban on transcribed programs, [BROADCASTING, Jan. 29] with only the 6-8:30 a.m. hours of the new broadcasting day open for discs after Feb. 1. Main reason behind the ban, according to John McNell, WJZ manager, is that in New York, being the heart of the talent center, there is not the need for playing a program on a disc, when it is available live.

Early-morning hours are occupied by an Allan Kent-Austen Johnson all-night, all-music program introduced in February 1942, and now heard 1 a.m.-6 a.m. with hourly news flashes the only spoken word. Program is sponsored on a package announcement basis by Pepsi-Cola Co., Prince George Hotel and K. Arashek Co., who aimed at night audiences created by wartime working conditions.

Included in the audience are an estimated 20'000 radio listeners in local plants who carry the program on their public address systems. Station will fill the 1-2 a.m. period with record session by Stan Shaw.
Sea Wall

A safety zone beyond the storm ... a haven from damage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time ... safe against the howl of sales chatter ... safe against the deluge of high pressure.

That safety zone is W-I-T-H ... the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest number of listeners at the lowest costs. If you have a sales problem in this, the 6th largest market, it will pay you to get the Baltimore facts about W-I-T-H before any budget is approved.

W-I-T-H

Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed

February 5, 1945
ANOTHER ADVERTISER BEGINS NINTH YEAR ON WSIX

SADLY CELEBRATING the 40th birthday milestone is Jack Rathbun, WCOA Pensacola manager, (aging gentleman with blonde on lap), consoled by staff members of the station. Attending the wake are (l to r, back row): June Watson, Ruth Fillingim, Winston Loyd, Bessie Reeve, Robert A. Stark, Robert Maurer, Margaret Dunaway. Front row, Mr. Rathbun, Barbara Ansbahg, Lamar Morgan. Black armbands were worn.

WPB Reverses Its Decisions On Macon, Salt Lake Stations

OVERRUDDLING its Radio & Radar Division, the War Production Board last week reversed its action on two applications for construction of radio stations which had been denied on the ground that they were not considered essential to the war effort. The applications are for a regional in Salt Lake City and a local in Macon, Ga.

Both stations had received conditional construction permits from the FCC, certifying to possession of necessary equipment, but were refused authorizations last month by WPB on the basis of general WPB War Manpower Commission policy which vetoed the need for the additional facilities in the areas concerned in view of the manpower situation. However, the WPB Construction Bureau, which reviews appeals, held that the stations will offer a service which will contribute to the war effort. It was understood also that in view of the fact that the applicants are already in possession of materials and that a relatively small amount of labor is needed the projects should not be denied.

John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, declared that the action of the Board involves no change in policy but he said he would be surprised if additional appeals are not filed, in view of last week's overrulings by the Construction Bureau. He explained that the denials were concurred in by all members of a committee which reviews applications for all construction projects having to do with radio, manufacturing and broadcasting.

The Board's action will permit the construction of the Hinckley-Hatch station in Salt Lake, a full-time 1 kw outlet on 910 kc [Broad-

CASTING, Dec. 25, Jan. 16] and WNEX Macon, 250w on 1400 kc to be built by E. M. Lowe. A second Salt Lake facility owned by the Granite District Radio Broadcasting Co., also was denied WPB authorization but proceeded under the $200 limitation which does not require approval. The station is expected to begin broadcasting this week.

Applications for construction recently were denied for two stations in Sacramento, Cal. and for stations in Petersburg, Va., and Harrisburg, Pa. An appeal has been filed by Lincoln, Neb., for one of the Sacramento outlets.

The Division has denied all applications for new stations since the middle of December but has approved two applications since then for construction of new studios for existing stations. These were for KFAB Lincoln, Neb., and WGES Chicago. However, the Construction Bureau refused to grant the authorizations.

U. S. STEEL PLANS SPRING NET SERIES

U. S. STEEL Corp., Pittsburgh, definitely plans to sponsor a network program early this spring in cooperation with the Theatre Guild Inc., New York, although unable to secure the full Sunday 10-11 p.m. period to free the full hour for U. S. Steel. Latter program was renewed for 52 weeks Jan. 4, and the network increased from 65 to 190 stations. Agency for U. S. Steel is BBDO, New York and for the Institute, Leo Burnett Co., Chicago.

THE KATZ AGENCY, INC., National Representatives
Blue and Mutual Networks

5000 WATTS
980 K.C.

Page 18 • February 5, 1943
Gene Emerald is the sort of fellow you will enjoy knowing. Listeners and advertisers alike, agree that his show and his warm personality have brought a new brand of radio to Des Moines. It's 3:30 to 5:00 each afternoon.

He has just returned from 18 months overseas with the U.S.O. Iowans feel close to Gene Emerald because he knows their people in the armed service...has entertained them, talked with them, traveled with them. Before the U.S.O. it was Supper Clubs and radio.

With the aid of Patty at the platter table, Dayse Mae's organ background for his own songs and Betty Wells to give news on the half hour, the Gene Emerald Show has "taken root" in Des Moines.

The Gene Emerald Show is representative of the intimate, close-to-the-heart programming that has won for KRNT a very real place in the lives of its listeners. Advertisers in metropolitan markets learned long ago that similar musical personality shows pay off in a big way.

Yes, NEW YORK HAS MARTIN BLOCK...WASHINGTON, D.C., HAS ARTHUR GODFREY. NOW...DES MOINES HAS "GENE EMERALD."

Some quarter-hours and announcements in the Gene Emerald Show are still available...but you'd better hurry. Others are already getting the same idea. Call your nearest Katz Agency Office right away.
Intricate problems in electronic munitions making, requiring advanced radio engineering, find ready solution at International Detrola, where the quick questions are: how well?
—how exacting?—how swiftly can we build it? Trainloads of first-quality equipment sent to our troops afield echo the answers. The day is coming when these war-tested talents will provide the very finest in Detrola-built Radio Receivers . . . Television Receivers . . . Automatic Record Changers, and other electronic instruments.

BUY MORE WAR BONDS
CANADIANS UPHOLD 'THRILLERS'

No Complaints on Delinquency Angle, Stations Report to CBC Board

CANADIAN stations have had no specific complaints that "horror" or "thriller" type programs have led to juvenile delinquency, the Board of Governors of the CBC was informed at Ottawa on Jan. 20 by Joseph Sedgwick, counsel for the Canadian Association of Broadcasters. The results of a CAB survey of member stations showed that no welfare officer or juvenile court judge contacted by the stations throughout Canada attributed juvenile delinquency to these programs.

The CAB brief to the CBC board was presented as the result of a CBC release to Canadian newspapers that CBC officials were planning to ban horror programs and that only privately-owned stations carried such programs. The CBC statement came after a number of complaints by educational and medical bodies, none of which cited specific programs or specific cases of such programs contributing to or causing juvenile delinquency. [Broadcasting, Dec. 25, 1944.]

Adult Shows

Early last year the Montreal Kiwanis club singled out Dick Tracy, Inspector Hawke & Son, The Shadow, The Weird Circle, The Green Hornet, and since then other organizations have added Terry and the Pirates, and Counter-Spy. The CAB survey showed that few of these programs were carried across Canada, that not all of them were children's programs, and that radio stations could not be expected to stop children from listening to adult "thriller" shows. Some of these are carried on networks, and the CAB brief showed that the CBC network carries The Shadow, as well as similar network shows Big Town, The Thin Man, and Ellery Queen. Private stations on the CBC network that carry these programs, CAB counsel Sedgwick pointed out.

Mr. Sedgwick referred to current books and moving pictures, to Othello, Macbeth and Hamlet as "thrillers", then went on to say that "radio cannot, by its own efforts, create or control public taste. Generally speaking it must cater to the taste of the time if it is to retain audience, and as there is a demand for this kind of entertainment, radio must in its field meet that demand. But most of these programs are not intended for children, and radio stations cannot be expected to eliminate these otherwise objectionable programs merely because a few neurotic children listen to them and are possibly affected thereby."

"It is not without significance that of the stations reporting, none have had any complaints from parents, or from those having the actual care of children. Also, the resolutions of the Canadian Medical Assn. and the Toronto Board of Education are both general in character, and do not name specific programs or make specific complaints though they have been asked to do so." He urged the CBC board to stand with the CAB on the question, to investigate jointly and to demand specific cases of harm done by these programs from those making complaints.

RADIO 'INANITIES' CITED BY AGENCY

Muzak' proposal that three channels of the FM frequencies be set aside for subscription radio, with subscribers paying a fee to get service without advertising, is cited as proof of growing resentment of "the frivolities and inanities of radio commercials," in the January issue of Television Grey Matter, bulletin issued by Grey Adv. Agency, New York.

Bulletin continues: "What connection does this have with television? Just this: The public will be even less tolerant of blatant advertising in video broadcasts than it is with radio. Because it will be somewhat more difficult to escape undesirable television commercials, public reaction will be just that much more emphatic."

"We have seen video commercials that worry us because they so completely abuse the privilege of being invited into the American home. If advertisers, and the television broadcasting companies, and advertising agents, do not get together to prevent video commercials from getting out of hand, the public reaction may lead to subscription television, in whole or in part."

Fly, Austrian Talks

James Lawrence Fly, former Chairman of the FCC, will speak on the Commission's allocations proposal Feb. 5 at the monthly luncheon meeting of the Television Press Club at the Sherry-Netherland Hotel, New York. Ralph Austrian, executive vice-president, RKO Television Corp., will discuss television receiver merchandising.

Ziv's Kroger Discs

Frederic W. Ziv Co., New York production agency, has been appointed by Ralph H. Jones Adv., Cincinnati, to package and produce the transcribed daytime serials Mary Foster, Gilda's Lingerie and Hearts in Harmony, both sponsored on some 80 stations in the Midwest and South by Kroger Grocery & Baking Co., Cincinnati.
There can be no question that both AM and FM are slated for important jobs in the world of tomorrow—in broadcasting, aviation, mobile and marine radio. And Western Electric will offer you the finest equipment of each type—backed by 76 years of leadership in making communications apparatus for almost every purpose.

Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1899, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.
As a result of intensified wartime research at Bell Telephone Laboratories, of improved manufacturing techniques and increased production facilities at Western Electric, many new things are now being produced which will have peacetime applications.

In the years of progress that lie ahead for radio, count on Western Electric to lead the way!

Buy all the War Bonds you can ... and keep all you buy!
ENOUGH mail to make any Hollywood star envious... 503,916 pieces. That’s Big Aggie’s record for 1944! Nearly 20 percent over the best previous record. It’s a right smart batch of mail, even for a station whose potent signal reaches out to nearly five million folks in five great agricultural states.

Those figures constitute more than merely a new WNAX mail record. They are the natural result of the keen neighborly interest in WNAX on the part of radio listeners in Minnesota, Iowa, Nebraska, North and South Dakota.

They accurately reflect the extended reach of America’s Tallest Radio Tower and the corresponding increase in the Big Aggie station’s ability to serve its listeners — and advertisers.

83,261 FAMILIES WRITE for WNAX Schedule

Thousands of WNAX listeners live beyond regular reach of daily newspapers and radio columns. So, to keep in close touch with what’s going on at WNAX, 83,261 families recently wrote to get on the list for the complete lineup of WNAX programs. When 83,261 families write for a weekly schedule — they must be interested in WNAX programs. They are consistent listeners too.

570 on the dial WNAX A Cowles Station SIOUX CITY · YANKTON

Represented Nationally by the Katz Agency
Radio Allocated Penny More of Retail Advertising Dollar, Survey Discloses

RADIO WILL get a penny more of the retail advertising dollar in 1945 than it did in 1944, if the budgets of the 160 retail stores responding to an advertising survey conducted by the National Retail Dry Goods Assn. are typical.

A breakdown of their answers shows that 5.1% of the advertising went for radio in 1944 and that 9.1% will go for radio this year. Newspaper advertising consequently slips 1.5%, from 82.6% last year to 81.1%. Direct mail will get 5% of the retail budget in 1945 as compared to 3.9% last year, while other forms of advertising drop from 5% to 4.3%.

Of the 160 stores, 42 will increase the percentage of their advertising devoted to radio; 8 will decrease it; 56 will keep it the same; 52 stores did not use radio last year and do not plan to use it this year; 2 stores did not report on their advertising breakdown.

Thirteen stores tried radio for the first time in 1944. Of these, six will spend more for radio in 1945; three the same; one does not report on its plans and three are giving up radio completely after the first trial.

Percentage of advertising appropriation devoted to radio varied from 0 to 93% in 1944 and will vary from 0 to 90%, according to the estimates for 1945. Newspaper expenditures vary from 0 to 100%, with 19 stores reporting no advertising except in newspapers and one store reporting no newspaper advertising.

STOWE TELLS RADIO REPORTERS' TRAILS

"TREMENDOUS respect" for the "very tough and often thankless job" that radio's war correspondents are doing was expressed last Wednesday by Leland Stowe, himself just back from 12 weeks in the European war zone, at a news luncheon given by the Blue Network at the Waldorf-Astoria Hotel, New York.

In contrast to his own weekly trips to shortwave his programs, which were transcribed, back to the Blue, Mr. Stowe described the lives of Blue correspondents George Hicks and Gordon Fraser who were bussed in Belgium, some 20 or 25 miles from the front, and who had to travel three hours or more over roads packed with military traffic to get to military headquarters for briefing at 10:30 or 11 each morning. Then Fraser had to travel another 15 miles or so to the transmitter, often arriving only a minute or two before going on the air at 1 p.m.

This process was frequently repeated in the evening. Mr. Stowe said, following which the correspondent would travel back the 40 miles or so from the transmitter to his quarters, reaching them late in the evening to snatch some sleep before starting out again at 7 the next morning. The weather was bitter cold and the transmitter loca-
Wake up Mr. Time buyer! there are 60 markets available with Fulton Lewis, jr. ... all with a rating of 10 or better!

In these days when really good programs are few and far between and good time is hard to get ... be sure you buy a show that will sell your client's product. Fulton Lewis, jr., has proved this for over 130 sponsors. For full particulars, phone, wire or write.

William B. Dolph, Barr Building, Washington, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM

WSRR Sold to Publisher By Rintoul for $161,000

A TRANSACTION whereby WSRR Stamford, Conn. local, would be sold by Stephen R. Rintoul, radio sales executive of the Katz Agency, station representatives, to a newly-formed corporation in which Kingsley Gillespie, publisher of the Stamford Advocate, is the majority stockholder, was completed last week subject to FCC approval. The contracted sales price is $161,000, exclusive of quick assets, covering cash on hand and receivables at the closing date.

Mr. Gillespie personally would acquire control of WSRR, while his newspaper would acquire a minority interest. The newspaper and station would be operated as separate entities.

Mr. Rintoul began operation of WSRR in 1941, following a five year effort to secure a new outlet in Stamford. The station, which operates on 1400 kc with 250 w, is on the Blue and the Connecticut Networks.

Before joining Katz in 1937, he had served as station relations head of World Broadcasting System, with which he had been since 1930.

N. Y. AFR A Meeting

NEW YORK local of American Federation of Radio Artists will hold its first membership meeting of 1945 on March 1 at the Hotel Edison. Homer Jameson, recently elected president of the local, will preside. Members wishing to present resolutions to the meeting must submit them to the local’s board by Feb. 15.

WNWE New York is conducting its second annual “American Swim Festival”.

Feb. 1...

... is not only the birthday of Alex Griffin, commentator for WIP Philadelphia and Mutual, it also happens to be his one-year milestone as star WIP commentator and also the date he started under the new sponsorship of Griffin (no relative) Mfg. Co., Brooklyn, to promote Griffin shoe polish.

GALLUP DESCRIBES REACTION MACHINES

TWO instruments used by Audience Research Inc. in protesting reaction to motion pictures and, to a lesser degree, to radio programs were shown and explained to the motion picture and advertising press last Monday by George Gallup, research specialist whose operations includes ARI.

First device, which ARI has used for the past four years, is the Hopkins Electric Tel Voting System, by which representative groups of up to 200 persons can register their reactions, favorable or unfavorable, to what they see or hear by turning hand dials. The machine averages individual reactions and records an audience graph, which, when matched with the script, gives a minute-by-minute analysis of the group’s response to the picture or radio program. Combined with extensive questioning preceding and following the preview, this graph gives the producer a good indication of the overall reaction to his offering.

Second machine, a box with five raised buttons indicating five degrees of reaction from extreme like to extreme dislike, measures individual reactions and is called a Unit Ballot Analyzer. Neater than the group voting measurement machine, it is adaptable for home use by individuals under normal listening conditions and may be especially good for qualitative radio response measurements, Dr. Gallup said.

Most of ARI’s work has been in the motion picture field, Dr. Gallup reported, radio work being largely in the experimental stage, although it has been used to find the reaction to commercials, songs and other individual program items.
No Other New York Station or Program Reaches So Many Listeners, So Often, For So Little....

FIVE times every weekday... at 8:25 a.m. and hourly from 6:25 to 9:25 p.m. “People Know Everything” holds New York’s radio spotlight. For each period, every day, a question is selected from the thousands submitted by WOV listeners. The announcer audibly telephones a number and if the person who answers the phone knows the answer, the money on deposit is shared alike by questioner and questionee. If the question is not answered the money accumulates for succeeding broadcasts. “People Know Everything” has been deliberately spotted in programs with Hooper and Pulse ratings that place them at the top in listener appeal among all New York Independents. A limited number of strips are still available. Write, wire or phone for details.


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U. S. SPONSORSHIP
ACTIVE IN ANZAC
MORE THAN 20% of commercial radio programs in Australia and New Zealand are sponsored by American firms, Frank Goldberg, executive director of Goldberg Adv., Sydney, Australia, revealed in an interview with Broadcasting. Colgate-Palmolive-Per Co., Lever Bros. and General Motors Corp. are two radio advertisers, he said. Mr. Goldberg will remain in the United States for several months confering with businessmen on postwar advertising plans.
Spot announcements have caused no controversy, he said, since all spots, live and transcoded, can be used only at designated times during the day and are limited to 100 women. These rules are prescribed by the Australian Broadcasting Commission. There are no singing commercials as yet. He said that two organizations, Anderson Survey and McNair Survey, were recently formed to conduct surveys based on the listening habits of the Australian radio audience, but up to last month had issued no reports.
Australia's and New Zealand's 200 radio stations are divided into two classes, Mr. Goldberg explained. "A" stations, non-commercial and government owned, are controlled by the Australian Broadcasting Commission. The Government collects a fee on all radio sets purchased by individuals and the revenue is used by the ABC to present programs on its own stations. The "B" station, which is privately owned, presents a better program and has a larger listening audience than the "A" station, Mr. Goldberg said. The majority of "B" stations are newspaper owned. He said that the government will probably always control a number of Australian and New Zealand stations.

When you play the same course week after week the course must be good!
When advertisers use the same station to sell their merchandise year after year, as scores of WIP advertisers do, the sales "score card" must look mighty good!
A very few availabilities left... better tee off now!

3RD MARKET
5000 WATT
MUTUAL AFFILIATE

W. Va., a radio's Audio Channalyst
RCA's Audio Channalyst
Is Single Testing Unit
NEW AND advanced RCA audio channalyst, which provides complete sound system testing equipment in a single unit has been announced by RCA Victor Division, RCA, Camden, N. J. Representing a development over previous RCA devices, the new channalyst, (RCA Type 170A) is comprised of several self-contained testing sections, and can be used to test any point of sound system from microphone to speaker. In equipment work it can serve as a building substitute to effect the defective sections of an inoperative amplifier.
Tester contains a calibrated high-gain amplifier useful for signal tracing, tube checking and gain measurements and supplies its own test signal from a built-in 100-cent frequency oscillator. Initial production of the new type channalyst is being supplied largely to the armed forces. Equipment for civilian trade is governed by priority ratings, according to L. A. Goodwin Jr., manager of RCA Victor's Test & Measuring Equipment section.

CBC Overseas Unit
MEMBERS of the overseas unit of the Canadian Broadcasting Corp. play an important part in the Allied Expeditionary Forces Program (AEFP) of the British Broadcasting Corp., according to a report of John Kannawin, director of the CBC Overseas Unit with headquarters in London. Canadian programs from part of the 46 per cent of American programs fed through the BBC transmitters. AEFP is on the air 17 hours daily, seven days, 100 Canadian program contributions are under direction of Gerry Whinston, former CBC Montreal program producer who has been in England for the CBC since early in the war.

Canadian Award
TO ENCOURAGE artists and build radio, 17 Canadian artists were presented with Beaver Awards for Distinguished Service to Canadian Radio in 1944, by Richard G. Lewis, editor and publisher of the Canadian Broadcasting. The awards are to be made annually.

BMI Ships Fete Disc
BROADCAST MUSIC Inc., New York, has prepared a record containing seven cuts of the musical theme of radio's 25th anniversary which is being shipped to stations. NAB, which owns the copyright, has assigned public performance rights to BMI.

Club Cancels Lunch
RADIO Executives Club of New York canceled its luncheon of last Thursday when Sen. Burton K. Wheeler (D-Mont.), scheduled speaker, notified REC President Warren Jennings he would be unable to appear. This is the second postponement caused by Sen. Wheeler, whose attendance at the funeral of Rep. J. P. O'Connor (D-Mont.) prevented his addressing the club on his originally scheduled date, Jan. 18. His topic was to have been "What's Wrong With Radio."

WHEN a shortage of natural gas made it impossible for the local Westinghouse radio tube factory to work. WMNN Fairmont, W. Va., aired a special bulletin to all Westinghouse employees to stay at home until told to return to work.

Page 28 • February 5, 1945
A Clear Channel To A Bigger Market

- The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.

John Blair & Company, National Representatives

A Mutual STATION

WIBC

INDIANAPOLIS, IND.
Activities Reviewed By Fort Industry
Forward Steps in Handling Of Commercials Planned

ADMINISTRATIVE executives and managing directors of the Fort Industry Co. met in a two-day session at the Netherlands Plaza Hotel, Cincinnati, Feb. 27-28. The meeting, presided over by George W. Smith, executive vice-president of the company and managing director of WWVA Wheeling, W. Va., reviewed activities for 1944 and set plans for 1945.

Policies Outlined

Harry A. Steensen, controller of the company, reported that 1944 Fort Industry Co. volume would in all probability run considerably ahead of the national average for

MBS Chicago Office

TO STRENGTHEN Chicago operations, Mutual network will organize a station relations department and program department in that city, according to J. de Hult, western sales manager. Heads of the department have not yet been named.

the broadcasting industry when that figure is available.

President George B. Storer, on leave at the present time serving as a commander in the Navy, attended the meeting and set forth programming policies, which included forward steps in the handling of commercials in line with the present trend in advanced radio broadcasting circles, emphasizing public service. Announcement of plans adopted will be made shortly.

E. Y. Flanigan, managing director of WSFD Toledo, headed a discussion on sales, and Charles A. Smithgall, managing director of WAGA Atlanta, spearheaded a discussion on audience promotion plans. Jean McDonnell, secretary of the meeting, which was also attended by these Fort Industry Co. managing directors: Stanton P. Kettler, WMMN Fairmont, W. Va.; Ralph G. Elvin, WLOK Lima, O.; Allen Haid, WHIZ Zanesville, O.; and Robert Venn, WFTL Miami, Fla.

Kellogg on 125

KELLOGG Co., Battle Creek, on Jan. 22 began a campaign for Kellogg Raisin Bran on about 125 stations, using transcribed chain-break and one-minute announcements. Campaign will continue indefinitely. Agency is Kenyon & Eckhardt, New York.

HUGH KNOWLTON, former partner and present associate of the banking firm of Kuhn, Loeb & Co., has been named a director of International Telephone & Telegraph Corp., New York.

COOPERATING with the Cleveland Police Dept., WJW conducted a Lone Ranger safety slogan contest and had the famous radio character appear personally at the studio. Turning the tables, the two sons of Wm. O'Neil Jr., president of the Yankee Network and General Tire & Rubber Co.; William III and Bryan (holding revolver) got the drop on the Lone Ranger.

Downey Back Feb. 26

MORTON DOWNEY, recently returned from entertaining servicemen overseas, will postpone appearance on his MBS Coca-Cola program until Feb. 26 to continue entertaining servicemen in this country. Show moves from the Blue to MBS, Mondays through Fridays, 12:15-12:30 p.m., Feb. 5, with guest stars substituting for Mr. Downey until he returns to the show. Songs from Morton Downey is sponsored by the Coca-Cola Co., Atlanta, through D'Arcy Adv., New York.

Tibbett for Texaco

TEXAS Co., New York, will replace James Melton with Lawrence Tibbett as m.c. and singing star of Texaco Star Theater on CBS Sunday 9:30-10 p.m. for five broadcasts, beginning March 4, while Mr. Melton fulfills out-of-town concert commitments. Mr. Tibbett is also featured singer in American Tobacco Co.'s Your Hit Parade on CBS, having replaced Frank Sinatra, and continues his opera work and activities as APRA president. Agency is Buchanan & Co., New York.

PETER MUDIE celebrated his tenth anniversary as conductor of KOIN Portland Consumer News Jan. 20. Program has been sponsored during that period by Fred Meyer Inc., food and shopping center chain. Celebration party broadcast of the program at 7:45 a.m. was attended by the Mayor of Portland, station officials and others.

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives
Going your way. A few of the nearly 15,000 persons engaged in the Lumbering Industry in the Inland Empire help a log on its way towards the production of 3,303,451 M board feet of Lumber for the first 10 months of this year (104 of nearly 400 Lumber Mills reporting).

Everything's "going your way," when KHQ does your selling job. It completely covers this Trade Area, rich in Agricultural, Mineral, Timber, Hydroelectrical, and Manufacturing resources, having Spokane as its shopping center; and it does it at the cost of just one medium.

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.
Facsimile—A New Hope for the Press?

RADIO is going to move into so much closer competition with the press after the war that previous problems of that nature will seem insignificant—yet this same potential competition can become a new lease on life for the press.

This paradoxical situation is one more aftermath of the new radio postwar allocation just issued by the FCC. It stems directly from the FM phase of the allocation and the authorization for FM stations to send out facsimile transmissions as well as sound broadcasting.

Ready for the Home
Facsimile transmission means that copy up to the size of a tabloid newspaper page can be put in a master recorder at an FM transmitting station, sent out on the air, and be reproduced in extremely good detail any home equipped with a facsimile reproducer. The machine is noiseless and relatively inexpensive.

Facsimile has long been worked out in expensive form for the transmission of news photos, now so good you can hardly tell them from the original when they appear in your daily newspaper. But consumer facsimile had to do about as good a job at a very low cost. Much progress was made just before the war and the use of this method for wartime communication has expedited the research. As a result several major organizations are ready to produce tabloid size facsimile home reproducers as soon as the war ends.

The problem of how to get special radio facilities for these is solved with an FM station, since because of the simple form of the facsimile signal it can be carried simultaneously with a voice program. In other words, even while you are listening to a commentator or a musical program, from one side that same set a facsimile reproducer will be giving you a printed program, notes on the music, maps to illustrate the commentator’s points, new fashions, etc. along with choice advertising displays.

At regular intervals a newspaper of tabloid size can be sent along on each FM station carrier in the same manner. With an electric clock switch to turn on your set in the morning you will wake up to find, say, a 16-page tabloid newspaper already printed and merely awaiting its assembly into 16 sheets for you to sit and read at the breakfast table.

Now the question for the press is whether, as when radio first came along, newspapers will brand it a competitor and fight a losing battle against it, or realize that it is the answer to many newspaper problems and utilize it. The number of newspaper applications for FM licenses indicates that many forward looking members of the press intend to embrace it by FM ownership.

History May Repeat
If the newspapers do not go so hard after facsimile then the radio stations, with this superb facility, will by the very nature of things have to go into tabloid newspaper publishing themselves. Thus history will repeat itself.

It was only ten years ago that the newspapers were fighting the giving of news to radio stations. Since they were logical distributors of news, as is now generally realized, the radio stations and networks went into news collecting for themselves. Finally the press recognized its place. But by that time the big radio organizations had set up news staffs and so the newspapers found themselves facing competition in news gathering as well as in news dissemination. Yet the radio stations had long hesitated to enter this unknown field and would have preferred to have left it to the newspapers.

It’s important to clarify the relative extent of radio and newspaper news gathering sources in order fully to appreciate this situation. The newspapers, after opposing radio, yielded long before radio had set up any real duplicate of the news associations. The result is that no radio organization today can compare with such establishments as the Associated Press or United Press. The blanket coverage of American and foreign affairs achieved by these services is in a class by itself.

What radio did do in the time it was fighting press opposition, and has extended since then, is to build what might be termed feature staffs. Thus in the United States the networks concentrate primarily on Washington for news gathering. They have set up bureaus abroad. Yet in most instances you will find situation and feature type of coverage the dominant preoccupation.

Depend on Wire Services
For the fact remains that the main type of news coverage on the American radio today comes from the newspaper press associations. Every radio station subscribes to one or more of these services and the networks subscribe to all. The majority of the material put on the radio networks, outside the commentators, comes from the press association wires. And even
Amarillo's Main Street Is One Of America's Best Lighted Streets

We believe that the above picture will explode the myth, if one existed, that there is a hitching-post in front of every store. On the contrary, while Amarillo is an important beef producing center, it is also the wholesale capitol of the Amarillo—Northwest Texas market. The revenue from oil, gas, wheat, and many commodities and products combine in making Amarillo—one of the best cities in the Southwest.

KFDA'S "VOICE" IS LISTENED TO IN AMARILLO

Blue Network programs, outstanding local production and the best in technical facilities give KFDA a "voice" that is listened to, and most clearly heard, in Amarillo—Northwest Texas. When you use KFDA you reach the populous part of the Amarillo market.
How it Feels to be Making Progress

See Radio Daily last Wednesday? Has pages and pages of results on their Certified Poll of 1,051 editors and writers of the critical press of America.” It was pleasant reading.

We didn't walk away with the show. Did anybody expect us to? We, the youngest of the major networks? When the other two major networks have had a whole string of years in which to experiment with shows, with talent, with schedules?

Well, it looks as though we came out of the poll better than anyone anticipated we might.

NBC came up with 13 firsts. That is a great record. 2 firsts in the daytime, 11 at night.

CBS came up with 4 firsts—two daytime shows, 2 nighttime.

We—the Blue—came up with 6 firsts. That's right: 6. One in the daytime, 5 in the evening.

This Radio Daily poll is evidence that, at least as far as 1,051 editors are concerned, we have two and one-half times as many top favorites in the evening as CBS. And when “One Man’s Family” moves to the Blue next month, we will have six of the top raters, to NBC’s ten.

So, as far as 1,051 editors are concerned, we must be the No. 2 favorite network.

But the detail about this which is most pleasing is that five of our firsts are in the evening.

This is important because everyone knows how well we are doing in the daytime...

that we might get to be like an actor who plays too many of the same roles. People might get to saying: “The Blue is a great daytime network.”

We are, but we're more.

A lot of people at the Blue are doing a lot of work. Night work. There is a lot of enthusiasm over here. A lot of determination and conviction that, with the help of the agencies and advertisers whose competitive efforts to sell goods at low cost have made a nation listen, a truly great network will one day emerge out of our joint efforts.

These evidences of progress are fuel for the fires.

And speaking of evidences, perhaps the most gratifying of all are those hard-headed radio time buyers who are planning to get franchises on our network. They are looking at the costs of the three networks; eyeing their budgets; sensing the increasing need to reduce the cost of distribution. And that $3,500 a week that the Blue saves for them on a nighttime half hour over the next less-expensive network is a vital factor, and deserves the greatest consideration—particularly in the light of the Blue’s progress—as evidenced by such things as the Radio Daily poll.

This is the Blue Network

American Broadcasting Company, Inc.
(Continued from page 32)
the commentators completely depend upon these wire services to give them the information on which they base their radio commentary programs.

In facsimile the use by newspapers is so obvious that publishers of the printed word will undoubtedly seize it more quickly particularly after their previous losing battle. But by the same token some radio stations having been forced by previous newspaper antagonism into the news gathering business and having tested the profits of news distribution, may well decide to enter the facsimile news field also. The sum total result could well be several additional newspapers in each city.

This would have an important effect on circulation and distribution. With facsimile able to get the paper out and deliver it everywhere in 20 minutes flat, the competing newspaper would have to use facsimile for distribution in order to meet the new competition. The competition for the advertiser's dollar would greatly increase.

Income Sources
Then comes the question of circulation income. There is no way you can compete for a newspaper which is broadcast by facsimile. That means that newspaper income will be limited entirely to advertising, as is radio today. Because of the saving in printing, paper, and distribution costs, the books may show about the same amount of profit as they do today with a selling price of two to five cents a copy for a newspaper.

It is easy to see why the newspapers therefore face their greatest competition and yet their greatest opportunity, depending upon their ability to think ahead and move fast. By printing their paper facsimile they can overcome some of the lead the regular radio has taken in getting out with the news first. If they wish to avoid competing with radio stations as facsimile publishers then it is up to them to move in now and arrange with existing stations planning FM operation to print and distribute their papers by facsimile.

A station which can hire its facilities to a newspaper probably

Morgenthau on NBC, CBS Secretary of the Treasury Morgenthau will be quizzed on "Paying for the War" on the Feb. 11 broadcast of "American United." The feature heard Sunday 1:15-1:30 p.m. Participating on the program will be AFL Economist Boris Shishkin, Dr. Emerson Schmidt, economist for the U.S. Chamber of Commerce, and Ed O'Neal, president of the American Farm Bureau Federation. Sec. Morgenthau on Feb. 18 will make his fourth appearance on "We the People," sponsored on CBS Sunday 10:30 p.m. by Shell Oil Co. Other radio appearances are being planned.

Retirement Plan
PROFIT - SHARING retirement program for officers and employes has been adopted by Arthur Kudner Inc., New York, subject to approval of the Treasury Dept. Covering all employes after three years of service, program calls for contributions by the agency of 20% of the first $300,000 of net profits; 30% on earnings between $300,000 and $500,000 and 40% on over $500,000 and over. Retirement age for men is 65; 60 for women.

The questions facing young Americans are freely discussed over the WJW microphone every Sunday afternoon from 1:30 to 2:00.

"Young America Thinks" is an open forum discussion presented as a public service by WJW in co-operation with the Greater Cleveland and Suburban Boards of Education. The Forum is conducted in the high school auditoriums with Dorothy Fulheim, noted lecturer and WJW news analyst, as moderator, with outstanding guest speakers, and students' questions presented from the floor for open discussion.

Giving young Clevelanders, and Mr. and Mrs. Cleveland, a broader idea of the economic and political forces shaping the world today is one of the many public services provided the community by WJW.

(Dorothy Fulheim is also heard nightly in her news commentary section of WJW's "Newspaper Of The Air"—available for sponsorship.)
Radio's Payroll Gained 16% Last Year

Average Salary Found To Be $60.52 in FCC Figures

See table on page 38

RADIO'S WEEKLY payroll increased more than 10% in 1944 over 1943, to reach an aggregate of $1,615,126, while the average broadcasting salary went up more than 8% from $55.75 in 1943 to $60.52 in 1944, according to the annual FCC Employee & Compensation Report, issued last week.

Based on the week of Oct. 15, 1944, the FCC document shows a total of 26,688 full-time employees of eight networks and 844 stations, as compared to 24,515 employed by 10 networks and 815 stations in October 1943. Average salary for full-time employees, exclusive of executives, was $53.85 for the combined art, and $49.81 for the nation's 844 stations not operated by networks.

The average compares favorably with other industries, except the motion picture business of California, which showed an average weekly wage in November 1944 of $74.74, exclusive of executives and professionals (stars). In the same month newspapers and periodicals reported an average wage, exclusive of executives, of $49.96, according to the Bureau of Labor Statistics.

Average for the telephone industry in November was $39; for telegraph, $36.65; and for all manufacturing in October, $46.94.

Station employees in executive capacities earned the following average salaries last October, according to the FCC data: general managerial, $145.56; technical, $78.44; program, $72.15; commercial, $110.61; publicity, $72.42; other, $72.67.

For the eight networks and 10 key network stations the averages were: general managerial, $141.15; technical, $142.08; program, $177.55; commercial, $164.96; publicity, $146.48; other, $128.

Nonexecutive employees of the 844 stations reported averaged salaries as follows: Technical—research and development, $82.52; operating, $52.90; other, $37.69.

Program—production, $55; writers, $40.44; announcers, $49.83; others, $75.58.

Commercial—outside salesmen, $95.92; promotion and merchandising, $47.92.

For the networks and 10 key stations, nonexecutive averaged these salaries: Technical—research and development, $80.45; operating, $70.08; other, $39.35.

Program—production, $68.50; writers, $64.45; announcers, $72.09; other, $78.94.

Commercial—outside salesmen, $128.12; promotion and merchandising, $52.90.

The Commission's data covers only full-time employees. A report on part-time salaries will be released in the next few weeks.

Of the 26,688 employees listed for October last year, 429 were network and network key station executives, 2,780 executives of the 844

(Continued on page 38)

Vet Award to TBA

VETERAN Wireless Operators Assn. will present its Marconi Memorial Plaque to Television Broadcasters Assn. at the WVOA 20th annual dinner to be held Feb. 17 at the Hotel Astor, New York, William J. McGonigle, WVOA president, announced last week. Award, which will be received by J. R. Poppele, TBA president, is being given TBA for the initiative it has shown in banding together the television interests of the United States in order to assure American pre-eminence in television," Mr. McGonigle said.

In Southern New England People are in the Habit of Listening to WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

A Member of NBC and the National Network

Network & Represented by WEED & COMPANY

FAY: New York, Boston, Chicago, Detroit, San Francisco, Hollywood

THE BRANHAM COMPANY

representing

Chicago       New York
Detroit       Atlanta
Dallas        Charlotte
St. Louis     Memphis
Kansas City   San Francisco
Los Angeles
There are no more country cousins, thanks to radio, and this includes Mortimer Snerd, too.

The man on the farm and his family in rural America hear the same fine music, the same great drama, the same news from the four corners of the earth as does his city cousin.

Today, the country cousin and the city cousin are beginning to talk the same language, thanks to clear channel broadcasting assigned by the Government for the purpose of connecting rural and metropolitan areas by radio.

We bring a dependable radio signal into a rural man’s parlor or barn, with weather and market reports he needs. We bring him music which no farm family ever before heard, this side of Chicago or New York, and then only at stiff prices and in uncomfortable seats.

We bring it to him without charge or compulsion. He is free to tune us in or out, as he and his family elect. We are forced to serve and to interest him and his family, or we won’t stay in business as a broadcasting station.

That’s clear channel service under the American system of broadcasting.

For the past twenty years WSM has been striving to maintain and to develop its audience through listener service and interest. We are old-fashioned enough to believe that you can’t just kid people into the belief that you are their friends: you have to earn their friendship and their loyalty over the years—even in radio.

That’s the only way we know how to get several million people to tune to WSM, year after year: to make them want to do it through service rendered.

This is WSM.

650 KILOCYCLES
Edwin W. Craig, Pres.
National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co.  Nashville, Tenn.

BROADCASTING  Broadcast Advertising
KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

KANSAS MARKET

Fulltime Employees for the Week Beginning Oct. 15, 1944

<table>
<thead>
<tr>
<th>Class of employee</th>
<th>Number</th>
<th>Compensation</th>
<th>Average</th>
<th>Number</th>
<th>Compensation</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executives</td>
<td>1,020</td>
<td>$126,808</td>
<td>$158.99</td>
<td>51</td>
<td>$21,174</td>
<td>$415.18</td>
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<tr>
<td>Technical</td>
<td>599</td>
<td>44,939</td>
<td>73.79</td>
<td>20</td>
<td>2,032</td>
<td>142.00</td>
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<tr>
<td>Program</td>
<td>425</td>
<td>44,939</td>
<td>80.36</td>
<td>66</td>
<td>4,883</td>
<td>164.96</td>
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<tr>
<td>Commercial</td>
<td>1,507</td>
<td>11,644</td>
<td>78.99</td>
<td>93</td>
<td>843</td>
<td>90.40</td>
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<tr>
<td>Publicity</td>
<td>264</td>
<td>22,927</td>
<td>85.55</td>
<td>37</td>
<td>7,356</td>
<td>128.00</td>
</tr>
<tr>
<td>Total, executives</td>
<td>3,029</td>
<td>$341,135</td>
<td>$112.63</td>
<td>249</td>
<td>$51,934</td>
<td>$206.57</td>
</tr>
<tr>
<td>Employees (other than executives):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research and development</td>
<td>104</td>
<td>7,750</td>
<td>74.52</td>
<td>44</td>
<td>3,880</td>
<td>90.45</td>
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<tr>
<td>Operating</td>
<td>4,765</td>
<td>217,018</td>
<td>46.22</td>
<td>961</td>
<td>44,844</td>
<td>109.05</td>
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<tr>
<td>Other</td>
<td>294</td>
<td>11,218</td>
<td>38.16</td>
<td>33</td>
<td>3,266</td>
<td>93.55</td>
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<tr>
<td>Program</td>
<td>1,114</td>
<td>65,890</td>
<td>59.15</td>
<td>442</td>
<td>30,277</td>
<td>68.20</td>
</tr>
<tr>
<td>Writers</td>
<td>899</td>
<td>34,761</td>
<td>38.54</td>
<td>128</td>
<td>8,129</td>
<td>64.46</td>
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<tr>
<td>Announcers</td>
<td>3,450</td>
<td>176,015</td>
<td>51.02</td>
<td>181</td>
<td>13,087</td>
<td>72.00</td>
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<tr>
<td>Staff musicians</td>
<td>2,226</td>
<td>169,619</td>
<td>76.20</td>
<td>561</td>
<td>71,231</td>
<td>129.24</td>
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<tr>
<td>Other artists</td>
<td>1,511</td>
<td>181,764</td>
<td>78.55</td>
<td>691</td>
<td>66,546</td>
<td>98.94</td>
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<td>Other</td>
<td>1,351</td>
<td>67,009</td>
<td>50.35</td>
<td>530</td>
<td>33,810</td>
<td>63.79</td>
</tr>
<tr>
<td>Total, excluding executives</td>
<td>8,444</td>
<td></td>
<td></td>
<td>1,199</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>734</td>
<td>57,290</td>
<td>78.75</td>
<td>476</td>
<td>24,887</td>
<td>52.28</td>
</tr>
<tr>
<td>Other</td>
<td>974</td>
<td>23,271</td>
<td>41.34</td>
<td>384</td>
<td>14,051</td>
<td>36.80</td>
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<tr>
<td>Total, excluding executives</td>
<td>23,659</td>
<td>$1,273,973</td>
<td>$66.66</td>
<td>5,087</td>
<td>$230,742</td>
<td>$45.88</td>
</tr>
</tbody>
</table>

Radio's Payroll
(Continued from page 38)

standard stations, 9,987 were network employees other than executives, and 17,672 were station employees.

That the wage and manpower freeze generally have hit radio is indicated in the FCC data. In October 1943 the 815 independent stations employed an average of 26 persons, while in October 1944 the 944 stations reported an average of 24 employees.

Overall, radio still holds its own as a leader in salaries, except for the motion picture industry, but in comparison to the manufacturing industry, broadcasting is lagging behind in comparable salary increases. Since 1939 the average wage of all manufacturing has increased more than 96% from $23.86 to $46.94. Radio's average wage in basic salaries was $25.42, with last year's average of $60.52 an increase of only 15%.

Test Video Reaction

TELEVISION set owners in the New York area are asked to indicate their reactions to specific programs telecast on the evening of Jan. 28 in a questionnaire mailed out by Ross Federal Research Corp., New York. The mail study is being conducted for NBC, it was learned. Televiewers are asked to rate 11 programs they saw on WNBT, NBC, or WABD, DuMont outlet.

Blue Promotes Three

THE BLUE Network, in a further realignment of its script and program staff, has named John Coburn Turner as manager of the script department, and Stuart Buchanan, who formerly held that post, as a program supervisor. Mr. Turner's appointment comes shortly after his appointment as manager of the program promotion division. [Broadcasting, Jan. 22]. He will be succeeded by Juliet Glen, who originally was to join the new division as a writer.

Sir Ernest Fisk prominent in establishing Australian radio communications, and chairman and managing director of Western广播公司 (Australia), has now taken over the post of managing director of Electric & Musical Industries of London.

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What's up with Santa Claus at this late date? Well, our poor Santa just got around to counting the letters he received from WIZE listeners in 1944 . . . and what a delightful surprise . . . from 1700 letters in 1942, we buzzed up to 2781 in 1943, then ZOOM! In 1944, our 30 minute Santa Claus program rated 4,031 letters . . . and that over a period of just 24 days . . . from the day after Thanksgiving to the day before Christmas. . . . That's what you call steady progress!!! and that's typical of WIZE in Springfield. As the proof of the pudding is in the eating, so the proof of the station is in the mail count . . . and what WIZE does for Santa Claus year after year, WIZE is doing for all its advertisers . . . gaining listenership and sales through top-notch Blue Network programs and well-planned local shows. WIZE is growing . . . figures prove it . . . so include WIZE in your radio plans . . . the WIZE way is the wise way.
MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L.B. Wilson
Hollywood 'No' Man

IT WOULD appear that Cecil B. DeMille has read the Constitution. At least, he is willing to bet $98,200 annually that he has read it.

That is the sum which has been paid the Hollywood genius for directing and producing the fabulous Lux Radio Theater. He is now out of a radio job because he refused to pay to the American Federation of Radio Artists, of which he is a member, a $1 assessment for a fund to be employed in fighting a political issue.

The political issue was a referendum on the California ballot last November which, if adopted, would have outlawed the closed shop in the State. Mr. DeMille favored the referendum. AFRA opposed it. Mr. DeMille was not present at the AFRA meeting in which a majority of the membership voted the $1 assessment. He had not, he maintains, been notified of the meeting.

Reviewing the matter in Los Angeles Superior Court, Judge Emmet Wilson decided that AFRA legally could enforce upon a member the assessment of such a fee, and could take whatever punitive action which he indicated if the payment was not made.

AFRA, apprised of the decision, immediately notified those that AFRA members would walk out if Mr. DeMille was assessed on the network. Thus, last Monday, Mr. DeMille—who once had been carried to the microphone on an ambulance litter for his weekly broadcast—was not at the microphone. In his place was Lionel Barrymore.

Mr. DeMille, even in face of the Superior Court ruling, has refused to contribute his dollar. He has said he will take the fight to the Supreme Court, and he should. He observes, and it is difficult to conjure arguments against his logic, that it's a free country. He believes that under the Bill of Rights he is not required to contribute funds to promote a fight in which his sympathy lies with the other side.

Broadcasters, who with increasing frequency have felt the lash of tyranny—more notably in the Petriello case—can at this point rise and applaud. Apparently Mr. DeMille, who is reputed to be a man of determination, intends to live up to the principles in which he believes. He may be fighting a losing battle, but he's buying with that dollar bill something more precious to him than he can purchase for $98,200 a year. The production is an extravaganza in the best DeMille tradition, and we hope it will have a happy ending.

Hail Britannica

WE NOTE that Miller McClintock, former Mutual president, is now a director of Encyclopaedia Britannica Films Inc. William B. Benton, former advertising agency head, is chairman of Britannica, president of Music and its newly-formed Subscription Radio Inc. subsidiary, which aspires to provide non-commercial program service on a nickel-in-the-slot basis—a sort of multiple address or narrowcasting system.

James Lawrence Fly, former FCC head, is associated with Mr. Benton. Chester Bowles, OPA head, is slated to join his former agency partner. Robert K. Borchich, U. of Chicago president, is a director.

It looks like a reunion of the clan.

Editorial

Midway Discord

OUT IN St. Louis The Post Dispatch has launched an editorial campaign against (1) middle commercial newscasts and (2) objectionable sponsorship of news broadcasts.

Editors of the American Mutuals long ago raked the leaves in its own backyard, KSD, before looking over the fence to examine the clutter behind its neighbors' houses. KSD carries no middle commercial in its broadcast news. KSD exercises critical selectivity in accepting sponsors for its news productions.

Other stations recently have announced such policies. In Detroit, WJR has eliminated middle commercials in news. The Assn. of Radio News Analysts, of which H. V. Kaltenborn is president, publicly has protested against such mid-journey detours through commercial copy.

During the war years, radio's stature as a news distributing agency has grown. Radio has won distinction for reporting the news intelligently and swiftly, but the strides it has taken can be lost. One need not be a soothsayer to anticipate public rebellion against all broadcasting if the tremendously significant news yet to come from the earth's four corners is garnished with unharmonious advertising.

There are those who will protest that advertising need not be out of harmony with the news—that, indeed, it can be woven into the warp and woof of a newscast without offense to the listener. This can be true, but instances of such ingenuity are difficult to recall.

The story which is being reported by radio today doubtless is the most compelling in the time of man, and no listener will forego hearing it even at the expense of rude and ill-timed interruptions on behalf of the sponsor. But will such patience persist? Will the listener, when his greed for news abates—no longer fed by the flames of war—show such forebearance in the face of distasteful copy and mid-production commercial recesses? We think he will not.

We think it will be tomorrow, not to-morrow, nor the day after to-morrow—to restudy its whole process of news dissemination in the light of changing times. We believe the character of the news is such today that its telling will bear fruit for the sponsor if he is content to announce himself only at the beginning and closing of each broadcast.

We believe broadcasters—and leadership in such matters rests squarely upon them, not upon the advertisers or their agencies—should face with courage the need to reject sponsors whose messages ring discordant in the sweeping and tragic news of these days.

IT'S FINALLY on the official records that James Caesar Petrillo makes his own regulations, and doesn't bother about expressions from the President, the Congress, the War Labor Board or the National Labor Relations Board. At the NWLB hearing in New York last week, NBC and Blue executives admitted that Jimmy threatened to pull the plug on them if they acceded to the NWLB ruling on platter-turners, costed them to oil tight. They confessed fear of Jimmy's powers. The answer, now, as always, is that only a change in the statutes, making labor unions amenable to anti-trust laws, can check Jimmy.

John Salt

THERE has been a thorn in the bony side of Nazi Propaganda Minister Goebbels since Britain declared war on Germany in September, 1939. That thorn is John Salt, erstwhile head of the BBC's European Service, the department that plunged into battle with the Nazi propaganda machine and emerged winner in the war of words.

Since last May, Mr. Salt has been in BBC's top New York post as head of the BBC in this country. His staff of more than 75 persons in Washington, Chicago, San Francisco and Toronto, are all working with him toward a better understanding between the people of the United States and Great Britain. In Europe, John Salt's messages are sinking deeper into the hearts and minds of people still under Hitler's rule.

Reminiscing about the blitz days of '41, Salt recalls that "one of the principal problems then was to keep the show going when your studios were being bombed and your lines cut."

Since broadcasting to Europe continued through the night, there was always a duplicate staff in another section of the city prepared to carry on the program should the studio originating the broadcast be bombed. "This," explained Mr. Salt, "could be done without the listener being aware of any change."

Twice it was necessary to leave the studio in the middle of the night. Mr. Salt and his staff drove through the streets of London, protected from the flying splinters and tons of debris only by mattresses strapped to the roofs of the cars for protection.

To find out if their programs were being heard, BBC had its own kind of Crossley. A good gauge was the number of Nazi persecutions for listening to the BBC. "Another good barometer," says Mr. Salt, "were denials of items in BBC news bulletins by the Nazi radio and by Goebbles personally. The more frequent and forceful the denials, the larger was our audience, we knew."

Soon after Pearl Harbor, John Salt came to the United States as assistant to Lindsay Wellington, then BBC's North American director. Lindsay himself is director of the BBC offices in Rockefeller Center, New York, in two words—eastbound and westbound.

The westbound operations comprise hundreds of programs produced in London for America at the United and independent stations. Each of the four networks has at least one weekly program, in addition to special programs bringing the voices of American servicemen to their home towns.

No less important are the many eastbound ones...
WMFM, like other leading American radio stations, is doing a double job ... a job for today, a job for tomorrow.

Today, WMFM is broadcasting a schedule of carefully planned programs that is distinctive, sound, progressive. This programming policy, combined with the miracle of crystal-clear, static-free FM, has won the unparalleled support of thousands upon thousands of Wisconsin families. Tomorrow, WMFM shall continue to expand its pioneering leadership, its genuine service to Wisconsin.

Today, tomorrow, whenever you make radio plans for Wisconsin, remember the call letters WMFM. They represent one of America's pace-setting radio stations.
Hold on Mister! That's not Farmer Bill's kind of lingo, even though he may be willing to wear a top-hat, gloves and cane—for a gag!

If you want to talk to Iowa farmers whose average income in 1943 was $7,672 (and is estimated to have been 20% higher in 1944), use a station which speaks their language. That's KMA!

Farmers listen to us because we listen to them. They send us twice as much listener-mail as any other station in this 80% rural area. That's because we give them what they want—Iowa-flavored farm programs with plenty of the news and information vital to their business, all spoken by men who know farming procedure from spring plowing to sausage-making.

As for Times Square wit and jive records: they're out!

Let us (or Free and Peters) tell you the story of KMA, the No. 1 Farm Station in this No. 1 Farm Market:

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market

152 Counties Around Shenandoah, IA.

Our Respects to
(Continued from page 44)

bound activities of the BBC. "Too many people think only of BBC as bringing Britain to America," he feels. "Just as much effort is expended toward bringing to Britain an understanding of what the United States is doing and thinking." This is accomplished through special programs beamed to London for rebroadcast on BBC's Home Service.

John Salt's first contact with American radio was when Britain declared war on Germany. It was there at the Broadcasting House, London, to arrange for American commentators' broadcasts back to the States. In the underground studios, so built that broadcasting could be on under severe bombings, Mr. Salt worked with Fred Bate of NBC, Ed Murrow of CBS, and John Steele of Mutual.

Lover of Sports

He's a great sportsman, a crack shot, a skating and tennis enthusiast, and was riding instructor at Aldershot, Britain's West Point.

John Salt is the former Olaf Shapley, credited with developing the technique of using a recording truck for documentary broadcasting in the same way documentary film radio had done. He produced many such programs in the U. S. before giving up her work to raise a family. The Salts have a young son, Daniel, 16 months.

John Salt served nine years in the British Army, specializing in survey work in Transjordania, Egypt, and in European countries, particularly Germany. He joined the Talks Dept. of the BBC in London, 1934, beginning his interesting radio career.

"Radio's role in helping to create better understanding between nations is yet in a rudimentary and experimental stage," says Mr. Salt. "A start has been made, and the BBC is glad to be able to do its share in this pioneer work. But the real problems lie in the future, when the need for working together will be just as great but the stimulus of war will have been removed. "What radio does in the post-war world," he sincerely believes, "will have a great bearing on whether or not we ever have a World War III."

Cline Returns to WFD

WILLIAM E. CLINE, station editor and assistant to Glenn L. Snyder, general manager of WLS Chicago, has been granted an indefinite leave of absence by Burridge D. Butler, WLS president, to return to the Radio Section of the Treasury War Finance Division. Mr. Cline was loaned to Treasury for six weeks by Mr. Butler during the Sixth War Loan in November and December. "Mr. Cline did an outstanding job for us during the Sixth War Loan" Thomas H. Lane, WFD director of radio, press and advertising, stated, commenting, "we are indeed grateful to Mr. Butler for letting him return."

Rudolph Named

R. E. RUDOLPH, former account executive of KEX and KGW Portland, Ore., has been appointed sales manager of KEX, recently acquired Westhouse station, according to J. W. Conley, manager of KEX. Harold Bratsberg, active in West coast radio for 14 years and former program manager of KALE Portland, has been named continuity director of KEX.

Personal Notes

MILLER McCLINTOCK, former president of Mutual Broadcasting System, has been elected a director of Incorporated Films Inc., of which WILLIAM B. BENTON, Musak and Subscription Radio Inc. head, is chairman.

DAVID MARGOLIS, formerly on the sales staff of WBal Baltimore, was recently released from the armed forces. has joined WOF New York as a salesman.

FRANK O'CONNELL has been appointed by the Blue Network to head a newly created cooperative sales office in Chicago, reporting to STANLEY PFLUGHEIM, Blue manager of co-op sales. With the Blue's national and spot sales in Chicago since 1941, Mr. O'Connell is previously for 15 years with Newspapers Group Inc.

SCOTT PARROTT, released from the Marines, has joined the sales staff of WBE-WBZA Boston-Springfield with headquarters in Boston.

TED OBERFELDER, promotion director of WFL, Philadelphia, will join the Blue Network Feb. 15 as coordinator of audience promotion. Post until recently was held by BERT MAURER, who left the Blue to join Mutual as director of cooperative programs. Prior to joining WFL, Mr. Oberfelder was director of promotion of WCAU Philadelphia.

JOHN BRUNTON, member of the KGW-CBS San Francisco sales staff, is the other.

LT. (j. g.) JOSEPH I. MILLER, former operations relations director, broadcast fortunates has been confined to the National Naval Medical Center, Bethesda, Md., for treatment of bursitis which the patient describes as an "occupational disease of baseball pitchers and orchestra leaders."

CHARLES H. LAWRENCE Jr., on inactive duty with Army Air Force, has joined the commercial staff of WEJ Blue Florence, Mass., Mutual-Philippeket. Prior to entering the service, Lt. Lawrence was with Vincent Edwards & Co., Boston advertising agency.

WALTER S. LEMMON, president of World Wide Broadcasting Corporation, stressed the important role of radio, par-ticularly shortwave radio, "in promoting sound international understanding and uniting the peoples of the earth into one big family," in a talk on freedom of communica-tions broadcast last week as part of the Beyond Victory series. Created by the Foundation in cooperation with the Carnegie Endowment for International Peace, programs are broadcast weekly by 50 stations.

DOROTHY BEHRENS, for seven years with G. E. Hooper Inc. and assistant manager of the "Network Hooperings" reports, has become an associate of MR. MATTHEW N. CHAPPELL, consultant on radio management and relations for cooperatives for Hooper and other clients.

Mr. Chappell's work on account, his first assignment being the preparation of a handbook on "How to Run the Network Hooperings Account," has joined KQW-Philadelphia, according to the former's account executive.

CAMPBELL ARNOUX, manager of WYR Fort Worth, Va., has been named new presi-dent of the Virginia Club, Norfolk civic organization.

JOAN COSTELLO, formerly with the Knollin Adv. Agency, San Francisco, has joined the sales promotion staff of KGW San Jose.

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

WBNX reaches

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,323,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
IF...

..YOU WERE BUYING A "RADIO ACT" YOU WOULD WANT TO ASK PERTINENT QUESTIONS

To save your time, here are the answers.

Slim Bryant and His Wildcats have been a KDKA Feature for more than five years. Some call their act "American Folk Songs and Music".. some shorten it to just plain hill-billy. (You may take your choice.)

Slim and His Gang have made more than 800 personal appearances throughout the KDKA area to audiences ranging from 200 to 30,000. Total persons played to now well over a million. They have established house records for stage attractions in dozens of theaters.

It is a safe bet they are the best known radio act in the Tri-State Area... on the stage... on the air! Sale of their song books will soon reach 100,000... one of their phonograph records has passed 120,000 and is still in demand.

All of the above demonstrates wide circulation... wide acceptance, throughout KDKA's area of influence. There are many other details but our space is running short. The complete story of Slim Bryant and His Wildcats can be had from NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc

PITTSBURGH 30,000 WATTS

WBZ - WBZA - WOWO - KEX - KYW - KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMUE CC.
ARCH ROBB, former assistant to CLARK MENSER, has been named manager in charge of programs, has been named manager in charge of WMAM's operations in New York. Mr. Robb joined NBC in 1945 as assistant to the program manager. He was previously employed by ABC in New York. The new position was created by the reorganization of WMAM's facilities.

RICHARD L. TOBIN, former foreign correspondent for the New York Herald Tribune, and for some time in charge of its FM news service, has joined the Blue news service as its feature and special news assignment. While overseas he will be heard on WMAM. He is scheduled to broadcast from the Eiffel Tower in Paris.

MARTY GLICKMAN, former sports director of WNEW New York, has been promoted to first lieutenant. He is stationed with a unit of the Ninth Marine Aircraft Wing, at the Atlatl Barracks, Point, N. C.

DICK ANDERTON, member of the sports and announcing staff of WGBK Cincinnati, has been named sports director of the station.

JIM KELLEHER, announcer with KNX Los Angeles, is the father of a boy. A February 11 newspaper sports newswoman, starting Feb. 5, will replace CURLY KEEFER, who has left the station. The newscaster, who is taking his first vacation in a year, will be announced at KNX-B.
Sears Roebuck and Company, world's largest mail order house, wanted to reach the urban and outlying families in the great Chicago market. They wanted to enter the homes of the second richest buying center in the United States where 2,855,700 families spend over $3,500,000,000 annually.

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

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

The Chicago station most people listen to most

670 ON YOUR DIAL

REPRESENTED BY NBC SPOT SALES

A Service of Radio Corporation of America
WIND

5000 WATTS 560KC

THE ONLY
CHICAGO
STATION
WITH 24
HOUR NEWS
SERVICE
UP—PA—INS

EXCLUSIVE
CHICAGO BEARS
FOOTBALL

EXCLUSIVE
BLACK HAWKS
HOCKEY

EXCLUSIVE
CHICAGO CUBS
BASEBALL FOR 1945

EXCLUSIVE
24 HOURS NEWS SERVICE

EXCLUSIVE

AGENCIES

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.getActivePage()
in War!

Two of KGW's ace news staff check the latest teletype news. First station in the Portland area to provide complete coverage from ALL THREE major news services—KGW is still the only Portland station which gives listeners ALL the news.

in Peace

When President Coolidge made his final campaign speech on October 31, 1924, few homes had radio sets, KGW carried the speech and the KGW sound truck brought the new listening magic to Portland citizens.

in Audience Influence

In 1924 Portland came outdoors to listen to KGW broadcast. That is no longer necessary. But in 1945 KGW pulls its audience just as surely, as it speeds accurate, complete news and comment of the battle-front to the vital home-front of Portland's great war effort. KGW is the station people in the Portland area have preferred for 23 years!
Safeway on NBC

SAFEWAY STORES Inc., Oakland, Calif. (food products), has announced for Feb. 19 for 52 weeks starts the daytime comedy-drama Aunt Mary on 20 NBC Pacific stations Monday through Friday 3:45-4:15 p.m. (PDT). Packaged by C & E Radio Productions, Hollywood, show will also be released via transmission on a list of stations in eastern centers where Safeway stores are located. Ruthrauff & Ray Inc., 130 N Pacific Ave., Los Angeles, Calif., has the account.
Today's

BEST BUYS

A U D I E N C E T E S T E D F O R B U S Y T I M E B U Y E R S

EAST

WHN—New York
15,000 Watts
8:00 A.M.-11:00 P.M.
Mon. thru Sat.
The biggest independent station in the country. 4 hr. participation-$660.00 per week.

WPCI—Providence-Pawtucket
1,000 Watts—Blue
BETTY GUNNING SAYS
1:15-2:30 P.M.
Mon. thru Fri.
An attractive, charming, well known personality conducts this easy-to-buy participation.
Spots-$10.00

WNBH—New Bedford, Mass.
250 Watts—Blue
LOCAL NEWS
8:30 A.M., 12:45 P.M.
6:15 P.M., 10:30 P.M.
Fifteen years of telling the local folks what happens locally. Participation-$4.00 day time—5:00 evening.

WATR—Waterbury
1,000 Watts—Blue
SHOPPERS GUIDE
8:15-9:00 A.M.
Mon. thru Sat.
Rex Wilkins has been doing this one for eight years. Participation—$30.00 per wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual
SADDLE PALE
11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time radio show that gets mail and sells merchandise. Participation—$3.00 per week.

WRAE—Reading, Pa.
150 Watts—NBC
IT'S IN THE BAG
(Meaning the grocery bag)
10:00-11:00 A.M.
Mon. thru Fri.
Yearly! this one rings cash registers in grocery stores. Participation-$25.00 per wk.

WJAS—Pittsburgh
5,000 Watts—CBS
RHYTHM SECTION
8:45-9:00 A.M.
Mon. thru Sat.
Some smooth listenin' for the busy housewife. It's recorded and participating.
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue
7:00-8:00 A.M.
8:20-9:00 A.M.
2:00-3:00 P.M.
Mon. thru Sat.
A sparkling M.C. makes this one more than just another platter program. Daily participation-$28.40 Wk.

WNHC—New Haven
250 Watts
ALARM KLOK KLUB
7:00-8:00 A.M.
Mon. thru Sat.
An hour of breakfast music on New Haven's newest station. Daily participation-$35.00 Wk.

WOCE—Cape Cod, Mass.
250 Watts—Blue
WORLD NEWS
7:30 A.M., 12:30 P.M., 6:00 P.M., 11:00 P.M.
Mon. thru Sat.
From the four corners of the earth by Associated Press Wire. Spot participation—$12.00 Wk.

WJTN—James-town, N. Y.
250 Watts—Blue
MAMILY MATINEE
3:30-5:35 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies. Participation—$25.00 Wk.

WJB—Burlington, Ia.
250 Watts—Blue
THE BURLINGTON BUSY RIDE
11:00-11:30 A.M.
Mon. thru Sat.
It's homey, and the home folks love it. Participation—$20.00 Wk.

WCLO—Janesville, Wisc.
250 Watts—Mutual
THE HOMEMAKERS
9:05-9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$10.00 Wk.

WDCY—Minneapolis-St. Paul
5,000 Watts
CULLUM'S SPORTS COLUMN
5:45-6:00 P.M.
Mon. thru Sat.
The Twin Cities' favorite sports editor on the air as well, as in print. And do they like it?
Cost—$150.00 per week complete.

KMYR—Denver
250 Watts
MARK SCHREIBER—SPORTS
5:45-6:00 P.M.
Mon. thru Sat.
Denver's ace sportscaster—he really is big league! Four years same time, same station—now available.
Cost—$250.00 per week complete.

KJBN—Kansas City
1,000 Watts
SUNSHINE SERENADE
7:00-8:00 A.M.
Mon. thru Sat.
Don Perezzo M.C.'s this one and he's good. News, music, and free theatre tickets win a lot of listeners.
Daily participation—$25.00 Wk.

WIL—St. Louis
250 Watts
THE BLUE KFAST CLUB
7:00-8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or 4 hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue
TWILIGHT TIME
5:15-6:20 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time. Spot Participation—Blue Rate $4.00.

WKBZ—Ottumwa, Ia.
250 Watts—Mutual
FARM & HOME PROGRAM
11:30-12 Noon
Mon. thru Sat.
A new farm program in the State where the tall corn grows. Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts
THE SPANISH HOUR
2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$16.20 Wk.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts
MAKE BELIEVE BALROOM
11:00 A.M. to 2:00 P.M.
Mon. thru Sat.
Twelve years—same time—same station—same M.C. Al Jarvis, master of ceremonies—master salesman!
$60.00 per 1/2 hr. 60 min spots—$12.00.

KJBS—San Francisco
500 Watts
ALARM KLOCK KLUB
6:30-6:00 A.M.
Mon. thru Sat.
Starts prove its the biggest show in the Bay area. Spot participation—$6.25 base rate.

KFBM—San Diego
150 Watts—Blue
MORNING MELODIES
8:00-8:10 A.M.
Mon. thru Fri.
A good time to catch the whole family. Participation—Blue Rate $6.00

KTTC—Fresno-Visalia
5,000 Watts—Blue
ALL STAR DANCE PROGRAM
2:45-3:00 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts
BREAKFAST PLATTERS
7:00-8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it. Participation—$9.00 each.

SOUTH

WHBQ—Memphis
150 Watts—Mutual
JITTERBUG HALL
1:00-2:00 P.M.
Mon. thru Fri.
Seven years at the same time. It's lively—it's musical—it's hot—in fact, it's the highlight of the day down Memphis-way.
Minute participation—$7.50 each. base.

WTAW—College Station, Texas
1,000 Watts—Blue
FARM FAIR
12:30 to 1:00 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers. Spot Participation—Blue Rate $4.40.

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual
WOMEN IN THE NEWS
10:00 to 11:00 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU
Two Religious Groups Plan Expansion Of Church Programs Via Showmanship

NEW INTEREST among religious groups in radio, with indications of a general trend towards its increased use and towards adopting the technique of successful entertainment on the air for religious messages, is found in expansion plans announced within the last few weeks by two major bodies—the National Council of Protestant Episcopal Churches in the U.S.A.; and the National Lutheran Council.

Their plans and interest are along the same lines projected recently by the newly formed inter-denominational religious committee [Broadcasting, Jan. 1, 8] although neither is as yet a member. Plans are characterized by interest in FM, increased use of recorded programs, more emphasis on showmanship, less on long sermons and church service programs; and a definite attempt to steer away from sectarianism.

Representing eight Lutheran bodies, the Lutheran Council, at its 27th annual meeting in New York Jan. 23-26, created and subsidized a new division of public relations, which includes visual aids and publicity units, a newly created radio department under the direction of Alfred R. Nau, in charge of Council radio for the past year, for 12 years a church commentator. First step is to expand its quarterly program, March of Faith into a national series. Discs will be cut next week and offered free to a selected group of stations in Lutheran areas. Program originated on the Lutheran station WCAI, Minneapolis several years ago and has been broadcast experimentally on other midwest stations. Content is divided between music by college choirs and a six-minute feature Voice of the Church, speaking on the general subject of Christianity, with special intent to avoid “sermonizing,” proselytizing, and offending listeners of other faiths. Only mention of the word Lutheran occurs when the announcer credits the Council with the presentation.

Radio committee report, presented to the Council also stressed need for anticipating new radio facilities. Council will embark on a survey of FM, and is considering the possibility of network series, which might be commercial, it was learned. There is incidentally no connection between the Council and Lutheran Laymen’s League, sponser of Dr. Walter A. Maier’s Lutheran Hour on WOR and local stations. Council participates in the Blue public service program Vespers.

Episcopal Council has announced its first regular radio project, a series of six quarter-hour transcriptions The Living People, featuring professional radio and stage actors in dramas based on “true-life” situations illustrating the religious spirit. Programs have been offered for use during Lent or at other times and have been requested so far by some 150 outlets. Only mention of the Episcopal faith occurs at the end of each program when the announcer states that the program is presented as a public service by the laymen of the Episcopal Church and the presiding Bishop’s Committee on Laymen’s work.

Some 600 stations now have a special disc prepared by the Council for broadcast on the day of European victory, including choir music, prayer of thanksgiving and address by the Bishop of Pennsylvania.

Postwar Ad Help
A NATIONALWIDE organization of advertising and sales personnel to help labor, industry, agriculture, and consumers to understand each other’s problems, and to help American youth to understand the merits as well as the problems of our economic system, was proposed Jan. 29 by Charles B. Brown, advertising director of the RCA Victor Division, at a luncheon of the Philadelphia Sales Executive Club, at the Bellevue-Stratford Hotel. Mr. Brown’s suggestion was part of an eight-point program to help the 88,000,000 young Americans who have known only depression, recession and war to build for permanent peace, security and a prosperous economy.

WOR Script Course
TO HELP ease the extreme shortage of trained radio writers, WOR New York is offering a course of 10 weekly sessions for qualified applicants, who will be given assignments in practical radio writing. Robert A. Simon, WOR director of continuity, will supervise the instruction.

N. Gertrude Arney
MRS. N. GERTRUDE ARNEY, 76, mother of C. E. Arney Jr., executive-treasurer of the NAB, died in Los Angeles Jan. 26 following an abdominal operation. Interment was at the family home at Pocatello, Idaho.

"...but WFDF Flint didn’t say we don’t need Civilian Defense!"
Do you know about this NEW COMBINATION?

The Fetzer Broadcasting Company, operator of Station WKZO at Kalamazoo, is now also operating a brand-new station at Grand Rapids—WJEF—and time can be bought on both stations at a bargain combination rate.

You of course know that WKZO, Kalamazoo, serves eighteen important Western Michigan counties (daytime) with a population of 630,792. Now WJEF gives you a quarter-million people in Grand Rapids and Kent County—is CBS, and has the most favorable frequency in the market.

Together, WKZO and WJEF are more than an unbeatable combination—they are the must for advertisers who even hope to get optimum radio coverage in Michigan’s second area. . . . We’d be happy to send you the whole story—or just ask Free & Peters.

Owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., Exclusive National Representatives
Hunt Bros. Expands
HUNT BROS. Packing Co., Los Angeles (canned tomato sauce), has substanti-
ally increased its radio advertising assignment, in a concentrated campaign that has started with a total of approximately 150 transcribed 20-second announcements being placed in 50 western stations. Coverage for 52 weeks started in January. List includes KOBW, KCHT, KVI, KROQ, KXV, KBB, KYM, KVOA. Other stations are being added. Firm also sponsors weekly half-hour CBS Radio series "The Sunday Night Show." The show, an entertainment-news commentary by Arthur Gaeth on 95 Los Angeles stations. Agency is The Blow Co., Hollywood.

Considers Radio
JAMES A. OREIGE & ASSOC., Chicago, has been appointed to handle advertising for the following accounts: Foote & Jones, Jackson, Mich. (flavor specialists); Transit Freight Corp. (foodstuffs); Woodrow Grove, Ill.; and Commercial Plastics Co., Chicago.

Toddlers Swing
TODD SHIPYARDS Corp., New York, has contracted Raymond Grant and the Blue Network cooperative program with WJZ, New York on a three-weekly quarter-hour basis as part of a radio drive to recruit workers. Contract is for 42 weeks. Radio schedule has been expanded to include four quarter-hour entertainment programs of varying lengths on WHN, WINS, WMCA, (NEW), WABC, (NEW). Agency is Wendell F. Cohn Co., New York.

Store Promotion
TO MARK the redecorating and reorganiz-
ing of its record salon, McCullum's Department Store, Northampton, Mass., in cooperation with Victor records, secured Vaughn Monroe to appear at the salon to conduct a quarter-hour broadcast over WHYN Holyoke. Mr. Monroe was inter-
viewed on the program, which had been promoted previously by WHYN, before a capacity audience. McCullum commercials were worked into the interview.

Irrites Apolrites Chernow
JOHN IRVING SHOE Corp., Boston, na-
tional chain shoe store firm, has appointed the Chernow Co., New York, to handle advertising. Sponsorship of weekly quarter-hour transcribed musical programs will be handled on WPNR Philadelphia and WWDC Washington, and one-minute trans-
casted announcements at varying intervals will be continued on WHAT WOR TC. Other stations will be added shortly.

Sponsor War Campaign Begins
SPARE WAY FOOD PRODUCTS, Brook-
lyn, manufacturers of condiments and Gold Crest mayonnaise, has named Hal A. Sal-
man Assoc., New York, to handle its first consumer advertising. Space campaign started last week for mayonnaise and will be followed by spot radio as soon as Fuller national distribution is achieved.

WGN 'Peer Court
TITLED Fat Police Court, WGN Chicago is airing a program under sponsorship of Bon-Ton Stores, Chicago, over the stations 8:15-8:30 p.m., presenting opinions about the little things which bother most people. Editor is conducted by Edwin Davis and Harold Isbell. Contract for 13 weeks was placed by George H. Hartman Co., Chicago.

Radio Talent Firm
JOSEPH J. ANTHONY Radio Prod-
uctions, new unit specializing in packaged live and transcribed shows, has been estab-

May Consider Spots
RADIO WIRE TELEVISION Inc., New York, has appointed Diamond-Schidman Co., New York, to handle advertising for post-
sale use. Spot radio may be used in the near future.

Names Compton
POCKET BOOKS Inc., New York, effec-
tive Feb. 1 has appointed Compton Adv., New York, to handle postwar advertising. Radio will be used.

Radio Luncheon
SALUTING RADIO and building its lunch-
cheon meeting program around the industry's 55th anniversary, Los Angeles Advertising Club is to have Col. Thomas H. Lewis, commanding officer of Armed Forces Radio Service, Hollywood, as guest speaker Feb. 6 in Los Angeles Hilton Hotel. Talk is titled "Victory Through Air Power!". William B. Bax, general manager of KFI Los Angeles and 16th NAB Director, will be chairman of the day, with Irwin Borden, club chairman, presiding.

Tallest Tower
WNAX Yankton, S. D., now claims the world's tallest tower in view of a report from Sid Feder, war correspondent for the New York Post. According to AP in Rome, which states that the radio tower at Budapest, the only such structure in the world which topped the WNAX tower, is no longer visible in an allied recon-
naissance photo. Original broadcasting buildings of the stations are still visible, however.

WNAC Wire's Quiz
CONSOLIDATED Gas Co., Boston, began sponsorship Jan. 29 of Monday through Friday Quiz on WNAC-Boston. Program features clubwomen in and around Boston who are awarded War Stamps for their club charity for giving the right amount of stamps, the prize to be presented by Miss Les Smith. Show is recorded in the after-
noon and played back the following morn-
ing.

Know-How shows how
in Western North Carolina

The first exhaustive sur-
vey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater per-
centage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary and secondaries.

How They Listen
WHEN BOTH WESTERN NORTH CAR-
OLINA STATIONS FEATURE NEWSCASTS
AT THE SAME TIMES SIX WEEKDAY:

MORNINGS:

WWNC 2nd All Station Others
8:00 am NEWS 1.9 13.5
Monday thru Saturday 20.4
9:00 am NEWS 1.7 8.6
Monday thru Saturday 17.2

WWNC leads 10 to 1 over 2nd station and has a rating higher than all other stations com-
pletely-delivering well over 50% of the West-
ern North Carolina audience for each period.

How They Listen... to WWNC!

570 KC Serving Western
North Carolina from ASHEVILLE

Serving Western
North Carolina from ASHEVILLE

BROADCASTING • Broadcast Advertising

DON S. ELIAS, Executive Director

Represented by the Katz Agency
EXACTLY five years ago—in 1940—Hallicrafters introduced a very high frequency communications receiver with a range of 27.8 to 143 Mc. This model was clearly five years ahead of its time in its anticipation of new and exciting possibilities for superior performance on the higher frequencies. Today Model S-36 stands by itself as the only commercially built receiver covering this range. It is outstanding for sensitivity, stability, high fidelity. With its extraordinary VHF versatility it is ready for immediate application in the ever widening fields of FM and higher frequency development work. Engineering imagination at Hallicrafters is reaching out beyond the next five years, beyond the present known limits of radio technique so that Hallicrafters equipment will continue to be always ahead of its time, above and beyond your best expectations.
COLUMBIA Pictures Corp., New York, is securing wide-spread indirect promotion for the film "A Song to Remember" through the Greater Cleveland Memorial Talent Search now being conducted through both radio stations and newspapers. Search is named in honor of the French novelist who with the composer Chopin are principle characters in the film. OBS figures prominently in the contest, with at least 40-45 stations committed to promoting the search across the air; plans to have the winner appear on Kate Smith Hour and receive a million dollars from the network; and with Ted Collins, producer, and Mark Mow, OBS casting director among those serving on the board of judges. Several other network and independent stations, including WGN, are participating and others may join.

Merchandising & Promotion

Talent Search Promotion—Contests Displays Reports Reprints

WSGN Displays SHELF DISPLAYS of products advertised over WSGN Birmingham are featured at the Alabama station each week in the studio lobby. Since an advertisement is required to take a pair of shoes from the store, a shoe advertiser who wishes to display his product solves the problem by using two left shoes in a display. Station is also using window, corner and floor displays in local stores tying-in with WSGN programs.

** WKY Tour Report **

REPORT on the success and effectiveness of the WKY Oklahoma television tour [Broadcasting, Dec. 15, 1944] has been released by the station in the form of a promotion folder titled "BOX Office—the Tale of a Tour". Brochure states that 63,545 persons witnessed the exhibit in 19 Oklahoma cities between Nov. 11 and Dec. 2, 1944 which drew 45,000 pairs of newspaper comment. Pictures for the tour included.

Ad Reprints ACCORDION of promotion piece "Any Way You Look At It" presents six reprints of NBC western division 1944 trade paper advertisement emphasizing audience leadership. Data is based on Pacific Coast program Hooper ratings.

Calendar Notebook CALENDAR notebook for 1945 distributed by RCA contains, in addition to information about the company and its various subsidiaries, a directory of the standard, FM and television broadcasting stations in the U.S., a map of the proposed television network route and a list of NBC's top programs.

WJW Bowling Prizes BOWLING tournament with prizes totaling $2,020 is being sponsored by WJW Cleveland Feb. 5 to March 17, under direction of Earl Harper, WJW sports director, who will conduct a broadcast each week from the Alabama Alleys in Detroit. Contest is open to both men and women bowlers.

The Birmingham News- Age-Herald Station WSGN

The Birmingham News- Age-Herald Station WSGN

5000 WATTS 1330 KC.

ENGLISH - JEWISH - ITALIAN

Notional Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD WEVD - 17 West 46th Street, New York, N.Y.
A BASICALLY NEW IDEA IN TRANSMITTERS...

PLUS ALL THE EXTRAS OF SPECIAL WESTINGHOUSE RESEARCH FOR FM

Here in a smartly-styled package is a basically new approach to FM transmitter design... combined with all the performance extras of special Westinghouse research for frequency modulation.

Built in 1, 3, 10 and 50 kw ratings, this new design provides direct generation of the modulated carrier by a simple and straightforward circuit. Frequency corrections are independent of critical tuning. Distortion is low.*

Metal-plate rectifiers—first introduced by Westinghouse for high-voltage, high-current AM applications—virtually eliminate outages caused by rectifier (tube) failures. Space and cooling requirements are reduced, operating costs are lowered.

Your nearest Westinghouse office has complete details of this new triumph in FM transmitter design in booklet B-3529. Or write Westinghouse Electric & Manufacturing Company, Radio Division, Baltimore, Maryland.

XXV - RADIO'S 25TH ANNIVERSARY - KDKA
Time Stretcher For Television Is Offered by David W. Doie

Agency Executive Urges Full Quarter-hour for Actual Program Itself Without Commercials

EDITOR BROADCASTING: Joe Spadea’s article and your editorial comment on the subject of shorter air-time program periods [BROADCASTING, Jan. 16] has prompted my bringing forth a similar suggestion for the video industry. The question of a “time-availability stretcher” for today’s radio not only evokes interest, but has been long overdue as succor to the timebuyers’ everlasting headaches . . . not that it won’t eventually create a few more!

My thoughts, however, have of recent date been focused on the commercialization problems of television, and Joe’s suggestion seemingly seconds a motion that I now make to the present as well as future television broadcasting management.

Wedlock Possible
The current NAB ratio of audio-commercials-to-program-time (3 minutes of every 15, daytime), will be too large for television. This will become increasingly evident as television programming develops new techniques for both audio and video commercials and the ultimate wedlock of the two. At the same time, and not in any respect speaking in the guise of an expert at this stage of the game, it is my thought that a video program plot could be handled more naturally and completely if granted full 15 minutes for program. As second cousin to the one-set play or the Saturday-afternoon kids’ serial, the “soapers,” for instance, would be hard pressed before the camera to present a worthwhile eleven minute “program” format.

A Chance to Promote
Speaking of programs only, it would be better to give them . . . let’s say, 17 minutes each . . . 15 for programs and a maximum of two for audio commercials. Video commercials will have to be regulated by other qualifications than that of time. Three of these 17-minute programs in an hour leaves a balance of nine minutes. These I suggest should be used in three segments, each consisting of: (1) a 10-second station identification, (2) a 2½ minute spot announcement, and (3) a 23-second “service” spot. The 10-second station identification would immediately follow the sign-off of the sponsored “program,” thus effectively eliminating the hitch-hike effect of radio’s two-second identification brushed aside by “Blurt’s Belch Remedy.” Ten seconds of air time also would give the television station a chance for

NEWSCAST CLEANUP

ADDED to the growing list of stations which are either displaying new interest in cleaning up commercials or newscasts or have been doing so for some time is WCMI Ashland, Ky. which informs BROADCASTING it has been following the pattern set forth in the St. Louis Post-Dispatch editorial [BROADCASTING, Jan. 22] for some time.

On the Mutual Fulton Lewis Jr. program, the local WCMI sponsor, Ashland Dry Goods Co., which is now in its second year of sponsorship, has never used merchandise mention or sales plugs. The time usually allotted to commercials is devoted solely to promotion of the war effort, with copy boosting current campaigns. Only the opening and closing commercials and not the middle break are used to state that the program is presented by the Ashland Dry Goods Co.

NAB Recording Expands
RADIO-RECORDING division of NBC has opened offices in San Francisco. Robert Z. Morrison, formerly of the recording division’s sales staff in New York, is in charge, assisted by Janet Sligh who, until the expansion, handled the division’s local operations. The San Francisco branch will make available to all broadcasting stations, advertisers and agencies in the area west of Denver, all of the division’s recording services.

promotion on its own behalf. The 2½ minute commercial spot announcement would be simply video’s version of today’s one-minute spot, but the longer time plus video policy similar to the NAB Code, should insure entertainment programming for at least a minute and a half of the time. The thought is that such entertainment programming of spot announcements would avoid a repetition in television of today’s radio row over the spots. With the addition of “picture,” building entertainment into such spots has unscaled heights of possibilities.

Finally, the “service” spot in the (Continued on page 60)
AUGUSTO GODOY

FORMERLY PARTNER
AND PRESIDENT OF
MESTRE & GODOY
HAVANA, CUBA

FERMIN P. CROSS

FORMERLY
CHIEF COPYWRITER
OF THE SAME FIRM

announce

the formation, on

January 13, 1945, of

GODOY & CROSS

with offices at

Prado 51,

Havana, Cuba

Telephone: Havana A-1941
division of time outlined above would give the facilities' salesman a second sale at each "break." The 20-second "service" spot would include time, temperature, weather forecast, airplane ceiling, overcast, visibility and landing conditions, and/or news items. It would close with a quick station identification before the opening of the next program.

A cross-section of an hour as suggested in the aforementioned would log as follows:

<table>
<thead>
<tr>
<th>Time</th>
<th>Station Identification</th>
<th>Weather Forecast</th>
<th>Time to Blaze</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2</td>
<td>&quot;Red Heart Beats,&quot; Announcement</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>0-2</td>
</tr>
<tr>
<td>2-4</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;Life on a Laundry&quot; Program</td>
<td>4-6</td>
</tr>
<tr>
<td>6-8</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>8-10</td>
</tr>
<tr>
<td>10-12</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>12-14</td>
</tr>
<tr>
<td>14-16</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>16-18</td>
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<tr>
<td>18-20</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>20-22</td>
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<tr>
<td>22-24</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>24-26</td>
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<tr>
<td>26-28</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>28-30</td>
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<tr>
<td>30-32</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>32-34</td>
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<td>34-36</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>36-38</td>
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<td>38-40</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>40-42</td>
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<tr>
<td>42-44</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>44-46</td>
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<tr>
<td>46-48</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>48-50</td>
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<tr>
<td>50-52</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>52-54</td>
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<tr>
<td>54-56</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;Rinso White,&quot; Announcement</td>
<td>56-58</td>
</tr>
<tr>
<td>58-60</td>
<td>&quot;Dreier News Analysis&quot; Program</td>
<td>&quot;America's Most Wanted&quot;</td>
<td>60-62</td>
</tr>
</tbody>
</table>

"-and I spose yuh'd like t'install a radio—and listen t'uh WFDF Flint!"

New Talent Service

GROUP headed by James L. Saphier, Hollywood radio talent agent J. D. Findlay, have taken over Myron Selznick & Co., Beverly Hills, Cal., talent service. Under new set-up firm will be known as Myron Selznick—James L. Saphier & Co., with personnel of both organizations retained. Mr. Findlay has assumed duties of general manager of the combined operations, with headquarters at 9700 Wilshire Blvd. Monica McCall continues as head of the New York office with Bruce Powell, manager of the radio department in New York. James Doane, associated with Mr. Saphier, becomes active in the new set-up, bringing his network package Mayor of the Town sponsored on CBS. Although Myron Selznick & Co. Ltd. of London is not included in the change of ownership, a close working agreement is being concluded for interchange of talent representation.

Pan American Video

PAN AMERICAN AIRWAYS System, New York, about March 12 will sponsor for the first time a series of weekly half-hour video film shows on the NBC television station, WNET New York, through J. Walter Thompson Co., New York. Travelogue series, to run 52 weeks, will promote travel in Latin America via Clippers. A few live shows also will be presented. Although a time schedule has not been completed, show will probably be telecast Mondays at 5 p.m.

WITH no hotel rooms available in Syracuse and traffic at a standstill because of the heavy snowfall, 100 hotel Motel guests were set up in the studios of WPBS Syracuse for engineers and announcers one night last week, thus making sure the station was signed on at 6 a.m."

BOB HOPE, radio comedian, is shown reading over his 10-year contract for approximately $10,000,000 with the Pepsodent division of Lever Bros. Contract was signed by Charles Luckman, president of Pepsodent (left seated) as James A. Barnett, vice-president of Pepsodent (left standing) and Hugh Davis, vice-president of Foote, Cone & Belding, New York, approve. Mr. Hope is heard Tuesdays, 10-10:30 p.m. on 128 NBC stations.
Whether Amplitude Modulation... Frequency Modulation... or Television — dependability is a must for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because it stands up.

For more than thirty-five achievement-studded years... from the Poulsen Arc to the new CBS Television Station... Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system...

All this, plus the war-sharpened techniques that are the result of ability and experience, combine to give you craftsmanship... the kind of craftsmanship that builds dependability into all Federal equipment.

In AM... FM... TV...

... your prime need in broadcast equipment is dependability — look to Federal for it.
OWI PACKET, WEEK FEB. 26

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 26. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>WORK</th>
<th>GROUP</th>
<th>ANNOUNCEMENTS</th>
<th>GROUP</th>
<th>AE.</th>
<th>Ind.</th>
<th>AE.</th>
<th>Ind.</th>
<th>NAT. SPOT</th>
<th>PLAN</th>
<th>TRAN.</th>
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<tr>
<td>Army Nurses</td>
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<td>Careless Talk</td>
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<td>Income Taxes</td>
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<td>Stop Wartime Accidents</td>
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<td>Red Cross</td>
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</table>

See OWI Schedule of War Message 149 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

ONLY FARGO?
I THOUGHT IT WAS CHICAGO!

Fargo stores, and Fargo businesses, are just as modern and as big, as those found in many cities of much larger size! Why? Because Fargo is the shopping center of the entire Red River Valley—one of the country's richest farming sections—home of more than one million prosperous people.

And WDAY in Fargo, is the ONLY station that's heard throughout the whole Red River Valley—the best advertising medium between Minneapolis and the coast! May we tell you more?

WDAY, INC.

N. B. C.

FARGO, N. D.
Affiliated with the Fargo Forum
970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THEY AGED ANOTHER 20 YEARS—in front of the camera—when James R. MacPherson, KOA general manager (1) reminded these staff members of their 20 years with the Denver station. "Old men" had a special KOA program in their honor. Adding up to 100 years of service are the scores of: Robert H. Owen (flowing beard), assistant manager and chief engineer; Lt. Comdr. J. A. Slusser (framed, with black handle-bars) now on leave with the Navy; C. A. Peregrine (with fringe on top), chief control supervisor, holding up the picture. Seated characters are: Walter L. Morrissey (goatee parted in middle), assistant control supervisor; Francis A. Nelson (beard at half mast), of KOA's transmitter staff. NBCers hanging on wall include (1 to r): John H. MacDonald, vice-president in charge of finance; William S. Hodges, vice-president in charge of stations; Niles Trammell, president; Frank E. Mullen, vice-president and general manager; A. L. Ashby, v-p and general counsel.

Chicago Ad Women Give Details of Snapp Award

FOR THE ninth consecutive year the Women's Advertiser Club of Chicago will sponsor the Josephine Snapp Award competition, to be made in June, to the woman whose work in advertising represents the most outstanding contribution in that field during 1945. Contest was started in 1937 as a memorial to Josephine Snapp, former president of the Women's Ad Club of Chicago and vice-president of the Advertising Federation of America.

National in scope, the contest is open to all women in advertising. Entries must be received by April 5 to be considered for the award, a silver trophy, which will be presented at the convention of the Advertising Federation of America. Appellations for the Josephine Snapp Award may be obtained from the chairman of the committee, C. D. Bertolet & Co., 30 N. Dearborn St., Chicago 2.

WOL Staff Changes

CHARLES LEWIS, formerly production manager of WBEN Buffalo, has joined the production staff of WOL Washington and will work with George Sutherland, production manager. Other staff appointments include Lillian Ruppert, formerly traffic manager of WOL to be assistant sales manager and Mae Griffin, former continuity editor, who becomes traffic manager. John Arnold, assistant to Miss Griffin, has been appointed continuity editor and Priscilla Hall, formerly of the service department, has transferred to the continuity staff as Miss Arnold's assistant.

PAA Cancels

EXECUTIVE Committee of the Proprietary Ass'n of America has canceled the organization's 1945 annual convention, which was to have been held May 15-17 at the Biltmore Hotel, New York.

Three Join MBS

WHKK Akron, owned and operated by United Broadcasting Co. with 1,000 w on 640 kc will become affiliated with Mutual Feb. 25, making a total of 249 MBS affiliates. Network has acquired two 250 w stations, both operating with on 1540 kc—WFGC Sunter, S. C., operated by Radio Station WFIG Inc., on Jan. 6; and WMLT Dubu- lin, Ga., owned and operated by A. B. Robinson, on Jan. 16.

Moline, home of Deere & Co.

Time buyers are selecting the TRI-CITIES market because farm machinery production after the war will be DOUBLE that of the best prewar years, as predicted by the U. S. Dept. of Commerce. TRI-CITIES now has over 200,000 urban population . . . a BIG market today . . . BIGGER tomorrow! See that your sales keep pace with TRI-CITIES' growth . . . count on this 5,000 watt, right-at-home "salesman" . . .
Only Gates Offers You This Choice of SPEECH INPUT CONSOLES

- Here are two popular examples of how Gates equipment is engineered for efficiency and economy to meet the requirements of every type of station. These two popular studio control units meet every demand for use as a main studio control unit, as well as sub-studio control equipment, for auditorium pick-ups and for large broadcasts such as symphonies, conventions, etc. You'll find these Gates units in service all over the world... time-proven by dependable service in more than 100 U.S. broadcasting stations ranging from 250 to 50,000 watts.

THE MODEL 30 CONSOLE is streamline-designed for real showmanship by one of America's leading industrial designers, and carefully engineered to combine these important features:

- FM frequency response
- 5 complete pre-amplifiers
- Dual program and monitoring amplifiers instantly interchangeable
- All circuits controlled by keys (no push-buttons employed)
- Illuminated VU meter
- Massive modernistic appearance

THE MODEL 51-CS STUDIOETTE is a junior size of the Model 30, substantially lower in price and ideally suited for the moderate-size station, where quality control equipment with the following features is desired:

- FM frequency response
- High gain and low distortion
- Accommodates 5 microphones, of which any 3 may be mixed simultaneously
- Has 6 remote positions
- Complete cueing, monitoring and muting facilities
- Attractive 3-color finish

Wartime restrictions do not allow the sale of new broadcasting equipment without priority, therefore this equipment is presented merely to acquaint you with Gates' current developments.


Gates RADIO COMPANY, Quincy, Illinois, U. S. A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field

Broadcast Transmitters • Studio Speech Equipment • Antenna Tuning and Phaser Units
Amplifiers • Remote Equipment • Broadcast Station and Transmitter Accessories
FCC Meeting Discloses Probe of Spectrum By Stations

A NATIONWIDE experimental program in all phases of FM broadcasting is under way, it was disclosed last week following an all-day conference of 29 FCC and private engineers at Commission headquarters in Washington.

Cooperating with the Commission Engineering Dept., a dozen licensees have taken on specific assignments to probe the present FM spectrum (42-106 mc) and the proposed band (84-162 mc) in an effort to arrive at conclusions based on actual knowledge and to develop technical FM standards, both for educational and commercial broadcasting.

The experimental program, in line with the Commission's new policy under Chairman Paul A. Porter of closer cooperation with broadcasters, is being carried on by a few stations, while others still are under construction. Latest organization to be added to the list of those authorized for the wide developmental work is that of the Georgia School of Technology (licensee of WGST Atlanta), which on Jan. 25 was granted a construction permit for a 1 kw developmental FM station in Atlanta, frequency and call letters to be assigned by the Commission Engineering Dept.

The Journal Co. FM stations, WMFM and W9XJC Milwaukee, were the first to attempt FM boosters. Experiments over a long period of time have convinced station executives that boosters within the service area have worked well, according to Phil Laeser, chief engineer. Now W9XJC is moving its boosters to the edge of its service area and will report results.

New Antennas Tested KZ Denver, which had no representation at the Monday conference, proposes to reverse the Milwaukee booster procedure and place its boosters at the edge of the service area of its FM experimental station, W9XLA, where signal strength is low. Because of the mountainous region around Denver the experiments will be watched with great interest.

New types of antennas are to be used by four stations. In Boston the Matheson Radio Co., licensee of WHDH-WIXMR, will place into use a biconical horn radiator, developed by A. Earl Cullum Jr., former consulting engineer now with the Office of Scientific Research & Development. W1XMR has been assigned channels at 49.3 mc and 99.8 mc for the experiments.

WB Atlanta, operating W4XAJ, is working on a vertically polarized antenna. The station already has operated on 43.7 and 49.9 frequencies and is ready to start experiments on 99.8 mc. A fourth channel, 87.4 mc, has been assigned also.

Evansville On The Air Inc., licensee of WEAO and WGBF Evansville, Ind., and of W9XEV, is using another new type of antenna known as the stacked corner reflection antenna. W9XEV also will investigate multipath measurement by pulse transmission. The station has been assigned channels at 49.9 and 99.8 mc.

John Barron, Washington consulting engineer, has developed still another new type of antenna which will be put into operation by W4XCT Chattanooga, licensed to the Chattanooga Broadcasting Co., operator of WAPO. W4XCT also proposes to multiplex. Frequencies of 43.7, 87.4 and 98.9 mc have been assigned for the experiments.

Maryland Broadcasting Co., licensee of WITH Baltimore and W9XMB, will operate in conjunction with the Jansky & Bailey Washington station, W3XO, and W3XL and W9XLA, licensed to Commercial Radio Equipment Co., to determine the extent of co-channel and adjacent channel interference. The Baltimore station has been assigned 43.2 mc, same as the Jansky & Bailey frequency, and 49.9, same channel as W3XL to broadcast simultaneously to ascertain the extent of co-channel interference.

Other frequencies assigned Maryland Broadcasting Co., of which Thomas Tinsley is president, are: 43.4, 99.8 86.4 mc. Commercial Radio Equipment Co., operated by Everett L. Dillard, has been assigned the 49.9 and 99.8 mc channels.

Voice of Alabama Inc., licensee of WAPI Birmingham, W4XAP and W4XFM, proposes to operate two transmitters into one antenna.
and investigate noise levels in Birmingham. Outside of Pittsburgh, Birmingham is said to have the highest noise level of any city in the country. Frequencies assigned the Birmingham stations are: 43.1, 49.1, 86.2, 98.2.

Little Burst Trouble
All last summer the Courier-Journal & Louisville Times Co., licensee of W9XEK Louisville, observed bursts. At last week’s conference, D. C. Summerford, chief engineer, reported he had concluded bursts won’t be a major bother to FM at 46.5 mc. New assignment for W9XEK under the development plan is to conduct comparative field strength surveys on 105, 88.6 and 45.5 mc.

Attending last Monday’s conference were the following:
A. Earl Cullum Jr., W1XMR Boston, Office of Scientific Research & Development; D. C. Summerford, WHAS-W9XEX Louisville; Paul Dillon, WMIT Winston Salem, N. C.; Phil Hedrick WJSW-W4CGG Winston-Salem; B. B. Barnes, WAPO-W4XCT Chattanooga.
Frank H. McIntosh, Washington consulting engineer; Wilton Chiles, WIOD Miami; C. F. Daugherty, WSB-WAXJ Atlanta; Ernest L. Adams, WWHO Dayton, O. W. Shropshire, WSB, all representing the Gov. James M. Cox stations.

Representing the FCC were: V. R. Simpson, assistant chief engineer; John A. Willoughby, chief, and C. H. Owen, assistant chief, Broadcast Engineering Division; C. M. Braun, chief; C. B. Plummer, assistant chief, and H. S. Cowperthwait, Nonstandard Broadcast Service; E. W. Allen Jr., Technical Information Division.

Benton & Bowles Named For GE Chemical Ads
GENERAL ELECTRIC Co., Schenectady, has appointed Benton & Bowles, New York, to handle advertising of the newly formed chemical department. It was announced last week by Robert L. Gibson, who has been appointed advertising and sales promotion manager of the department.
Department incorporates the plastics division, heretofore handled by Lighton & Nelson, Schenectady, and the resin and insulation material division, previously part of appliance and merchandise department, the latter now handled by Young & Rubican, New York.
Plans for national advertising of the plastics divisions are now being formulated and will be announced in the near future, Mr. Gibson said. Production of plastics is confined to raw materials and products advertised to the trade.

These radio organizations presented their own stories to the nearly 16,000 Printers’ Ink readers in 1944. Here radio’s first promotional effort was delivered to the largest group of advertising, marketing and selling people in the world.

The Blue Network
Columbia Broadcasting System

Columbia Pacific Network

Cowles Broadcasting Company

Don Lee Broadcasting System

Mutual Broadcasting System

National Broadcasting Co.

NBC Spot Sales

KABC, San Antonio, Texas

KDKA, Pittsburgh, Pa.

KDYL, Salt Lake City, Utah

KECA, Los Angeles, Calif.

KFEL, Denver, Colo.

KFJ, Los Angeles, Calif.

KOJ, Honolulu, Hawaii

KABC, Kansas City, Missouri

Kbbe, St. Louis, Missouri

KNX, Los Angeles, Calif.

KOMO-KJR, Seattle, Wash.

KCBS, Corpus Christi, Texas

KD, Des Moines, Iowa

KSD, Jamestown, N. Dako.

KSTP, St. Paul, Minnesota

KTUL, Tulsa, Oklahoma

KXXM, St. Louis, Missouri

KXYZ, Houston, Texas


WABC, New York, N. Y.

WBBM, Chicago, Ill.

WBT, Charlotte, N. C.

WBY, Boston, Mass.

WCAC, Philadelphia, Pa.

WCBS, Baltimore, Maryland

WCCO, St. Paul, Minn.

WDAY, Fargo, North Dakota

WDJ, Roanoke, Virginia

WDRC, Hartford, Conn.

WDZ, Tuscaloosa, Ala.

WEAF, New York, N. Y.

WEII, Boston, Mass.

WENR, Chicago, Ill.


WFLA, Tampa, Florida

WGAR, Cleveland, Ohio

WGAR-WJIR-WMPC, Cleveland, O.

WOBI, Scranton, Pa.

WGN, Chicago, Ill.

WOR, Buffalo, N. Y.

WILL, Rochester, N. Y.

WHB, Kansas City, Mo.

WHBF, Rock Island, Ill.

WHK, Cleveland, Ohio

WHKC, Columbus, Ohio

WHO, Des Moines, Iowa

WIOD, Miami, Florida

WJZ, New York, N. Y.

WKZO, Kalamazoo, Mich.

WLAC, Nashville, Tenn.

WUL, New York, N. Y.

WLS, Chicago, Ill.

WMAQ, Chicago, Ill.

WMBD, Peoria, Ill.

WMC, Memphis, Tenn.

WMCA, New York, N. Y.

WNMT, Cedar Rapids, Iowa

WNAX, Yakima, So. Dakota

WNCH, New York, N. Y.

WOC, Davenport, Iowa

WOW, Omaha, Nebraska

WOWH, Ft. Wayne, Indiana

WPTF, Raleigh, N. Carolina

WKW, Washington, D. C.

WNL, Richmond, Virginia

WSTR, Syracuse, N. Y.


WTAM, Cleveland, Ohio

WTAR, Norfolk, Virginia

WTIC, Hartford, Conn.

WTOP, Washington, D. C.

WVL, New Orleans, La.

John Blair & Co. • I. Katz & Free & Peters, Inc.

W. E. Long Company • World Homemakers

PRINTERS' INK

205 East 42nd St. • New York 17, N.Y.

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RTPB-FMBI Proposals

(Continued from page 15)

only a fraction of the time, although the question has not been put formally to the Commission.

Under the Commission's proposals, television channels would be as follows: One channel, 44-50 mc; five channels, 54-84 mc; six channels, 180-216 mc.

ARRL Approves Proposal

FM would be 84-102 mc, with the 102-108 mc band unassigned but later determination to be made by the Commission regarding the allocation of all or a part to FM, non-Government emergency services, facsimile or television. Amateurs would be allocated, under the proposal, a 4-mc band from 50-54 mc, separating the first and second television channels.

The American Radio Relay League, which vigorously protested the RTPB recommendations that amateurs be allocated only a 58-60 mc band in that portion of the spectrum, has advised the FCC that its board of directors voted to accept the allocations proposed by the FCC. K. B. Warner, managing secretary, asked permission to be heard in support of the Commission's recommendations.

Whether the ARRL would accept the compromise, as reportedly suggested by the FMBI and RTPB, could not be learned, although it was pointed out that the amateurs still would have four mc instead of two, as the RTPB originally proposed.

Original RTPB recommendations were: Television, seven channels, 60-102 mc; 11 channels, 152-218 mc, making a total of 18. Under the proposed compromise, the six channels in the 180-216 mc band as suggested by the FCC, would remain, making a total of 12 channels for "downstairs" television.

Coupled with the reported attack on Mr. DuMont's statement and the proposed compromise allocation proposal, proponents of present-band FM are prepared, it was reliably reported, to challenge propagation data calculated by Dr. K. A. Norton, former FCC expert on leave to the War Dept., in which he observed FM could offer better service above 120 mc.

IRE Fight Renewed

The fight against Dr. Norton's conclusions, which flared at the annual winter conference of the Institute of Radio Engineers in New York on Jan. 26 [Broadcasting, Jan. 29], continued in a special session, Jan. 27, after last week's Broadcasting went to press.

Norton Defends Move

Dr. Norton, who did not attend the Friday meeting but who wrote a paper which was read by E. W. Allen Jr., of the FCC Technical Information Division, came to Mr. Allen's aid in the Saturday session.

He told the IRE:

"Part of the industry has begun a campaign to lead the public to believe their FM sets, purchased before the war, will be obsolete if the FCC makes this shift. Of course they will become obsolete. What this minority in the radio industry fails to add is that these receivers will be obsolete after the war regardless of the position of the FM band in the radio spectrum."

Mr. Allen repeated his assertion of Friday that if FM suffers some now from long-distance interference, it will find more trouble when the maximum sunspot cycle is reached again about 1947-50. "The present FM frequencies will have to be revised upward by some 15% to get away from this expected trouble," he said.

Mr. DuMont and T. T. Goldsmith of the DuMont Labs, asked if they might speak in behalf of television but they were ruled out of order at the special Saturday session. Dr. Goldsmith said, however, that

On Saturday, C. M. Jansky Jr., of Jansky & Bailey, Washington consulting engineers, and chairman of RTPB Panel 5 on FM, told the IRE that the proposed FM shift would be like "falling out of the frying pan into the fire". He made three specific charges as follows:

(1) Too little facts and too much interpretation of facts have been submitted as reasons why the FM change should be made.

(2) Confusion of thought by many between what actually is an engineering fact and what is pure interpretation.

(3) Attention is being directed to possible detrimental effects of sporadic skywave phenomena that might harm or mar FM on its present band of 42-50 mc and too little upon actual quantitative evaluation of what goes on in the band 84-102 mc, to which it is proposed to move FM.

For the complete list of BMI-licensed titles recorded by Kyser see your BMI DISC DATA or write for your copy of this special service.

KAY KYSER

COWBOY SERENADE  Col. 36244
ALEXANDER THE SWOOSE  Col. 36040
WHY CRY, BABY  Col. 36422
BY-U, BY-O  Col. 36526
POPCATPETL
WHO WOULDN'T LOVE YOU HOW DO I KNOW IT'S REAL  Col. 36517
ZOOT SUIT

The Professor, who introduced the "Kollege of Musical Knowledge" to radio listeners back in 1937, has rightly earned the affection of millions. His popularity on records, on the air and in pictures goes on year after year.

One alumna of Kyser Kollege, Ginny Simms, has gone on to great success of her own . . . but remaining with the band are those perennial favorites, Ish Kabbixe, Sulky Mason and Harry Babbitt.
the DuMont television station had operated its audio transmitter with FM at 84 mc without difficulty.

While the greatest opposition to the proposed allocations has arisen in the FM field, several individuals and groups have commented on the Commission for its proposals. Among them is Metropolitan Television Inc., licensee of WABF New York, FM station, and W5MYT, experimental television station. I. A. Hirschmann, vice-president, wrote the FCC last week that he was "highly pleased with the Commission's decisions" and that "we are urging that the recommendations of the Commission will be adopted as the final report." He enclosed a copy of a letter which he addressed to Walter J. Damm, president of the FMBI, asking if the Commission for its proposals.

As members of the FMBI, we wish to inform you that we have studied the recommendations of the Commission relative to frequency modulations and are in complete accord with them. It is our intention to urge their final adoption. Will you therefore recommend those stations WABF as amending any proposal to register a protest against the new allocations.

Formal notices of appearances have been filed by the following RTDB panels and committees:

Panel 13, D. E. Noble, chairman; Committee 7, R. O. Klemetti, chairman; Subcommittee S, Milo M. Dean, chairman; Committee 5, K. M. Hopper, chairman (to appear only if proposed new transmissions channels are opposed).

Panel 12, C. G. Agers, chairman; Industrial Heating, Dr. Alexander Sana; Medical Applications, A. W. Mathis.

Requests for oral argument have been filed by the following. (Where the names of persons scheduled to appear were given, they are listed):

NAB, J. Harold Ryan, president.
Mr. Damm.
Yankee Network Inc.
Peabody Broadcasting Co.—T. A. M. Craven, vice-president.
Interstate Broadcasting Co.—T. A. M. Craven, vice-president.
AMX Station New York—John V. L. Hogan.
Television Broadcasters of America.
American Radio Relay League.

Allen B. DuMont Laboratories—W. A. Roberts.
CBS—Joseph H. Ream, vice-president.
J. J. B. Hostetter, general counsel; Sutherland G. Taylor, counsel.

RDA and its affiliates, NBC, RCA, Radiomc, Corp., of America—Thomas H. Harris.

**FM STATICLESS** broadcasting is the theme of a nationwide educational campaign initiated by the Stromberg-Carlson Co., Rochester, N. Y. Stanley H. Maness, manager of public relations for the firm, is shown with campaign material—a counter display with a supply of free booklets for circulation by company distributors and dealers. Agency is McCann-Erickson, New York.


AT&T.


U. S. Office of Education, Dr. R. R. Overlander.

Lorain County Radio Corp.

Concurrences with the FCC allocation proposals were filed by the following:

Forestry Conservation Communications Assn.—Will not appear but reserve right to protest any objections to usage of frequencies forever.

Philip Corp. [Broadcasting, Jan. 15].
Aeronautical Radio Inc.—Satisfied with proposed allocations but if opposition arises, Gordon A. O'Reilly, vice-president, seeks right to appear.


Metropolitan Television Inc., New York. Permission to file brief only was sought by Dr. Alfred N. Goldsmith, consulting engineer.

**"TAP TAP"**

**Who's There?**

Some smart sponsor tapping the rich Pordland Market by means of WGAN.

**New York**

**Station**

**PORTLAND**

**Maine**

**Station**

**PORTLAND**

**Maine**

**Station**

**PORTLAND**

**Maine**

**Station**

**PORTLAND**

**Maine**

**Station**

**PORTLAND**

**Maine**

**Station**

**PORTLAND**

**Maine**

**Station**

**PORTLAND**

**Maine**

We are ready now to serve you again, if you have the proper priority to purchase new equipment. In planning your new installations, be sure to investigate the exclusive and superior features of the Lingo Vertical Tubular Steel Radiator. They are available in standard heights—100 to 500 feet. Orders placed now can be delivered with the most modern high-gain antennas.

Lingo also produces tubular steel poles for the support of FM, TV, and other UHF antennas.

Our staff will be pleased to provide you with the complete story as it applies to your own installation. In writing, please give location, power, frequency of station, etc. to indicate radiator height desired.

**John E. LINGO & Son, Inc.**

**Est. 1927**

**Completed, New Jersey**

**BROADCASTING • Broadcast Advertising**

February 5, 1945 • Page 67
Oscar F. Soule, vice-president of Onondaga Radio Broadcasting Corp., operating WFBL Syracuse, last week was elected president of the corporation, succeeding the late Samuel H. Cook. Other officers elected are: Robert G. Soule, vice-president and treasurer; Samuel Woodworth, vice-president and general manager; Charles F. Phillips, vice-president; Charles S. Estabrook, secretary; Marjorie K. Hill, assistant treasurer and C. H. Sanford, assistant secretary. Directors of the company are Oscar F. and Robert G. Soule, Mr. Woodworth, Mr. Estabrook, and Jane Cook Sanford.

Although refusing to broadcast a speech by Henry A. Wallace on Jan. 20 on the grounds that Mr. Wallace at the time was not a Government official and was discussing political and controversial matters, WGN Chicago agreed to feed the program to WCFL, Chicago AFI station. Mr. Wallace spoke at a dinner given by the Union of Democratic Action in cooperation with the New Republic at the Hotel Commodore, New York. Mutual broadcast the speech at 9:30 p.m. (CWT). WGN filled the half-hour with a remote dance band.

When the melodic evening chorus arises from such aquatic communities, our voice isn’t heard! But, boy, how it is heard in the Louisville Trading Area, where the only “frogskins” ever seen are the ones that make the cash registers tinkle! Our listeners make up the best market in the State—buy more stuff than is sold in all the rest of Kentucky combined. Want the full story?

WGN Rejects Wallace

Bataan

(Continued from page 18)

With the aid of Lt. Frank Burress of San Diego, Cal., built a small receiver during their long internment in Cabanatuan prison camp, filling toothpaste tubes with acid to furnish battery power. Through this medium, prisoners were kept informed of news of the outside world.

The first live broadcast from Luzon on the daring raid was put on the air at 5 a.m. Thursday by George Folster, NBC correspondent. Mr. Folster had proceeded 10 miles into the Jap territory to meet the returning rescue party, had interviewed a couple of the liberated Americans and returned to his base for the broadcast.

Word Awaited of Silen, Bell

NBC, it appeared, also scored a beat in direct pickups from the area to which the delivered prisoners were taken. At 9 a.m. Friday, NBC Correspondent Patrick Flaherty interviewed the following Americans who had been held by the Japs: Sgt. J. B. Brown, Madison, Fla.; Cpl. Carl E. Stuart, Omaha, Neb.; Pfc. Norman A. Lee, Chicago; T/Sgt. George J. Gavin, Dubuque, Iowa; Cpl. Max Greenberg, Brooklyn; Pfc. Frank Wilson, Salinas, Cal.

News that Bert Silen and Don Bell, the former general manager and the latter news and special events chief of KZRH Manila before their capture, and both ex-NBC correspondents, were among the rescued was awaited anxiously by New York network headquarters. Last word received was that both are held in civilian camp near the U. of Manila. NBC New York hears that both are alive and are responsible for organizing morale building programs for prisoners in the area—Mr. Bell as a correspondent on the camp newspaper and Mr. Silen as a prisoner director, elected by his fellow captives. KZRH is owned by Brig. Gen. Carlos P. Romulo, resident commissioner of the Philippines and former public relations aide to Gen. MacArthur.

CBS had three string men, not regular correspondents, on the air from Manila before its fall, from whom no word has been heard since Bataan. They are John Bouwer, John Wilkins and Tom Wirthin. Royal Arch Gunnison, captured and imprisoned by the Japs after Manila fell, and later repatriated, is with American forces on Luzon now, representing Collier’s and MBS. He interviewed 10 men and broadcast messages from them on MBS at 11:15 p.m. Thursday.

Art Feldman, Blue Network correspondent on Luzon, was unable, for mechanical reasons, to reach the U. S. with his post-escape broadcasts as late as noon Friday. He, with Maj. A. J. Schechter, with Gen. MacArthur as public relations aide now, were responsible originally for putting Mr. Silen and Mr. Bell on the air. At that time, Maj. Schechter was News and Special Events Director for NBC and MBS. He interviewed 12 men and broadcast messages from them on MBS 11:15 p.m. Thursday.

Agriculture Net

Agricultural Network of some 35 stations in Illinois, Michigan, Indiana, Iowa, Missouri, and Kansas, in addition to the current stations affiliated with North Central Broadcasting System, has been established to carry a new series of farm programs to be produced by NCBS; it was announced last week by John W. Boler, president of the system.

Primary purpose of programs to be originated out of WLOL Minneapolis, key station to network, is for dissemination of information to farmers engaged in the raising of grain, poultry, and livestock. Arrangements may be made at a later date to originate programs out of Chicago and to install special circuits to Washington, D. C. to enable members of the Department of Agriculture to participate on broadcasts simultaneously, and to enable members of agricultural committees in the Senate and House of Representatives to speak direct to the farmers.

Stations which have to date approved North Central Broadcasting System’s plan to establish this agricultural network and which have offered NCBS use of facilities are: KETV, KKW, WDB, WDY, WASS, WSC, WLDB, KUBS, WLW, KXU, WTW, KTV, WGB, WWC, WMAT, WTV, WMS, WNO, WTVW, WRSC, WOJ, WOK, WME, WKMZ, WMBX, WST, WMB, WMC, WML, WMA, WMM. Station WTL, Rockford Illinois, third largest machine tool center in the world, checked with Headley Reed.

Louisville’s Wave

6000 Watts, 970 KC

Wrok, Blue Network

Rockford, Illinois

Third Largest Machine Tool Center in the World

Check with Headley Reed

Broadcasting • Broadcast Advertising
NAB Parleys
(Continued from page 18)
Cross meeting and a War Fund parley.

The Byrnes' request, he pointed out, applies to all trade shows, exhibits, conferences, assemblies and conventions, including those of industrial, commercial, labor fraternal, social, professional, religious, civic, governmental organizations. "However necessary or essential to the work of an organization a conference or convention might normally be," he said, "it is difficult to think of any assemblage that could not be put off and its activities handled by temporary machinery or groups of less than 50 persons."

Canada Included

Attendance of persons using intercity transportation originating in the United States to attend a convention held at a nearby point outside the United States, such as Toronto, Canada, is considered as falling within the ban, Col. Johnson said. This may affect the plans of some American broadcasters to attend the convention of the Canadian Assn. of Broadcasters, to be held in Quebec Feb. 12-14. Canada has instituted no ban.

Col. Johnson concluded: "The yardstick used to measure the essentiality of any meeting is how the winning of the two wars we are now fighting will be impeded if the meeting in question were held to an attendance of 50 or canceled outright."

Keep It Brief

CLARITY and brevity in newscasts are stressed by George Cushing, WJR Detroit news editor, in a poster on the newsroom bulletin board. Beneath the picture of an elderly Chinese, Mr. Cushing printed: "Old Chinese newscaster say 'Use Small Words to Tell Big Story.'"

CLARE BOOTH LUCE
WONT TAKE TO AIR

REP. CLARE BOOTH LUCE (R-Conn.) will not hold the full time to legislative duties and will not go on the air, her office announced last week. Negotiations had been in progress whereby Mrs. Luce would have begun a commentary on Mutual, 10:15-10:30 p.m. Sundays for Textron Inc., clothing manufacturer.

"Pressure of legislative duties prevented Mrs. Luce from accepting the radio offer," said her secretary, Al Morano. "She might reconsider at a later date but the whole thing's off at the present."

The Connecticut Congresswoman had planned to comment on war supporting projects and was to have been given free reign in her program, according to Mr. Morano. Mutual confirmed that Mrs. Luce would go on the air starting Feb. 25, but a few hours later withdrew the confirmation. Agency for Textron Inc. is J. Walter Thompson Co., New York.

McDonald Joins Blue

JOSEPH A. MCDONALD, assistant general counsel of NBC, has resigned to join the American Broadcasting Co. (Blue Network) Feb. 15 as general attorney. A native New Yorker and a graduate of Fordham and New York U. law schools, Mr. McDonald began to practice law with the firm of Hunt, Hill & Betts. He joined NBC as senior attorney in 1932, went to Chicago in 1937 to handle NBC's legal work in that city, and returned to New York as assistant general counsel in November, 1943. At the Blue he succeeds Robert D. Swezy, who last December became vice-president and assistant general manager of Mutual.

ESSO NEWS LEADS
CAB NIGHT SURVEY

The Esso five-minute nighttime news programs sponsored locally by Esso Marketers, Standard Oil Co. of N. J., scored a rating of 6.8, the highest rating of all locally placed national "spot" programs, according to the Cooperative Analysis of Broadcasting which last week released the first ratings for new service included in the CAB program reports.

Judy & Jane, transcribed quarter-hour serial sponsored by Kroger Baking Co., ranked second with a 5.0 rating for December, and Symphonette, half-hour disc program sponsored by Longines Wittnauer Watch Co., third with 4.9 rating.

Thorough PITTSBURGH Coverage
... plus thorough cooperation

I HIT THE BALL AND FOLLOW THROUGH

COOPERATION

PITTSBURGH COVERAGE

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.
DRINKING A TOAST to the success of the new Coca-Cola Songs by Morton Downey series which switched this week (Feb. 8) to Mutual are (1 to r): Edgar Kobak, MBS president; Morton Downey, star of the program heard Monday through Friday 12:15-12:30 p.m., and Felix Costa, vice-president and director of advertising for Coca-Cola Co.

Hooper Criticizes New CAB Figures, Reopening Feud Over Survey Methods

FEUD between the Cooperative Analysis of Broadcasting and C. E. Hooper Inc., quiescent for the past year, has broken out again. First volley comes from the Hooper organization in response to the recent CAB announcement that, beginning this month, the CAB will issue to its subscribers six reports a year showing the distribution of audience for morning, afternoon and evening among stations in each of the 81 cities surveyed by the CAB in the collection of data for its semi-monthly national program ratings.

Declaring that this "would once again build a situation of giving to buyers and sellers reports without comparability," the Hooper organization is announcing that its "Continuing Measurement of Radio Listening" reports are being available to advertisers, advertising agencies and networks. Hereetofore these reports have been distributed only to subscriber stations in some 60 cities and their station representatives.

Will Ease Situation

"This availability," the Hooper announcement states, "will eliminate a situation which might have brought about chaos in timebuying and selling—a chaos comparable to that which existed prior to one year ago when every network program found itself with three ratings, the Hooper rating and two CAB's.

The Hooper National Reports, in the form of two pocket pieces for evening audiences and one for daytime audiences each month, will also be distributed to the 458 stations subscribing to the local audience measurements, the announcement states, adding that these stations will also receive the Hooper Sectional Reports, published three times annually. Stations will receive these additional reports at no extra charge. Sponsors, agencies and networks can get the local reports at rates parallel to those they now pay for the national Hooper ratings now.

The 229 station subscribers located in cities of over 100,000 population receive local audience ratings by quarter-hour periods, comparable with the national and sectional Hooper ratings. The other 224 stations, in cities where the 35,000 call base cannot be secured without undue duplication of calls, receive station listening index reports, showing the distribution of listening among stations for morning, afternoon and evening periods. Five-month reports are issued, covering fall-winter, winter-spring, and summer. Winter reports cover about 60 cities, summer, about 50.

RCA Names Meola

THOMAS MEOLA, manager of RCA Communications Inc., Mediterranean Theatre since October, 1943, has been appointed to the newly created post of European manager, in charge of all operations on the continent, with headquarters in Rome. Mr. Meola opened the RCA service in Naples more than a year ago. Main station was subsequently moved to Rome and new units established in Naples, Caserta and in Southern France.
Wakefield and D'Arcy Approve Post-Dispatch Newscast Stand

CHARGING that radio listeners are bombarded with a “pill-barrage” covering virtually all bodily ills, the St. Louis Post-Dispatch last Monday Jan. 29 added another editorial condemnation of alleged bad taste in newscast advertising. The Pulitzer paper, owned by the same company that owns KSD, demanded “How much longer will the big networks scramble the news with plug-uglies?”

“In a news broadcast,” the editorial declared, “an objectionable plug is particularly obnoxious.” It was also pointed out that KSD had stopped objectionable sponsorship of its own news, along with adopting a policy of not interrupting newscasts by middle commercials.

The Dispatch challenged the networks to show leadership in “cleaning up” news commercials, adding that individual stations will not eliminate popular network programs because they contain advertising that is in bad taste.

Since starting its campaign, the Dispatch has printed several letters from prominent radio men stating their stand.

FCC Commissioner Ray C. Wakefield wrote, “I approve heartily . . . I hope you are effective in bringing about a change.”

C. D’Arcy, of D’Arcy Adv. Agency, wrote to the paper, “Keep up what you have suggested. Some commercials are much louder and brighter than excite a selling response.”

In expressing CBS’s policy on distasteful commercials, Paul W. White, CBS news director, stated that the first editorial of the campaign showed lack of knowledge of CBS policy. (KSD is affiliated with NBC.) Mr. White stated that CBS had not permitted sponsorship by objectionable advertisers. He said CBS did not agree that middle commercials “are, per se, objectionable.”

“If KSD has certain policies with regard to local news programs,” he added, “and yet permits network-produced programs to deviate from its standards, then it seems to me that advertisers are sometimes as weak as their strongest link.”

Latest Hooper Rates Bob Hope First In Night Shows; Fibber & Molly Second

BOB HOPE heads the list of “first fifteen” evening programs, released in the Jan. 30 evening network Hooper ratings reports, followed by Fibber McGee & Molly in second place, and Bing Crosby third. Walter Winchell places fourth, followed respectively by Mr. District Attorney, Radio Theatre, Charlie McCarthy, Jack Benny, Joan Davis with Jack Haley; Screen Guild Players, Eddie Cantor, Abbott & Costello, Hildegarde, Take It or Leave It, and Kay Kyser (first half hour).

Jack Benny, with 1.61, has the largest number of women listeners per listening set; the Archer-Zanelli boxing bout, with 1.19, the most men listeners; and Lown Rang-er, with 1.16, the most children listeners per set.

Luc Radio Theatre scored a sponsor identification index of 81.4, the highest for any evening program, with 81.3 giving the correct product.

Average evening audience rating of 10.4, up 0.1 from the last report, showed no change from a year ago. Average evening audience was up from 10.3 to 10.4, a rise of 1.2 from last year’s figure. Average evening audience available is 80.3, 0.0 above the last report and 1.0 higher than last year.

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00-7:30</td>
<td>1.42</td>
<td>1.06</td>
<td>0.69</td>
<td>2.17</td>
</tr>
<tr>
<td>7:30-8:00</td>
<td>1.61</td>
<td>1.01</td>
<td>0.55</td>
<td>2.17</td>
</tr>
<tr>
<td>8:00-8:30</td>
<td>1.37</td>
<td>0.88</td>
<td>0.90</td>
<td>2.15</td>
</tr>
</tbody>
</table>

1. Crime Doctor
2. Jack Benny
3. Bing Crosby
4. Fibber McGee & Molly
5. Your Favorite

Sealtest Change

SEALTEST Inc., New York, through McKee & Albright Inc., Philadelphia, is lining up another star to replace Joan Davis, comedienne, who is scheduled to leave the "WBC" program Thursday, 7:30-10 p.m. when her contract expires in July. New star will be featured with Jack Haley, comedienne, the station plans to save the Sealtest show along with the rest of the "The Village Store" cast. Roy J. McKeever, president of McKee & Albright, is understood to be on his way to Hollywood to make arrangements. Miss Davis will begin a program this fall for United Drug Co. on behalf of Recall products through N. W. Ayer & Son, New York [BROADCASTING, Jan. 29], network still to be selected.

Latin Advertising

AN ESTIMATED $16,000,000 was spent by U. S. advertisers in Latin America last year and appropriations are continuing to mount, according to W. A. Anderson, Director of the Advertising Section, Office of the Coordinator of Inter-American Affairs, in an article in Foreign Commerce Weekly, official publication of the Dept. of Commerce. Mr. Anderson believes these expenditures will have great value in postwar trade with the other Americas and warns against a mistaken notion that it is unnecessary to advertise in this market. Shortages occasioned by the war, he points out, "have created a vacuum into which American products must pour when the lid is lifted."
NAB Salt Lake Parley Draws 68 With Travel Ban Effective
Radio Shares Responsibility of Future, Says Bennion; Delegates See Video Demonstration

THE 14TH District NAB meeting, which opened on Feb. 1, effective date of the Byrnes' order limiting attendance at conventions to 50, drew 68 delegates--28 from Salt Lake City, where the parley was held, and 40 from outside the city.

The figure does not include two from NAB national headquarters, who also attended the first district meeting to be held after President J. Harold Ryan's decision to continue the meetings "in conformance with the Government request" (see page 13).

Delegates were told by Dr. Adam S. Bennion, assistant to the president of the Utah Power & Light Co., that upon radio and the press, the schools and the churches, rests the responsibility for shaping the course of tomorrow's world. "Radio's challenge," he said, "is to develop greater public discussion of current political and economic issues." Radio owners and operators from six states attended the meeting. Hugh B. Terry, general manager of KLZ Denver, and 14th District director, presided.

Video Demonstration
Delegates witnessed a television demonstration Thursday night, as the guests of S. S. Fox, president and general manager of KDYL Salt Lake City. KDYL is the only station west of the Mississippi which is licensed to construct an experimental television station.

The 150 northwest broadcasters present at the 17th District meeting at Portland, Ore., Jan. 29-30, unanimously re-elected Harry Spence, president of KXRO Aberdeen, Wash. to head the district for another two-year term. NAB President Ryan keynoted the conclave in an address on "NAB Activities and Objectives".

In welcoming the broadcasters to Portland, Mayor Earl Riley told the conference that he hoped the Government in the future would give more consideration to the broadcasting industry in view of radio's record in war service.

In the other highlight of the opening session, labor matters, as related to broadcasters, were discussed by John Morgan Davis, NAB general counsel.

BMB won endorsement of the Resolutions Committee which, under chairmanship of C. O. Chatterton, KWLK Longview, recommended that BMB be given the solid support of all stations.

Wallace Brazeal, Spokane, spoke on public relations. Homer Welch, KGW Portland, stressed that the problems of program directors were "at last getting recognized."

A luncheon was given Monday by KEX. Steve Conley who came from WWOO-WGL Pt. Wayne to assume managership of KEX Jan. 1 was host.

Climax of the opening day's session was a dinner given by KOIN Portland.

Mississippi Broadcasters Vote BMB Approval UNANIMOUS approval of the Broadcast Measurement Bureau plan was voted by 12 stations of the Mississippi Assn. of Broadcasters which met in Jackson, Miss., Jan. 27-28. Hugh O. Jones, owner-manager of WGCM Gulfport, president of MBA, presided, while Wiley Harris, director of WJDX Jackson and L. M. Sepaugh, manager of WSLI Jackson, were hosts to the representatives.

At the meeting the stations agreed to furnish facilities, time and pay the expenses of a series of 220 hour programs to acquaint returning veterans with the Government's rehabilitation programs. Series, which will start as soon in February as time can be cleared, will be under the direction of Col. Lawrence W. Long, Selective Service director for Mississippi, and will be carried on an all-state network.

NAB DISTRICT MEETINGS

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

First Section
District 1--Kansas City, Wed., Thurs., Feb. 7-8, Municipal Hotel.
District 2--Indianapolis, Mon., Tues., Feb. 12-13, Nickel Hotel.

Second Section
District 1--Boston, Mon., Tues., March 5-6, Statler Hotel.
District 2--New York, Thurs., Fri., March 8-9, Roosevelt Hotel.
District 4--Hot Springs, Fri., Sat., March 16-17, Homestead Hotel.
District 5--Cincinnati, Mon., Tues., March 19-20, Gibson Hotel.

MUSIC has power--
WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.
and its president, C. W. (Chuck) Myers, in observance of radio's 25th anniversary. More than 150 guests, including Gov. Earl Snell, Mayor Riley and other civic notables, were entertained by a 55-minute performance of KOIN talent, starring Spencer Dungan, 21 voices directed by Chester R. Duncan, the station's director of public relations, and the KOIN orchestra, Owen Dunning conducting. Other KOIN artists included Red's Gang, bass-baritone Bob McCoy, vocalist Melvann Gray and pianist Mel Hansen. Johnny Carpenter was mc and Ted Cooke, producer. Feature of the dinner was the serving of a three-layer 25th birthday cake with NAB President Ryan cutting the first slice. Arthur Kirkham, KOIN vice-president, was chairman.

A feature of the Tuesday forenoon session was a talk by Leonard Callahan, West Coast chief, radio branch, War Dept. Bureau of Public Relations. Women broadcasters of this area discussed problems of disseminating war information in a panel conducted by Clare Hays, KOIN, Marian Salterini, national director women's activities, OWI, told how her office can help solve these perplexities.

Tuesday luncheon was given with the complements of KGW Portland. Arden X. Pangborn, manager, and E. P. Hoyt, publisher of The Oregonian, were co-hosts on behalf of the station.

With Chet Wheeler, KWL Albany, Ore., as chairman, the broadcasters turned to a discussion of advertising pointed out by a report by Lew Avery of NAB. Retail radio advertising was spotlighted by Helen Cornelius, also of NAB.

The Small Markets Committee reported through Frank Loggan, KBND Bend, J. D. Kolesar, KMO Tacoma, conducted the session on engineering. Marshall Pengra, WCP Upheld in ILGWU Injunction

AN APPLICATION for a preliminary injunction to prevent the Mass. Broadcasting Corp., owners of WCP Upheld in ILGWU Injunction

BROADCASTING, casters turned bany, Portland.

Wednesday morning session was given to issues of Public Relations. Women broadcasters participated. Callahan, West Coast chief, radio branch, OWI, told how the station's activities have been influence and dissemination of war information. At the luncheon, program, News Magazine, was heard.

KRNK Roseburg, was heard as NAB committeeman. Adjournment was followed by a party given by the Portland Chamber of Commerce.

In addition to recommending BMB the Resolutions Committee expressed the District meeting's gratitude to Mr. Ryan and District Leader Spence for their work in promoting NAB. The committee also thanked Portland stations KGW KEX and KOIN for entertainment they provided.

[Complete registration of District Meetings in next week's issue.] KSD Appoints Col. Coe Chief Postwar Engineer

LT. COL. ROBERT L. COE, who was chief engineer of KSD St. Louis before entering the service, has been retired from active Army duty, and is returning to KSD to direct postwar engineering activities of KSD. Col. Coe has been deputy chief of staff of the Army's Troop Carrier Command.

He joined KSD in 1924, two years after the station went on the air. He became chief engineer in 1933, and directed the technical aspects of the first facsimile experiments with a regular daily paper, the St. Louis Post-Dispatch. In his new post with KSD, Col. Coe will be in charge of the Pulitzer Publishing Co.'s engineering services in television, FM and facsimile.

neither party shall be liable to the other party otherwise than as specified in this paragraph.

The controversy arose over the establishment of a policy by the new owners of WCP, the Iowa Broadcasting Co., to eliminate foreign language programs on the station. Condr. T. A. M. Craven, vice-president of the company, said the change was made to enable the station to fully exercise its responsibilities to the FCC. He explained that the station was perfectly willing to continue the ILGWU programs in English, but that the use of foreign languages involved too many difficulties.

Sale of WCP by Ardo Bulova and associates to the Cowles interests was approved last October by the FCC [Broadcasting, Oct. 16, 1944].
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JANUARY 27 TO FEBRUARY 2 INCLUSIVE

Decisions

JANUARY 29

APPLICATIONS FOR NEW LICENSES

NEW-46.1 mc WIBC Indianapolis—CP new FM station, 9,240 sq. mi., $61,810 estimated cost.

NEW-43.9 mc Evangelical Lutheran Synod of Missouri, Ohio and other States, Clayton, Mo.—CP new commercial educational station, 250 kw unlimited, special permission for FM.

NEW 44.7 mc KJMJ Fresno, Calif.—CP new FM station, 14,500 sq. mi., $61,810 estimated cost.

NEW-47.1 mc KFBR Sacramento, Calif.—CP new FM station, 2,500 sq. mi., $62,800 estimated cost.

Tentative Calendar

FEBRUARY 5

KROW Oakland, Calif.—License renewal.

KXJO Santa Fe, N. Mex.—License renewal.

Kraft, Dogec Appointed To NBC Television Dept.

REYNOLD R. KRAFT and John H. Dogec have been appointed sales manager and assistant sales manager, respectively of the NBC Television Dept., which was announced last week by John P. Royal, NBC's vice-president in charge of television.

Mr. Kraft returns to NBC after a nine-months period as account executive with WJZ, Baltimore, where Mr. Dogec was associated with NBC Washington for five years as sales manager, having joined the staff in 1954, after ten years as a newspaper man.

Mennen Resumes

MENNEN Co., Newark, resumed regular use of radio for shaver products, Jan. 29 starting off a spot 15th anniversary of World News Roundup locally on WEAF New York Monday through Saturday, 8:15 a.m., a number of other local programs to be added throughout the country at a later date. Menne's last major radio effort, Ed Sullivan Enterprises, was discontinued on CBS last June. Company has since tested spot radio in the Midwest. Agency is Duane Jones Co., New York.

Warwick Corp. Cited

MISREPRESENTATION concerning tube capacity, prices, and television equipment of radio sets manufactured and assembled by the Warwick Mfg. Co., Chicago, is charged in a complaint issued last week by the FTC.

LYMAN BRYSON, CBS director of broadcast engineering, who was congratulated by John W. Studebaker, U. S. Commissioner of education, on the 10th anniversary of the American School of the Air.
CHARLES B. REYNOLDS, with the FCC for four years and RCA 13 years, is serving as chief engineer of WINS New York. From 1940 to 1944 Mr. Reynolds was inspecting engineer in charge of the Philadelphia office of the FCC. For two years, until he joined the Hearst station early in December, he was the New York examining officer of the FCC. He has active general engineering work at RCA.

J. M. LANG has been appointed assistant manager of the Northern Electric Company's division of the General Electric Co. electronics dept., with headquarters at Chicago, Ill. Mr. Lang has been with GE since 1916.

EDWARD C. MELVIN, for 15 years with Sparks-Withington Co., Jackson, Mich. (Sparks radio), and eastern sales manager of the firm since 1946, has been appointed general sales manager of the radio and appliance division of the company.

L. GODFREY F. HOHN, formerly in the radio tube division of Westinghouse at Bloomfield, N. J., is now on temporary duty with the Signal Corps at headquarters in Washington.

ELRINGDE HOOKER has joined WHER Portsmouth, N. H., as engineering.

PAUL FRANKLIN, formerly with WABQ LaFayette, Ind., has joined the NBC central division studio engineering staff.

RALPH BEUHN, WJJD Chicago engineer, has been appointed supervisor of engineers.

FRED ARCHER, released from the Navy following active service in the Pacific, has been added to the technical staff of WOGL Boston.

COL. GEORGE C. HALE, formerly with Philco Corp., Philadelphia, more recently communication equipment officer with the Army Air Forces, has been named director of the special radio telephone division of the General Radio and Photographic Corp., New York, to handle all electronic products except home receivers.

J. R. MEAGHER has been named coordinator of education and training programs for field personnel of the RCA Service Co., returning to RCA after nine months overseas with the British Radio Establishment. He is assistant director of the radio technology laboratory of the Massachusetts Institute of Technology, with training in military applications of electronic equipment.

WHITNEY M. BASTON, former NBC transmission engineer, has been named to the new post of technical training director. He will headize training in all offices of the engineering department, reporting directly to F. A. WANKLE, eastern division engineer.

DON C. BASTON, editor of WNY New York, has left the station to enter the armed forces.

DON HURRICHTER, chief engineer of KENT Del Moines, is the father of a girl.

MELVIN E. WARD, engineer of WOL Washington, is engaged to Margaret Naomi Cronk of Bunricle, Va.

J. L. FIELDS, former assistant chief of sales and operations in the Hollywood plant of RCA Broadcast division, has been named to the staff of RCA Mexicanas. He is a technical consultant to RCA Film sound recordist licensees in Mexico, with headquarters in Mexico City.

R. B. REINHACKER, member of the WGN Chicago engineering department and prior to that with CBS New York, has returned to join Federal Telephone & Radio Corp. in Newark, where he will be assigned to the broadcast equipment sales division.

J. B. SHEPPARD, control room engineer, is a new member of the technical staff of WLS-KGO KWW, WABC New York. He has been doing communications work with the Civil Aeronautics Board for 65 years.

KENTEN F. SHIRK, former chief engineer of WIND Chicago, on duty with the Navy since 1941, has been promoted to commander and is temporarily in the radio division, Bureau of Ships, Washington.

JOSEPH W. CHAPLIN, with Press Wireless Inc., New York, for 15 years, has been named director of the communications department. He succeeds D. K. deNEUF, resigned. At one time Mr. Chaplin was world champion telegrapher, as winner of a contest held by the Progress Exposition in Chicago in 1933.

VIEWING the "silent" advertisement present "new""s"" ad of WBBF Chicago, one of the country's pioneer stations, and Edwin K. Wheeler, WWJ assistant general manager. WWJ Detroit was first to be "saluted" in the WBBF advertising campaign, and is now represented by U.S. Newspapers, Inc., effective Feb. 1.
Hickok Is Manager Of Wright-Sonovox

APPOINTMENT of Ward R. Hickok, Hollywood manager, as general manager of Wright-Sonovox Inc., was announced last week by James L. Free, president of the organization and chairman of the board of Free & Peters Inc., radio station representatives.

Mr. Hickok's appointment was announced by coincidence with enlargement of the Hollywood office, in the light of expansion of the country's activities into dramatic and artistic uses in motion pictures. Sonovox already is well established in radio.

Other additions to the Sonovox Hollywood staff are Harold Strots, manager, Motion Picture Division, and Norman Wright, production director, Motion Picture Division, formerly of Walt Disney.

Sonovox has already done considerable motion picture work, but is now embarking upon an extensive expansion program. Such talking pictures as Walt Disney's "Dumbo" and "Reluctant Dragon" and Kay Kyser's "You'll Find Out," among others, have used Sonovox talking and singing sound. Sonovox uses vibration of air through the vocal chords to produce sound in the human voice. The principle enables the operator (called an "articulator") to substitute other sounds for his voice, which can then be formed into words. Radio examples are the Lifebuoy talking foghorn and Brisco-Seltzer's talking train.
Help Wanted

First class engineer wanted. Capable of becoming chief. Good pay, reasonable hours, excellent living conditions, full pay to include married quarters, excellent benefits. Best, located in high, dry, mild climate all-round experience. Send detailed history and salary. Box 101, BROADCASTING.

Wanted—250 watt Blue Network station looking for good studio announcer available about April 1st. Family man preferred. Located in Southern California. Must have good voice, prefer experienced announcer with some experience in the Southwestern city 160,000. News, commercial, no Nightly shift. Box 182, BROADCASTING.

Linotype operator, experienced, for Southern California station. Must have knowledge of the linotype machine andprefered to have experience in running a linotype. Address Box 202, BROADCASTING.

Production manager capable of originating, writing and supervising solid commercial announcements to air. Must have had at least two years' experience. Excellent salary and prospects. Address Box 213, BROADCASTING.

Customer service representative for a West Coast radio station. Our company is a well-known, established, diversified enterprise with a large national market. This is a super opportunity for a service representative who can be a leader in the position. Excellent benefits. Address Box 214, BROADCASTING.

Help Wanted (Cont'd)

Unusual opportunity for experienced production and merchandising man. A Southern radio station with ample room for expansion is looking for a man who has had experience in production and merchandising programs, planning and making, recording and putting into effect other unusual promotional methods. If you are the right man we can make you a good deal. Send letter of application along with samples of your work to Box 215, BROADCASTING.

KFWF, Kearney, Neb., wants first class engineer, minimum announcing, excellent future. A well established ambience station. Immediate placement, permanent. Send full qualifications immediately.

Wanted—First class transmitter engineer for station 80 miles from Pittsburgh. First rate, experienced. Radio amateurs preferred. Must have a good complete photo and references. Address Box 216, BROADCASTING.

We have openings for two experienced announcers. Please send your working contacts in 1000 watt Mutual affiliate, 40 hour week. Must have permanent positions at the right parties. Complete story first letter. Salary, experience, salary expected, and late photo if possible. Address G. P. Richards, Wheeling, W. Va.

Welp, Inland, Calif., is looking for a permanent announcer to work in the Pacific Northwest. Must have a strong voice and be capable of originating radio and TV commercials. Deadline January 15th. Address Box 217, BROADCASTING.

Good position for operator who answers, writes copy. Permanent position in production department for right man. Will work with KFLJ, Elkhart Falls, Oregon.

Situations Wanted

Chief engineer—radio broadcasting, communications, ten years experience, special audio facilities, references. Box 218, BROADCASTING.

Announcer, 37, news and commercial experience. Married, dependable. Prefer midwest or southern station. Please send references immediately. Box 187, BROADCASTING.

Announcer—1½ years all round experience needed. Salaries with experience. Good connection with airwaves for West. Box 188, BROADCASTING.

Two competent executives available. Former station manager, direct sales, publicity and announcers. Producer-director, supervise announced programs, music. Production for profit in station, small investment. Box 198, BROADCASTING.

Do you need a good salesman? Family man, draft exempt, excellent record. Will accept best offer. Box 199, BROADCASTING.

Chief announcer—Available at once. Married, reliable. 5 years experience at all types announcing. 4P classification. Draft deferred. All correspondence will be confidential except rates. Box 200, BROADCASTING.

Sales manager draft exempt, thoroughly experienced. Excellent to the most successful and particularly interested in local and station operations, wishes sales manager with experience in advertising. Box 201, BROADCASTING.

Wanted to Buy

In market for any broadcast equipment for 1 kw and above. Will buy whatever you have. Box 91, BROADCASTING.

Cash or deferred payments as preferred. Wanted transmitter, direct sales, modulation monitors, three antenna coupling units, phasing equipment. Will even build such equipment. Will also purchase all station equipment, small or large. Box 92, BROADCASTING.

Fare for Sale

For sale—Small Texas local. Box 194, BROADCASTING.

For sale—250 watt RCA transmitter. Commission approved. Wire or phone. Tingley, 4-7222, Birmingham, Ala.

250 watt broadcast equipment. $5,000. Equipment includes the tube, transformer, receiver, amplifier, complete except tower. Box 197, BROADCASTING.

Have on hand a limited number of CAA approved flasher beacon and tower line. Box 214, BROADCASTING.

Miscellaneous

Wanted—1000 watt transmitter or 1000 watt amplifier for 310 B Watson crystal line transmitter. Box 149, BROADCASTING.

Will rent General Radio modulation monitor, Collins 12-25 console (new), RCA frequency monitor (no crystal), on monthly basis to station in eastern part of our country. Make offer. J. B. Pupus, WGAC, Augusta, Ga.

ANNOUNCERS—WRITERS

ENGINEERS-OFFICE WORKERS

ARE YOU LOOKING FOR A BETTER JOB?

Get In Touch with Radios' Original Job Placement

Clearing House

We Have Jobs Listed From Stations All Over America
One Letter To Us Is Enough
For Complete Details Write

Radio PERSONNEL
(Licensed and Bonded)

136 N. Delaware St. (Radio Center)
Indianapolis 4, Ind.

STATION MANAGERS DO YOU NEED MORE PERSONNEL?

Tell Us What You Want
We have Announcers, Writers Engineers, PD's, Actors, etc., Available

NO CHARGE—NO BOTHER
One Letter to Us Will Solve Your Employment Problem

Radio PERSONNEL
(Licensed and Bonded)

136 N. Delaware St. (Radio Center)
Indianapolis 4, Ind.

A radio station in a large Southern City is looking for two or three good announcers. We want men who have had at least two years' experience, men who are qualified to do everything from ad lib through news. If you are good in any special classification, tell us about it. Be sure to give a detailed outline of your past experience, your present salary wants, how much time it will take you to make a move and your particular interest in radio. We have good jobs for the right men. Address Box 215, BROADCASTING.

WANTED TO BUY

Interested engineer managed in buying control of regional or local station. All replies confidential.

Box 102, BROADCASTING.

ROBERT L. KAUFMAN Organization

Technical Maintenance Service for Broadcast Stations

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

Mosby Bldg. District 2292
Washington 4, D. C.
Petrillo Edict Disclosed Before NLRB

Platter Turner Issue Is Described by Woods And MacDonald

PLATTER TURNERS or no music.

This was the substance of an expletive-laced outburst by James C. Petrillo, president of the American Federation of Musicians, to the major networks early in 1944, John H. MacDonald, NBC vice-president, and Mark Woods, Blue president, last Tuesday told a New York hearing of the National Labor Relations Board.

It was this demand, insisted upon by Mr. Petrillo regardless of contractual obligations of the network with the National Assn. of Broadcast Engineers & Technicians (NABET), which started the whole platter turning controversy, the officials testified, and resulted in the unfair labor practice charge filed against the networks, NABET and the complaint case instituted by the Board.

Testifying before Howard Myers, NLRB trial examiner, questioning by Alan F. Perl, NLRB regional attorney, Mr. MacDonald related that Mr. Petrillo advised NBC that he would not renew the musicians’ contract after the expiration on Jan. 3, 1944 unless he were given platter turner functions at all the network managed and operated stations. This situation, he admitted, prompted him to agree in writing to meet Mr. Petrillo’s demand.

NABET Not Notified

In answer to questioning by Martin F. O’Donoghue, NABET counsel, Mr. MacDonald further admitted that prior to meeting with Mr. Petrillo regarding the agreement he received a letter from Allan T. Powley, NABET president, refusing to relinquish the platter turning jurisdiction. He did not notify Mr. Powley of this agreement, dated Jan. 28, 1944, he said, and not until Mr. Petrillo reported it in the April issue of the International Musician, official AFM journal, it was brought out, did NABET learn of it.

“Why did you make an agreement, in the face of your contract with NABET, to give the platter turning operation to Petrillo?” Mr. O’Donoghue asked.

“We thought we could work out a satisfactory division of the operation,” Mr. MacDonald replied.

“Isn’t it a fact that in the face of your contract with NABET you agreed to give Petrillo the jurisdiction because if you did not you would get no music?” Mr. O’Donoghue asked.

“Yes.”

Under cross-examination by Henry Friedmann, NBC counsel, Mr. MacDonald testified following Mr. Petrillo’s demand he discussed the matter with Mr. Powley, who regarded it as a “make-work” proposition. However, he admitted, NBC was willing to meet the Petrillo demand even though it would require the hiring of extra men.

Certification by the NLRB on Nov. 24, of NABET’s jurisdiction over platter turning operations at NBC and Blue owned stations outside of Chicago did not deter Mr. Petrillo from pressing his demand and on Dec. 1 Phil Harris, orchestra leader on the Jack Benny program, was notified by the Hollywood AFM local that the musicians would not appear for the broadcast scheduled for Dec. 5. Mr. MacDonald testified that he was present when Niles Trammell, NBC president, telephoned Mr. Petrillo and persuaded him to rescind the order.

Pressed by Mr. Friedman for details of Mr. Trammell’s end of the conversation, Mr. MacDonald said: “Mr. Trammell started off by saying ‘How ya, Big Shot,’ which is what he always calls him. What’s this about your order on the Benny show?”

Forcing the Issue

Mr. MacDonald testified that Mr. Trammell then arranged to meet Mr. Petrillo on Dec. 5 at which time the latter said he could not agree with the NLRB certification of NABET and that the Benny action was his way of “trying to force the issue” on platter turners.

“What did Trammell say when Petrillo asked for the platter turners?” asked Mr. O’Donoghue.

“He told him we were bound by the NLRB order,” he answered. Mr. Woods, identifying himself as “president of the American Broadcasting Co., merged with the Blue network,” testified along the same line regarding Mr. Petrillo’s demands. He said Mr. Petrillo wanted jurisdiction over platter turners regardless of the fact that the operation was handled by the engineers “and wasn’t interested in what the engineers might take if his demands were met.

“Later,” Mr. Woods related, “we discussed his demands with NABET and they objected strenuously. They felt Petrillo was trying to move in on the control booths and that if he were given the platter turning he would eventually take over the engineers operations.”

Asked by Mr. Perl whether he had ascertained from Mr. Petrillo whether he represented all the AFM membership, Mr. Woods replied: “Over the years we found out he does.”

Told NABET

Questioned by Franklin Wood, Blue counsel, Mr. Woods said he had made the network’s position clear to NABET before the Blue agreed to give platter turners to Mr. Petrillo.

He testified that following the NLRB certification of NABET Mr. Petrillo had “threatened” to pull the musicians from various Blue programs if Blue signed with NABET. He said that Mr. Petrillo mentioned the Philco Hour among other shows he could “work on.”

When Mr. Friedman objected to the word “threatened,” Mr. Woods repeated his testimony but used the word “stated.”

Under cross-examination by Mr. O’Donoghue, Mr. Woods testified that Mr. Powley had served notice on Blue last May that NABET would go on strike June 1 if the musicians even “touched a turntable.”

“We were right in the middle,” he said. “Petrillo was hammering at us on one side and NABET on the other. We were faced with musicians’ strike on one hand and a technicians’ strike on the other.”

Under further questioning by Mr. O’Donoghue, Mr. Woods testified he did not regard Blue’s contract with NABET as absolutely binding as far as platter turners were concerned. “We felt we within our rights in negotiating with Mr. Petrillo,” he said. “We regard the turntable operation by the engineers as extra-curricular and non-technical and therefore not covered in the contract.”

Pressed further, he admitted that the contract with NABET included all the technical equipment in the control booth and that the turntables were technical equipment. He contended, however, that the actual operation of the turntables was not specified in the contract.

When asked Mr. Woods how he could reconcile his position with a request made to NABET by the Blue four years ago to grant an exception in its contract to permit the musicians to operate the turntables in Chicago, AFM counsel objected to the question and was upheld by the trial examiner.

Renewal of Contract

Earlier in the hearing, Mr. Powell testified concerning negotiations between the NABET bargaining committee and the networks for renewal of contract following the certification of NABET’s jurisdiction over turntables by NLRB. Various documents in support of the unfair practice charge filed by NABET were introduced.

At the outset of the hearing, Robert Wilson, AFM counsel, asked for a continuance of the proceeding in order to prove a charge filed Jan. 27, 1944, Section 10 (b) of the National Labor Relations Act, accusing the NBC and Blue of dominating NABET and conspiring with NABET against the musicians. Mr. Powell argued that the charge was an essential part of the case and that Joseph A. Padway, chief counsel for Mr. Petrillo, failed to give him sufficient time to prepare his case.

After objections by Mr. Perl and Mr. O’Donoghue, Mr. Myers denied the motion for continuation.

The AFM charge set forth that the nabs “dominated and interfered with the formation of NABET,” that the technicians’ union is a continuation of the Assn. of Technical (post-producer organization), that NBC and Blue “caused supervisory and managerial employees to be officers of and exercised control over NABET,” that NBC and Blue “caused NABET to file charges of a violation of Section 8(5) of the Act for the purpose of making it appear that the said NABET was not dominated and formed” by the NBC and Blue.

Others participating in the proceeding were Joseph A. McDonald and John T. Cahill, NBC counsel, and William C. Emerson, Blue counsel, and Clair Meeder and Henry Steeper, assistants to the president of AFM; and Ed. Slusenberger, editor, and H. E. O’Neill of the Broadcast Engineers Journal, official NABET publication.

New Cosmetic Spots

PARK & TILFORD, New York, cosmetic and perfume firm and manufacturers of Tintex dyes and tints, has developed a new cake makeup which will be promoted on radio and in publications through Charles M. Storm Co., New York. Chain-break and one-minute spot announcements and participating programs will be used on a number of stations.
No blare of trumpets heralded the meeting of four men whose decision, "We seem to be of one opinion regarding the feasibility of starting a station, and so we'll do it", set into motion a great industry which is this year celebrating its 25th anniversary. The meeting was held in the East Pittsburgh plant of Westinghouse, and the men present included Harry P. Davis, vice president, Dr. Frank Conrad, an engineer, M. C. Rypinski, sales department and J. C. McQuiston, publicity manager.

That these men had foresight is quite evident, but certainly no one at the time the above photograph was taken could have read into the record the full significance of "1920 (Nov. 2)—KDKA, Pittsburgh (Westinghouse Co.) founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns."

One has only to consider for a moment modern advancements in election coverage to illustrate in a small way the progress that has been made by broadcasting in its first 25 years. From the modest beginning of KDKA, the technique of election coverage has come of age with literally thousands of persons involved in making possible almost instantaneous reports.

The Columbia Broadcasting System is one of the best examples as to the magnitude of the job done. In the 1944 presidential election, KMBC of Kansas City, as one of the original sixteen basic CBS affiliates, supplemented network coverage with its expert staff of qualified newsmen and 200 string correspondents throughout the Heart of America.

That it was a job well done is a compliment, not just to KMBC, but to the broadcasting industry as a whole. In a like sense—while the industry has always recognized KDKA for its pioneering accomplishments, it is the combined efforts of all stations in Pittsburgh that give to radio in that area its high prestige. Pittsburgh is the cradle of many pioneering developments in the field of broadcasting, and this city, one of the great steel centers of the world, is justly proud of the call letters of its pioneer radio stations—KDKA, WJAS (1921), KQV and WCAE (1922) and WWSW (1931).

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

KMBC OF KANSAS CITY
Free & Peters, Inc.

Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS
No other station covers as much of Oklahoma's farm income as does WKY. In fact, WKY covers almost twice as much as the next station.

There are two reasons for this. First, WKY is located geographically in the center of the state near the center of Oklahoma's richest and most productive farming areas. Second, WKY covers more of Oklahoma than any other station.

The gross farm income of farmers in WKY's primary morning service area in 1943, for instance, was $285,779,000, or 65% of the gross farm income of the entire state. This is 90.5% more than is covered by the state's second station.

Coverage in this instance is based on the statewide study of radio listening made by Dr. F. L. Whan; farm income figures are from Sales Management's 1944 Survey of Buying Power.

WKY, furthermore, is the decisive favorite of farm listeners in Oklahoma. This, too, was the conclusion drawn from the 1944 survey of radio listening in Oklahoma.

With such authentic and conclusive facts at hand, there can be no question—not a shadow of a doubt—as to which station in Oklahoma does the best job for advertisers among farmers.