KLZ creates and produces 75 or more local live talent shows every week ranging from early morning eye-openers to mid-evening dramatic shows complete with actors, music and sound effects.

KLZ for many years has deliberately built radio shows that match local interests. KLZ has always concentrated on selling programs instead of time.

As a result of this policy, KLZ has assembled the finest staff of writers, actors, musicians and producers in the Rocky Mountain West.

The significance of this fact is that KLZ does a better job of local program production because it tries and succeeds in excelling in every phase of radio service. Recognition of this fact is illustrated quite emphatically by the fact that more advertisers—local and national—buy more time on KLZ than on any other Denver station.
Seven years of WLS news-casting makes Associate Editor Ervin Lewis an old friend, too. He met (and interviewed) scores of his former listeners during a recent four months in the European Theater of Operations. His current series of commentaries is based on personal observations abroad.

The VOICE of a FRIEND

with the Confidence long-time Friendships give

Above and beyond their acceptance as reliable newsmen is the reception accorded Julian Bentley (WLS since 1930) and his associate, Ervin Lewis (since 1938), as old friends in the listening homes of Midwest America. Listeners remember them through the years, recall countless special services and interviews.

So it is all day long on WLS. News editors, announcers, singers, musicians—all are accepted as friends. Which makes WLS itself speak to Midwest America as The Voice of a Friend. Friendship rests on mutual confidence. Confidence generates response. Response equals results for the advertisers who use WLS—The Voice of a Friend in Midwest America.
Quick to answer
the local call

When the fire alarm sounds, "call men" continue to respond in many New England cities and towns. It's the survival of the old time community spirit of the days when every man in town had to turn out at the alarm of fire.

Quick neighborly response to an appeal is a New England characteristic.

This quickness of response applies also to the modern appeal of the local radio station.

Ask your New England hometowner.

He'll tell you his local station is his favorite station, giving him through its network affiliations the best in radio entertainment.

Hometown "habit listening" is acceptance in its most influential form. There is nothing like it to spark quick results. When you have Yankee's twenty-one hometown stations — to give you close-up contact with listeners in every area — you have direct all-over coverage of the New England market.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

Published every Monday, 63rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Today, via KBS, national advertisers are finding millions of new listeners in small town and rural "Beyond-Metropolitan" areas. These listeners were lost yesterday. FCC figures show that they receive no coverage at all, or at best, unsatisfactory signals, from major wired network stations. Hooper surveys prove that the great majority of people in the significant areas surveyed listen predominantly to their own local Keystone stations. ONLY Keystone affords exclusive network coverage in this indispensable sector of the nation.
The present prosperity of "Beyond-Metropolitan" America will increase. Distribution Chief Nelson A. Miller, Dep't. of Commerce, says, "In the post-war market . . . the small town and rural market must be brought into selling programs . . . fully in proportion to its size and improved quality."

Join the leading national advertisers now extending their network programs to KBS markets . . . at the lowest cost per actual listener in radio history. KEYS TONE BROADCASTING SYSTEM, Inc., New York City 19, Chicago 2, Hollywood 28.
New Orleans Bankers or...

Yazoo County Farmers (with money in the bank)...

Folks turn first to WWL

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
Large Nashville Furniture Dealer
To Continue On WSIX For Sixth Year

Yes, Mr. Wherry, like many other shrewd time buyers located in Nashville, and in a position to judge a medium at close range, has again signed with WSIX to carry the major portion of Wherry Furniture Company's radio advertising.

On signing this sixth consecutive annual contract, Mr. Wherry said: "During this time we have sponsored on WSIX nationally famous network programs as well as several types of local, patriotic, educational, religious and entertainment features. Better than 95% of our radio advertising has been done on WSIX. Results needless to say, have been gratifying at all times, and co-operation and help we have received highly satisfactory. We are looking forward to many more years of mutually pleasant and profitable dealings with your company."

There are many good reasons why so many local advertisers continue to place the major portion of their radio advertising on WSIX year after year. The principal one being RESULTS AT LOW SALES COST.

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

5000 WATTS
980 KILOCYCLES

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
RCA engineers developed the modern “all-electronic” system of television and introduced it to the public more than ten years ago. Practically all of the chief components of the television system in use today were devised by RCA engineers and first demonstrated in RCA equipment.

Before the war, RCA was the main builder of commercial television transmitting equipment—including cameras, control equipment, film scanners, audio and video transmitters, relay transmitters, antennas and field pickup equipment. A considerable number of these equipments are in use today in stations in this country and abroad.

1. **THE ICONOSCOPE**—The “electric eye” of the television camera. Developed by Dr. V. K. Zworykin, RCA scientist, and brought to a high degree of perfection by RCA engineers.

5. **THE FIELD CAMERA**—The RCA field pickup camera shown here is the first camera to use the “orthicon” pickup tube—by far the most satisfactory for “outside” pickups.

6. **REMOTE PICKUP EQUIPMENT**—RCA engineers built the first television equipment for field pickups—and the first such equipment (shown here) for use with the “orthicon” camera.

7. **THE RELAY TRANSMITTER**—The first transmitters to be used for television relaying were built by RCA engineers—the one shown here is for relaying from a remote pickup point.

11. **THE SYNCHRONIZING GENERATOR**—Furnishes the signals that key transmitter and receiver together. This type of synchronizing, now almost universally used, was developed by RCA.

12. **THE VIDEO TRANSMITTER**—The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA.

13. **THE TELEVISION ANTENNA**—RCA engineers have designed a large number of antennas for television. The turnstile antenna, shown here, was developed by Dr. G. H. Brown of RCA Laboratories.
Moreover, RCA engineers, having had actual experience in designing and building commercial television transmitting equipment, have, during the war, been adding to their experience by building for the services the most advanced type of radio and other electronic equipment.

After the war, as before, RCA will be the leader in building television transmitting equipment. For television broadcast stations, RCA will offer a complete new line of equipment—highly efficient, simple to operate, and requiring minimum maintenance.

2. THE KINESCOPE — The reproducing tube used in all present-day receivers. Developed by Dr. V. K. Zworykin of RCA Laboratories as part of his "all-electronic" television system.

3. THE "ORTHICON" — The high-sensitivity pickup tube, which requires much less light and hence makes outside pickups practical. Developed by Dr. Rose and Dr. Iams of RCA Laboratories.

4. THE STUDIO CAMERA — Deluxe-type studio cameras shown here were first designed and built by RCA. Cameras of generally similar design are now used in nearly every television studio.

8. BEAM ANTENNAS — Beam antennas such as the one shown here, which may be used with the relay transmitter shown at left, are largely based on original RCA research.

9. THE FILM SCANNER — The arrangement which allows standard motion picture films (24 frames) to be televised over a 30-frame, interlaced system was devised by RCA engineers.

10. THE MONITOR EQUIPMENT — The system of monitoring several video channels by means of a picture tube and an oscilloscope for each channel was first used by RCA engineers.

14. "BIG SCREEN" RECEIVERS — RCA engineers designed and RCA factories built the first home television receivers. Their newest contribution, shown here, is the home receiver with a built-in, large-size screen for comfortable viewing from any point in an average-sized living room. Picture is unretouched.
At Deadline

FOLLOWING a conference Friday with FCC Chairman Paul A. Porter, Chairman Les (D-Cal.) of the House Interstate & Foreign Commerce Committee, said plans are "shaping up" for a joint industry-Government committee on radio legislation.

WALTER J. DAMM, vice-president and general manager of broadcasting interests, the Journal Co., Milwaukee (WTMJ), advised J. R. Poppele, president of Television Broadcasters Assn., that his organization, opposed any stand by TBA favoring television below 100 mc. Mr. Damm, also president of FMBI, proposed FM at 46-64 mc, the 64-70 mc band to be unassigned, with the first television channel 70-76 mc.

QUEEN WILMELMINA of the Netherlands, and Mrs. Franklin D. Roosevelt on Feb. 17 will participate in a world wide CBS broadcast from the "Women of the United Nations" luncheon of the NAB Assn. of Women Directors in New York, 3:30-3:45 P.M.

KFI Los Angeles, announced last Friday that it will cancel sponsorship of news commentators locally. William R. Ryan, manager, said the policy will not affect sponsorship of straight news broadcasts or those fed by NBC. Local commentaries henceforth will be carried only under the forum format.

STANDARD Oil Co. of Ind. is considering sponsorship newscasts of Harlan Eugene Reed throughout stations in the Midwest. First station Standard Oil signed was WBBM Chicago, at a reported $150,000. Agency is McCann-Erickson.

Sellers of Sales

ALTHOUGH radio director of MacFarland, Aveyard & Co., Chicago, Evelyn Stark also buys time for the shows she handles and in addition supplies program ideas and takes care of casting and directing. A strong independent streak, evidenced by her early career, probably makes this multiple job, which she has held for the past ten years, possible.

Born in the environs of Nashville, Evelyn was christened with full military honors. Her father, Lt. Col. J. R. Stark, USA, is reported to have taught her to shoot a rifle before she could walk. This spartan upbringing has given Evelyn the reputation of being the Annie Oakley of radio.

Evelyn's first job as office manager of the Home Life Insurance Co. of Nashville was considered by her to be of a slightly drab nature. She had early in her life been keenly interested in sports and this led to her taking a revolutionary step for a young belle of the Southland. In the early '30s, when even cigarette smoking by women was still frowned upon, she accepted a position with the National Bowling Congress to publicize and popularize the sport among women in the South.

Later, as advertising director for a large Nashville recreation center and supper club, Evelyn came into contact with radio by taking care of the broadcasting activities of the business.

In 1935 she went to Chicago permanently as casting director of Stove-A-Gram productions and provided talent for The Aladdin Hayloft Theatre, Modern Cinderella, Ma Perkins and others.

The following year Evelyn joined MacFarland-Aveyard (then Hays MacFarland) as assistant radio director and in 1937 was appointed radio director and in 1937 director. She now is in charge of the Burma-Vita Co., Northwestern Yeast Co. (Maco yeast), Omar Inc. (four), Curtis Publishing Co. (Saturday Evening Post) and the United Wall Paper Co. accounts. She also edits an inter-office newspaper, Radio News, which runs a condensation of trade paper news.

A former members of the national board of directors of the WYCA and the National Rifle Assn., Evelyn's main interests still lie in the realm of athletics—riding, swimming, tennis and shooting. Since, she claims, Chicago doesn't provide sufficient outlet for these activities, Santa Fe is the spot she plans to retire to. Evelyn's dog Gremlin also shares her inclination towards cacti and is included in the post-work plans.

Evelyn also is a member of the Chicago Radio Management Club.
Sometimes the hard way is the easiest—if you go at it right.

Here at Mutual we’re busy building a better network. For a solid decade, this has been a good network. To make it better—better for listeners, for artists, for stations, for clients—is a large order. And we plan to do it soundly, concentrating continuously on first things first in all our operations.

Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting’s quarter-century ... a lineup of practical know-how outstanding in all radio.

This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff, headquartered in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern ... with the listener—the family on the receiving end of radio—foremost in our planning at all times.

Shouting from the housetop has no place on the Mutual schedule, but as we build upon this sturdy foundation, we think our “hard-way” approach may prove the easiest route to a better network after all. We’ll let you know.

MUTUAL BROADCASTING SYSTEM
“Stand behind that screen, Miss Love, and take down everything Mr. F&P says—we need ideas!”

- If you’re looking for ideas, remember this: every station we represent is a wide-awake outfit that knows its market, its people, and what its people like. Each has local attractions that compare in popularity with many big network shows—yet which often can be bought at low daytime rates, with minimum talent costs.

Did we hear you ask for specific examples?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Net Time Sales Were $285,100,000 in 1944

25% Gain Over Previous Year Revealed;
Gross Time Sales $381,877,076

IN TEMPO with other advertising media, broadcast advertising in 1944 reached a new time high of $285,100,000 in net time sales—a gain of 25% over 1943. This compared with the adjusted figure of $228,102,500 for 1943—a 19.6% increase over the preceding year.

Gross time sales, the “quick figure” comparison with the volume of other media, reached an estimated $391,877,076 in 1944, as compared to $307,101,000 the preceding year, an increase of 27.6%. The gross figure represents the one-time rate of stations and networks multiplied by the number of times the medium was used, without regard to frequency discounts or sales expense.

Ahead of Other Media

These compilations are based upon estimates made by BROADCASTING to be released in its 1945 Yearbook number, now in distribution. Annual estimates are made by BROADCASTING since 1935, with the margin of error averaging less than 2%.

Radio’s 1944 increase of 25% compared with an estimated 7% increase for all advertising volume. Gross billings of magazines for advertising increased approximately 18% despite paper quotas 75% of 1942 production. Newspaper line age declined about 2.6% during the year, attributable to paper rationing. Farm papers were reported approximately 20% up, while outdoor advertising increased about 30%.

The $285,100,000 net time sales (gross billings less frequency and promotional discounts) represents the gross receipts of radio from the sale of time. National network net time sales increased an estimated 21.2% to a figure of $121,300,000 as compared to a 19% increase during the preceding year. Network estimates are derived from gross receipts less certain duplications in network payments to stations.

The FCC reported on Jan. 30 that the 1944 revenue of the four major networks aggregated $126,330,419. The yearly final figure in variably carries a deduction which represents a downward adjustment to take care of payments to network key stations and disbursement of some funds to Canadian stations, which does not figure in United States revenue. The BROADCASTING compilations are designed to eliminate duplications in network revenue.

National and regional non-network (spot) advertising rose 26.3% during 1944 to $76,000,000 as against $59,352,170 the preceding year.

Local business increased 26.7% above the preceding year’s local, aggregating $82,600,000 as against $64,104,309.

Because time sales account for about 95% of radio’s total income, the Yearbook analysis states it is probable that the total receipts of the broadcasting industry during the past year were in the neighborhood of $300,000,000. If the average cost of $60,000,000 of advertisers’ expenditures directly for talent are added, the grand total of expenditures for radio advertising in 1944 would reach about $350,000,000.

Demand for Space

Analysis of the 1944 business was made difficult because of the abnormality of general economic conditions. Thus, a comparison of trends among the major classes of media is of little or no significance.

Paper restrictions completely distorted magazine and newspaper volume. The pressure of demand for advertising space and time upon the more desirable units of the magazine, newspaper and radio fields, combined with the prosperous conditions of most industries, forced an expansion of advertising in the less desirable units, which may or may not be held entirely when reasonably normal competitive conditions are restored.

Newspaper limitations and increased retailer interest in radio were among the factors underlying the 1944 increase in local business. A sample survey of department stores made by the National Retail Dry Goods Assn. revealed that radio accounted for 8.1% of store advertising expenditures in 1944 as compared to 4.2% in 1943, while the proportion spent for newspaper advertising dropped from 85.9% to 82.6% during the same period.

National Net Billings

Of the estimated gross billings in 1944, national network volume accounted for $130,877,000 of the $391,877,076 total, as compared with $151,791,000 in 1943. National and regional non-network (spot) business totaled $89,500,000 as compared to $73,500,000, while local business accounted for $100,700,000 as against $78,200,000 the preceding year.

Regional networks did $7,500,000 in estimated gross in 1944 as against $8,700,000 in 1943. Despite the healthy gain in time sales, it was evident that net earnings, after taxes, would not exceed those of 1943. Peak tax burdens, manpower replacement costs and generally increased overhead have combined to cut earnings appreciably, according to station management and directors.

Paper restrictions have been made in substantial volume by stations and networks alike in planning for postwar development of new services, such as FM, television and facsimile.

Shared by All Classes

So far as can be detected from preliminary figures, all classes of stations shared substantially in the rise in radio advertising volume last year. National and regional non-network (spot) advertising appeared to rise between 15% and 17% on clear channel stations of the 80 kw class, with even heavier gains on the limited number of 5-20 kw stations.

Regional stations (up to 5 kw) probably experienced a gain of 30% in spot business, while volume on local stations may have risen between 45% and 50%. These relative rates of increase, with local stations showing the greatest gains, reflect the approaching saturation of many of the major stations, as well as the rise in importance of defense centers away from present promotional markets. Despite this, something more than 75% of all national and regional spot volume is placed on clear channel and regional stations, while local stations account for but 25% of the total.

Local radio advertising rose more or less uniformly throughout the various station classes, although local volume on clear channel stations seems to have increased more than 30%. However, more than three-fourths of all local volume is estimated to have been concentrated on the lower power classes affecting local business.

BILLYS BY YEARS

ESTIMATED gross billings for the broadcasting industry as a whole since its inception are found in the following tabulations. These are based upon calculations by Paul F. Peter, NAB director of research, and Dr. Herman S. Hettinger for the period 1927-1944. The following estimate for 1943, 1942 and 1944.

Estimated Radio Gross Billings:

1927-1944

(000’s omitted)

<table>
<thead>
<tr>
<th>Year</th>
<th>National network</th>
<th>Others</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>$3,533</td>
<td>$57</td>
<td>$4,100</td>
</tr>
<tr>
<td>1928</td>
<td>$4,125</td>
<td>$75</td>
<td>$4,875</td>
</tr>
<tr>
<td>1929</td>
<td>$4,616</td>
<td>$70</td>
<td>$5,316</td>
</tr>
<tr>
<td>1930</td>
<td>$5,107</td>
<td>$70</td>
<td>$5,807</td>
</tr>
<tr>
<td>1931</td>
<td>$5,608</td>
<td>$70</td>
<td>$6,308</td>
</tr>
<tr>
<td>1932</td>
<td>$6,109</td>
<td>$70</td>
<td>$6,809</td>
</tr>
<tr>
<td>1933</td>
<td>$6,610</td>
<td>$70</td>
<td>$7,310</td>
</tr>
<tr>
<td>1934</td>
<td>$7,111</td>
<td>$70</td>
<td>$7,811</td>
</tr>
<tr>
<td>1935</td>
<td>$7,612</td>
<td>$70</td>
<td>$8,312</td>
</tr>
<tr>
<td>1936</td>
<td>$8,113</td>
<td>$70</td>
<td>$8,813</td>
</tr>
<tr>
<td>1937</td>
<td>$8,614</td>
<td>$70</td>
<td>$9,314</td>
</tr>
<tr>
<td>1938</td>
<td>$9,115</td>
<td>$70</td>
<td>$9,815</td>
</tr>
<tr>
<td>1939</td>
<td>$9,616</td>
<td>$70</td>
<td>$10,316</td>
</tr>
<tr>
<td>1940</td>
<td>$10,117</td>
<td>$70</td>
<td>$10,817</td>
</tr>
<tr>
<td>1941</td>
<td>$10,618</td>
<td>$70</td>
<td>$11,318</td>
</tr>
<tr>
<td>1942</td>
<td>$11,119</td>
<td>$70</td>
<td>$11,819</td>
</tr>
<tr>
<td>1943</td>
<td>$11,620</td>
<td>$70</td>
<td>$12,320</td>
</tr>
<tr>
<td>1944</td>
<td>$12,121</td>
<td>$70</td>
<td>$12,821</td>
</tr>
</tbody>
</table>

(Continued on page 78)
Liberated Manila Returns to the Air

Network Correspondents Freed from Jap Prison Camp

“HELLO, NBC. As I was saying when I was so rudely interrupted over a year and a month ago...”

That was Bert Silen speaking from Manila to America at 8 a.m. Feb. 7. He, with thousands of others, had just been freed from Santo Tomas internment camp by MacArthur's victorious forces.

Thirty-seven months before, he had been broadcasting from Manila to NBC on the mainland when Japanese bombs destroyed the Philippine transmitter.

Rescued with Mr. Silen were Don Bell, also a former NBC correspondent in Manila. He was special events director of KZRH, Manila radio station, the late Gen. Carlos P. Romulo. Mr. Silen was manager of the same station, carrying on his NBC duties as a sideline.

Liberation

John Adams of CBS, accredited to the MacArthur command, reported to his network that its former correspondents in Manila, Tom Worthin and Ford Wilkins, were among those delivered by American soldiers from Santo Tomas internment camp.

Describing the night of Feb. 3, zero hour for the entrance of American troops into Manila, Mr. Silen said it was a “ghoulish nightmare” as internees were forced to walk, helped by their Japanese jailers, sought to fight off the rescue-bent invaders.

“With the dawn,” he said, “we could see for the first time in three years the color of American tanks and our brave American soldiers. I can't begin to tell you what that sight meant to us, because only three years of interment could give you the full appreciation of how we felt at that moment.”

Gunnison First

Among other radio correspondents to whom the return to Manila had special significance were Royal Arch Gunnison of Mutual and William J. Dunn of CBS. Mr. Gunnison was interned in Santo Tomas camp with Mrs. Gunnison. He later was repatriated, only to join MacArthur's forces on the long march back.

In what was conceded to be the first eyewitness report recorded by a radio correspondent of Manila's fall, Mr. Gunnison spoke from a transmitter behind the lines after having entered the city with the troops. His report, however, was not aired by MBS, but recorded at KFRC San Francisco and held for release until 6:54 p.m., nine minutes after Pat Flaherty of NBC had relayed directly to American audiences an “inside Manila” eyewitness statement relayed to him by his colleague, George Foster. That was Feb. 4.

On Feb. 5, Mr. Gunnison flew over the burning city in an American transport plane, turning to the transmitter base to tell, in a dramatic recital, of Manila's delivery. “As my plane flew over the tiny bamboo huts in the Santo Tomas concentration camp compound I could pick out the tar-paper roofs...”

Mr. Gunnison told of a reunion he celebrated with two other correspondents, Russell Brines of the Associated Press, and Carl Mydans, photographer of Time and Life, the latter two also repatriates. These three, with their wives, were prisoners freed together to Santo Tomas.

Returns Used

Mr. Dunn of CBS, who made the last broadcast from Manila at 8 a.m. Dec. 31, 1941, and who had been with MacArthur since he took command in Australia, entered the city, moving forward with the First Cavalry Division. Mr. Dunn escaped the Japanese after the fall of the city and made his way to the South East Indies, thence to Sydney.

Logbooks of the networks show that Mr. Gunnison's last broadcast to MBS from Manila before it fell was during the afternoon of Dec. 28, 1941, at 7:41 p.m. The Blue network, at that time, was acknowledged with NBC.

First bulletins that American troops had entered Manila were heard, as logged by the networks, in this order: NBC, 6:02:20 p.m.; CBS, 6:03:30 p.m.; MBS, 6:03:55 p.m.; Blue, 6:05:50 p.m.

First pooled broadcast was scheduled for 6:30 p.m. and Art Feldman of the Blue won the toss to make it. He decided however, to proceed into Manila with the troops and not return to the transmitter for the broadcast. The official communique was read in 90 seconds at that time by the Blue's unidentified voice.

No Word on Stations

No word concerning Manila's four broadcast stations was heard but early in the afternoon, it was reported [BROADCASTING, Jan. 5, 1942], were dismantled and destroyed by the licensees prior to the entrance of the Japs into the city.

The fact that KZRH, operating on 710 kc with 10,000 w; KZBE, 620 kc with 10,000 w; KZBF, 780 kc with 1000 w; and KZKB, 500 kc with 1000 w; with Philippines station is KZBC, Cebu City, 1200 kc with 1000 w.

It was understood at the time the stations were dismantled that representative of the War Insurance Corp., created by the RFC.

Club Meeting on Air

VIRGINIA Federation of Women's Clubs, the WMIC directives canceled all conventions, arranged to carry its 38th annual meeting by radio, April 10-12, 1943, and 30 minutes daily over WRNL Richmond. Gov. Colgate Darden will be key speaker.
FCC Has Open Mind on FM and Television

Final Allocations Ruling Awaits Argument
By BILL BAILEY

DESPITE controversy within the industry over the FCC proposed allocations above 25 mc, both FM and television assignments are regarded at the Commission as an open question until after oral argument. Feb. 22-23, it was disclosed.

Commissioner E. K. Jett, in whom his fellow Commissioners have entrusted the job of chairman "pro tempore" of the allocations problem, said last week he fully expected some changes to be made following oral argument, but he didn't specify where. "The Commission has proceeded to present testimony at the oral argument tending to show the folly of moving FM to the 84-102 mc band, as proposed by the Commission," he explained. On the other hand, he said, "it is understood to be heartily in accord with the Commission's proposals and ready to accept the television assignments as proposed."

FM on Video

First application under the proposed allocation was filed last week by Raytheon Mfg. Co. for a commercial television station in New York on the proposed new Channel No. 1 from 44-50 mc. It is that channel recommended by the FCC for television on the grounds that it was the only one among the FM bands to which no commercial stations had applied for assignments. If the Commission acts, a station could broadcast FM programs without sight on the first channel, in competition to FM broadcasters (see DuMont letter, page 42).

Walter J. Damm, FMBI president, last week called upon all members of his organization to vigorously protest the Commission's proposed allocations. Joining hands with the FMBI is the U. S. Office of Education, whose protests will be based on the contention that already several educational institutions have invested public funds for FM stations in the present bands and that even if the higher frequencies would entail a loss of taxpayers' money.

Commissioner Jett, appearing before the House Appropriations Subcommittee on Independent Offices on Jan. 18, was questioned closely about the expansion of radio generally and the proposed allocation of FM in the 84-102 mc band. At that time he told the subcommittee, of which Rep. Woodrum (D-Va.) is chairman, that the Commission decided the existing FM band, 45-50 mc, "is not the best spot in the spectrum for an engineering standpoint for frequency modulation broadcasting."

He listed skywave interference in the present FM band, observed by Commission engineers in field monitoring tests, as the principal reason for recommending movement of FM. "We feel that if hundreds of stations were licensed in the existing band from 42-50 mc the interference would be intolerable at times," he explained.

Commissioner Jett told the subcommittee that the FCC anticipates applications involving 1,500 standard stations, including new facilities, changes, etc. during the first year after materials and manpower become available; 1,200 for commercial FM and 300 for facsimile broadcasting.

"We feel, from an engineering standpoint that the (FM) band should be moved up in the spectrum where skywave interference is no longer a factor," Commissioner Jett told the House Committee. Therefore we have proposed a change from 42-50 mc to 84-102 mc. I think you will find that during the 30 days between the time the report was released and the time we would hold oral argument and consider briefs there will be some protests on the part of some of the FM people."

May Delay Production

He explained that manufacturers are toolled up and have designs laid out and that they are ready to go ahead and produce in great volume on the existing band, and they feel that this change is going to delay FM. Conversations with manufacturers have led the Commission to conclude that this delay may by about six months, he added.

"But since manpower and materials are not available today, we feel that this is an excellent opportunity to cause this change," Commissioner Jett testified. "Six months' delay should not make much difference because the service cannot go ahead anyway at this time."

Present licensees in the FM band claim they have invested many thousands of dollars that may be lost if the change is made, Mr. Jett continued. "On the other hand, the Commissioners feel that this is probably our last opportunity in the standpoint of the future to give the public a good, clean, interference-free broadcast service with all the advantages of frequency modulation," he said.

"If a change is to be made it has got to be made now. We think, too, that it would be dangerous to allow this thing to go up and we license thousands of stations, only to find later when millions of sets are sold that the public would suffer local interference and that local service would be destroyed by this Sprat layer of interference, or F-2 transmission."

Commissioner Jett's testimony, it was pointed out, was given only two days after the proposed allocations were announced and before the filing of protests of the parties in interest [BROADCASTING, Feb. 5]. Of more than 30 who have filed requests for oral argument, only four combinations of the Commission's proposals, although most of the petitions did not specify a stand on the allocations. Many are understood to favor the proposal but will not appear for oral argument.

No Briefs Filed

Deadline for filing briefs is Feb. 21. As BROADCASTING went to press, none had been filed.

Commissioner Jett, commenting on the absence of opinion as to the movement of FM, said last Thursday he was "only too glad to see the interest now being shown in allocations for FM."

"It only regret the same interest wasn't shown during the allocation hearings," he stated, adding that little testimony was presented during the hearings to show the Commission why FM couldn't be retained in its present band, whereas there was testimony indicating it could better serve higher in the spectrum.

"My mind is open until after the oral argument," he said. "If the FM people can convince me that FM should stay where it is, fine. On the basis of the record, however, I would like to make a move. That doesn't mean I've made up my mind. That I won't do until after everybody has had a chance to present his views. I have kept an open mind. The Commission has insisted on an open-door policy. We won't close the door and make our final decision until after everyone interested has a chance to be heard."

Vandenberg Bill Would Cover AFM Blacklist of Interlochen

Senator Says Plan Includes Such Conspiracies: Dr. Maddy to Fight Latest Pettrillo Action

ACTION of James C. Pettrillo, president of the American Federation of Musicians, in blacklisting the National Music Camp at Interlochen, Mich., apparently because of its efforts to prevent the AFM from interfering with broadcasts of its center will be covered by the Vandenberg Bill if the measure passes the House, Sen. Vandenberg (R-Mich.) said last week.

Characterizing the blacklisting of the Interlochen center as disclosed in testimony to all four major networks, as "the latest episode in Mr. Pettrillo's battle with the school children of America," Sen. Vandenberg declared his bill "clearly reaches any conspiracy to defy its mandate."

Touche Conspiracy

Apprised of the AFM notice to the networks, the Senator issued the following statement:

"I know nothing about the details of this latest episode in Mr. Pettrillo's battle with the school children of America. I do know, however, that the U. S. Senate, with the approval of the FCC, has twice unanimously said that commercial broadcasters shall not be foreclosed to noncommercial educational programs from accredited educational institutions.

"If the House of Representatives acts on this bill, it will clearly reach any conspiracy to defy its mandate."

Early action by the House on the companion measure (HR-1648) to the Vandenberg bill, with the possibility of amendments to provide stringent penalties against violation or evasion, was indicated by Rep. Lea (D-Cal.), Chairman of the House Committee on Interstate & Foreign Commerce.

Chairman Lea said that "considerable material" on the need for the measure is on his desk but that he does not wish to indicate that legislation has prevented the Committee from giving it consideration. He expressed the opinion that "something should be done" on the Interlochen situation.

The Vandenberg bill (S-63), in its present form, makes it unlawful to interfere with the broadcasting of any noncommercial educational or cultural program presented by any accredited tax-exempt institution. It is the outgrowth of testimony before a Senate subcommittee concerning the AFM ban against NBC broadcasts of symphony concerts by students of the Interlochen school.

Dr. Joseph J. Maddy, director of the Interlochen Music Camp and professor of music at the U. of Michigan, with which the Camp is affiliated, announced he would fight Mr. Pettrillo's "vengeance decry to nullify me for exercising the constitutional right of free speech" and "forcing me out of the union after 36 years membership."

He said that the blacklisting of the Camp by the AFM "snacks of Hitler's tactics."

Dr. Maddy expressed the opinion that Mr. Pettrillo's latest action (Continued on Page 88)
Petullo Threat Is Held
No Defense in Nets’
Failure to Act

FINDING that threat of reprisals by James C. Petullo is no defense to charges of unfair labor practices, Howard Myers, trial examiner for the National Labor Relations Board, last week recommended that a Board order be issued requiring that NBC networks discontinue any efforts to recognize the jurisdiction of NABET on platter turner operations.

All parties to the case were given 15 days to file exceptions to the recommendations and present oral arguments before the Board. Unless such action is taken, the Board will issue an order requiring the networks to bargain with NABET.

In his Intermediate Report on the case, the examiner found that when the Board certified NABET as the bargaining unit for turntable operators and other questions raised by the letters written a year ago by NBC and Blue advising Mr. Petullo they would employ AFM members as platter turners.

Fear of Strike

As to the nets testimony at the Jan. 30 hearing in New York that refusal to meet Mr. Petullo's demands would provoke a musicians' strike, the examiner declared: 'Respondents' defense to the charges of refusal to bargain with NABET is bottomed on the claim that to do so would result in reprisals from the AFM. The Board and Courts have on many occasions denied the validity of similar urged defenses to charges of unfair labor practices. The paramount and plain duty of the respondents in this situation was to comply with the provisions of the Congress as expressed in the National Labor Relations Act and to bargain with NABET.'

The finding of unfair labor practice charges filed by NABET, the examiner found that on Jan. 6, 1945 and since that time the networks "refused to bargain collectively with NABET as the exclusive representative of their respective employees in appropriate units with respect to rates of pay, wages, hours of employment, and other conditions of employment, and by such refusal interfered with, restrained, and coerced their respective employees in the exercise of the rights guaranteed" in the Labor Relations Act.

Upon the entire record in the dispute, the examiner concluded:

1. That both NABET and AFM are appropriate bargaining units within the meaning of the Act.
2. That NABET is the appropriate unit for bargaining on platter turners and other technical operations at NBC and Blue.
3. That by refusing to bargain with NABET the networks are engaging in unfair labor practices.

Must Post Notices

The report therefore recommended that the networks "cease and desist" from refusing to bargain with NABET "in any manner or by any form of concerted action" to recognize the certification of the union by the Board. It was further recommended that both networks post in their various studios for at least 30 days notices furnished by the Board notifying their employees that they will bargain collectively with NABET as the exclusive representative of all employees in similar occupations whom "and if an understanding is reached, embody such understanding in a signed agreement".

Meanwhile, the New York region of the union proceeded with an informal investigation of a charge filed Jan. 27 by the AFM against the networks for allegedly dominating the NABET union. Evidence obtained will determine whether formal hearings on whether the charge will be held or whether the charge will be dismissed.

McFarland Names 3

THREE executive appointments were announced last week by MacFarland, Aveyard & Co., Ltd. Col. George MacGovern, who before his Army service was sales director of Look magazine, has been appointed vice-president in the New York office of MacFarland, Aveyard; Allen B. Dicus, who joined the agency in 1938 as vice-president and account executive has been promoted to general manager of the Chicago office, and Ralph E. DeCastro, formerly senior writer on staff of the Wall Street Journal, now in New York, has joined the New York office of MacFarland, Aveyard, as an assistant to the director of copy and account executive.

Citizens Service 19h

CITIES SERVICE Co., New York, this month begins the 19th year as sponsor of its NBC series Highways in Melody, Friday 8:30 p.m. NBC's first president, Herlin H. Aylesworth, now advisory counselor to Public Relations and Citicities Service. Co. president, W. A. Jones, will speak on Feb. 16. broadcast. For this 100th broadcast, Ms. Jones will be the individual that arrives to aid the Armed Forces in charge of the area.

An effort will be made by WSA to assign station representatives to ships named for the cities in which their stations are located, or manned by personnel which includes some men from the listening area. Also it is planned that some recorded programs could be built around Merchant Ship materials manufactured in the area in which the station is located. It is understood that the application for participation in the plan also has been made by WQAR Cleveland. For further information on the subject, inquiries should be addressed to Public Relations, WSA, Washington, D. C.

Petrolio Places Musician Ban
On All Television Stations

A STOPPAGE of all musical television programs has been put into effect by James C. Petrolio, president of the American Federation of Musicians, which last week sent notices to all AFM local unions that, effective immediately, no AFM member is to perform for any video program. Ban will continue until further notice.

No notification was sent to management of New York stations. Officials of WABD, DuMont station was charged with being in violation of an unfair labor practice Act will be referred to Attorney General Biddle without comment by the Senate Commerce, Committee, Chairman Green (D-R. I.) announced last Thursday following an executive session. Committee report stated that several stations accepting the O'Daniel transcriptions charged political rates on the grounds that the programs were of political nature and not confined to soliciting subscriptions to the publication of Sen. W. Lee O'Daniel (D Tex.). Transcriptions featured talks by Sen. O'Daniel and hill-billy music.

O'Daniel Discs Questioned

CHARGES that the W. Lee O'Dan-
el News during the last Presidential campaign paid for commercial broadcasts of political nature in violation of the terms of the CBA will be referred to Attorney General Biddle without comment by the Senate Commerce, Committee, Chairman Green (D-R. I.) announced last Thursday following an executive session. Committee report stated that several stations accepting the O'Daniel transcriptions charged political rates on the grounds that the programs were of political nature and not confined to soliciting subscriptions to the publication of Sen. W. Lee O'Daniel (D Tex.). Transcriptions featured talks by Sen. O'Daniel and hill-billy music.

WSA Plan Permits
ETO Assignments

Atlas of CBS First Radio Man
To Sail on Merchant Convoy

Mr. Leslie Atlas, chief of the CBS overseas division, and president of WBBM Chicago, soon will board a U. S. merchant ship to the European war theatre under terms of a new plan announced by the War Shipping Administration.

Plan permits large radio stations and networks to assign staff members, accredited to the U. S. Maritime Service, to a selected convoy ship, in the purpose of making recordings aboard ship. Recordings, it was explained by WSA, can be made of interviews with crew members, or any action of another ship enroute, all subject to security regulations.

Atlantic is First

Mr. Atlas, first of the applicants accepted, will leave soon for the European theatre. It is explained, however, that trips can be made also to the Pacific theatre. Convoy ship bound to the Mediterranean, including stopover to the European theatre is 40 to 45 days, and to the Pacific about 110 to 125 days.

Radio representatives, will hold office, while on convoy duty, they will be permitted shore leave during the period of the stopover. Recording equipment cannot be employed during the stopover, in the area, unless it is specifically authorized by the Army or Navy command in charge of the area.

An effort will be made by WSA to assign station representatives to ships named for the cities in which their stations are located, or manned by personnel which includes some men from the listening area. Also it is planned that some recorded programs could be built around Merchant Ship materials manufactured in the area in which the station is located. It is understood that the application for participation in the plan also has been made by WQAR Cleveland. For further information on the subject, inquiries should be addressed to Public Relations, WSA, Washington, D. C.

Republic Campaign

REPUBLIC Pictures Corp., New York, will soon begin an extensive radio campaign, following expansion of their Public Relations Schedule. The campaign will include spot announcements and five-minute programs, starting with the current release "Brazil," to be followed by "Lake Placid Serenade." Newspapers and magazines will also be used. Morris Goodkind, publicity director, Republic Pictures International Corp., recently returned from New York to a four-month tour in Latin American countries, where he made arrangements for the campaign. Agency is Donahue & Coe, New York.

Page 16 • February 12, 1945
Every Saturday night, people from every part of Iowa jam-pack our 4,000-seat Auditorium to see and hear WHO's "Iowa Barn Dance Frolic". The photo above is typical.

Since 1931, the Barn Dance Frolic has been by long odds the most popular theatrical event in the State. And for all those fourteen years, the show has been composed of the same talent that helps make our station "click" in its day-to-day programming.

The Barn Dance Frolic is another reason why Iowa people prefer WHO. It also means something to you that WHO knows enough about showmanship to put on a broadcast which pulls thousands of paid admissions every week — that a million people have gladly paid money to hear the sort of entertainment you can furnish them through WHO. Rating for last winter was 13.3 for the first hour and 19.8 for the second hour in Des Moines.

On the stage as on the air, WHO is Iowa's best source of entertainment. That's true because we have always been willing to work enough, and plan enough, and invest enough to do the job. We can do a job for you, too.

WHO for Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, President  J. O. Maland, Manager

FREE & PETERS, Inc., National Representatives
Kansas City Meeting Signs BMB 79%

OF THE stations represented at NAB District 10 meeting in Kansas City last week 79% followed the lead of John J. Gillin, Jr., director and general manager of WOW Omaha in subscribing to the Broadcast Measurement Bureau.

The new subscribers bring the total to 232 stations. Of this number, 178 have been subscribed during the current tour of the regional NAB meetings by Hugh Feltis, BMB president. This figure represents 80% of the potential at the seven meetings thus far held. Highest percentage of signers, 93%, is in the 13th District (Texas). Lowest percentage recorded, 68%, is in the 16th District (Southern Cal., Ariz., N. M.). Of the grand total, 56 have been signed in Districts in which meetings have not been held.

District 10 stations which signed included: Iowa—WHO KRNT KSO Des Moines, WMT Cedar Rapids, KXEL Waterloo, KROS Clinton, KDSM Davenport, KTRI Sioux City, KMA Muscatine, KEOD Muscatine, KTTS KWT Springfield, KHM0 Hannibal, KMOX KSD KSKC St. Louis, KFRI Columbia, KWOC Poplar Bluff, KAVC Atchison, (Kan.), WMBH Joplin, KWOS Jefferson City, KMBC KCMA Kansas City, Nebraska—KODY North Platte, WOW KOIL Omaha, KFOR KFAB Lincoln, WJAG Norfolk.

Meeting Canceled

The District 12 NAB conference, which was to have been held at Kansas City in conjunction with the District 10 convention, was canceled, in order that attendance at the meeting would not exceed the maximum 50 established by the War Committee on Conventions, established by the order of War Secretary B. Byrnes, War Mobilization director.

Thirty-eight stations were represented at the meeting. Among the delegates were four district directors—William T. Garrett, Joe Maland, WHO Des Moines; Dietrich Dirks, KTRI Sioux City and Mr. Gillin. This was the first regional conference held following NAB President J. Harold Ryan’s request, issued in Salt Lake City, that future parleys be attended by only one representative from each outlet.

Mr. Way, speaking for the broadcasters of the 12th District (Oklahoma-Kansas) endorsed the BMB plan. He handed a signed contract for its own subscription. Twelve other District contracts were received from Edgar Bell, secretary-treasurer of the Oklahoma Publishing Co., operators of WKY Oklahoma City,_genre_Kansas City; Jerry Hayes, general manager, KTUL Tulsa. First 12th District contract signed was by Bob Enoch of KTOK Oklahoma City, who transmitted it to Mr. Feltis during the Dallas meeting of the 13th District. KLS Oakland previously was reported in error as a BMB subscriber. Station should have been KXL Oakland.

Assisting Mr. Feltis in making his presentation were Mr. Dirks, representing the Board subcommittee in charge of sales policy for the NAB, and Harlow Roberts, vice-president of Goodkind, Josee & Morgan, Chicago, a member of the radio division of the central division of the AAAA, co-sponsors of the BMB project.

Mr. Roberts and Mr. Feltis attended a luncheon of Kansas City station owners to discuss the BMB plan. Present were: Bruce B. Brewer Co., Bruce B. Brewer, Quentin V. Brewer, and John K. Barton; Compton Advis., Merrell Boyle; W. B. Hill; Phillips, Reiek & Sloane, John Reick; Potts, Calkins & Holden, R. J. Potts, J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson; Potts-Turnbull Co., W. J. Krebs, C. E. Lawlor, G. F. MacGill, E. T. Chester, W. B. Stone; Frank Whalen Co.; Frank Whalen; Abbott-Kimball Co., David B. Mindlin.

President Feltis will be assisted in his negotiations with the NAB, and at a luncheon meeting Feb. 13 at Otto Stadelman, secretary-treasurer of Neudham, Louis & Brod, Chicago.

Mr. Krebs has arranged an open meeting of the Chicago Radio Management Club Feb. 14 for all national representatives with offices in Chicago and members of the press represented by members in Chicago on Feb. 14.

D. E. Robinson, director of research, Pedlar & Ryan, will be present in Pittsburgh for the meeting Feb. 15 and for the luncheon the following day.

During regular business sessions of the conference, stations were urged by Mr. Dirks, president, KRNT, to take fuller advantage of opportunities to develop

better public service programs. Representing the Radio Council of Kansas City, the Rev. Bowser Williams emphasized the necessity of the Council and faculty member at Rockhurst College, spoke in support of the American system of radio. "I believe advertising makes radio free from controls that might make it primarily a propaganda weapon of the party in power," he said.

Ward Fair, program manager, WHO, president of the NAB Program Managers Executive Committee, stressed the need for pioneering in program ideas. He said there is nothing new in the new development of periodical publication.

Honoring Mr. Ryan, the Kansas City Chamber of Commerce relinquished its regularly scheduled public affairs luncheon to the broadcasters. Mr. Ryan was introduced to the group by Arthur B. Church, president, KMBG, and his remarks were broadcast over the Kansas State Network. Lewis H. Avery, director of Broadcast Advertising for NAB, addressed the Kansas City Rotary Club in the informal luncheon session on the general topic of radio broadcasting.

Kansas City advertising agency executive, R. J. Potts of Calkins & Holden, was host at a cocktail party for the delegations the closing night of the conference.

In Washington, C. E. Arney Jr., secretary-treasurer of the NAB, announced the following Association board and committee meetings, to be held in Washington: Feb. 20, 21—Public Relations; Feb. 22, 23—Committee; Feb. 26—Board Meeting; Mar. 1, 2—Research Executive Committee.

Fitzgeralds Move

ED and Pegen Fitzgerald, whose morning cooperative programs are broadcast by JDR, Inc., Chicago, will move from WOR New York to WJZ New York April 30. Ed will broadcast a 25-minute daily spot before 9 a.m. on WJZ and will be gloomed for a Blue Network program.

Better Magic 79%
A few miles from the nation’s capitol, but within the borders of historic Virginia, is the magnificent home of a man whose name is First in American honors. Here, at Mount Vernon, lived George Washington … an exponent of genteel Virginia living … the awe-inspiring beauty of Mount Vernon reflects that devotion to the good way of life. His home still symbolizes Virginia’s unique, romantic and substantial contribution to the legacy of America. More than a legacy, it is a living, real part of today’s South … as is WRVA, dedicated … to the glories of the past … needs of Today … and Tomorrow.
A Decade with WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
News, Music, Dominant Choice of Sponsors, Study Shows


The study was made pursuant to the release of the NAB Retail Promotion Plan, which seeks to give department stores a clearer understanding of radio as an advertising medium.

Prof. Sandage, Professor of Marketing at Miami U., Oxford, O., conducted the research while a visiting professor at the Harvard Business School under a financial grant to the school by CBS.

Warms Against Brief Use

Prof. Sandage's book reviews in detail the experiences of American retail advertisers who have employed radio to promote the sale of their merchandise and services. Many agencies, he states, have been unable to control the use of radio by local firms, and thus have been unable to give them the quality of service they expect from their agencies.

Prof. Sandage advises, should not include: stations are communities where commercial radio Sandage says, about in 1942, 50,000 to stores tailers, reporting Sandage, Radio

Conclusions offered by the study include:

That real success from radio should not be expected during the first six months of employment. Prof. Sandage advises, should not use radio as a major medium unless they are prepared to employ it for at least six months.

Radio can be used as successfully by small firms in small communities as by large manufacturers in large cities.

The evidence Prof. Sandage writes, suggests a tentative conclusion that firms with annual advertising expenditures of $50,000 or more generally should expect to spend at least 15% of their total budget on radio if they wish high success; and that smaller firms should expect to spend about 20%.

Prof. Sandage finds that the factor of management is highly important to success in radio use, such things as selection of appropriate items for radio mention; coordination of radio advertising with the entire promotional and merchandising plans of the store; and assignment of responsibility to a single head may determine success or failure.

Primary procedure employed by Prof. Sandage in compiling the book was personal interview. These interviews were supplemented by mail questionnaires. In all, 382 personal interviews were held, the greater part with retail users, 206 usable questionnaires were returned by broadcast stations and 1,011 usable questionnaires were returned from local firms using radio time.

Supplement with Spots

Prof. Sandage concludes, after an intensive study of the relative merits of announcement and program sponsorship, that good results can be obtained if the use of radio is important part of the promotional plan, he writes, "better results will be obtained if program time constitutes the foundation of the radio undertaking and spot announcements are used only to support and supplement program sponsorship. Success from programs naturally depends largely on the degree to which a substantial listening audience is developed from groups representing actual or potential customers of the sponsors."

In 1942, Prof. Sandage reports, local business firms contributed more than 60% of the revenue received by the average broadcast station with power of 250 w or less. Some stations, answers to questionnaires indicated, depend almost entirely upon local business to survive, he reports.

"It is estimated that in 1942," the book states, "at least 50,000 local business firms purchased time from one or more broadcast stations. Approximately 40% of these firms were located in communities with a population under 25,000 and another 40% in cities with populations between 25,000 and 200,000. Amounts such firms spent for radio, excluding such businesses as specialty clothing, furniture, department stores, jewelry, hardware, furriers, shoes, drugs, laundries, finance companies, funeral parlors and theatres."

Drawing averages from the statistics he gathered, Prof. Sandage reveals that the average retailer who used radio consistently throughout the year spent $4,100 in 1942. This represented, he writes, about 11% of the total amount of money spent for all advertising. Department store users spent, on an average in 1942, only 5.1% of their advertising dollars in radio, he points out. He finds there was wide divergence between budgets appropriated by department stores for radio, but that in no case did he note a figure higher than one third the entire store budget from local firms using radio time.

Home to WOW

ADVERTISING, housing conditions improved after disburse Ray Olson after four months of futile searching for home for his family that he has resigned as announcer for NBC Chicago and returned to his home state of Alabama. A Davis Award winner and production manager of WOW, Ray joined the school radio station after graduation and "got me" and he "couldn't stand being fanged in." David Rodgers, formerly with WBFJ and WIRE Indianapolis, replaces him at NBC.

C. H. SANDAGE, professor of marketing at Miami U., Oxford, O., directed the first study of radio broadcasting by the U. S. Bureau of the Census in 1935 and is the author of Advertising Theory & Practice as well as many articles and government publications. In compiling material for radio advertising for retailers, he was counseled by an advisory committee, which include: Neil H. Borden, chairman; Harry R. Tosdal, Malcolm P. McNair and Stanley F. Teele, all of whom are members of the faculty of Harvard U.
WAR BEING waged against Nazi Germany via shortwave from five continents will increase in tempo as additional RCA shortwave transmitters go into action within the next few months, it was revealed last week by the RCA Victor Division of RCA. The company has shipped the last of a total of 23 transmitters to be supplied by RCA. Three additional RCA transmitters of this type have been completed and soon will be shipped, with installation of the rest of the transmitters bringing to a total of ten the number of countries and territories represented.

First to “invade” the Axis and satellite nations, with words for weapons, shortwave transmitters have helped pave the way for the physical invasion now in progress. Keeping up a constant bombardment of news, education and counter propaganda that is heard and felt around the world, they are helping now to consolidate Allied gains and facilitate further Allied victories. Among the RCA transmitters on the air are seven operated for the OWI including five on the East Coast of the U. S., one on the West Coast, and one in North Africa. Three of the East Coast stations are being operated for OWI by the NBC, a subsidiary of RCA, and the other two by CBS. The West Coast station is being operated for OWI by Associated Broadcasters. First of the list of 23 to be installed was a transmitter purchased by the Brazilian government for Radio Nacional, government operated station at Rio de Janeiro which went on the air during the winter of 1942-43. The installation was supervised by John Dawson, RCA field engineer.

OWI Expands Japanese West Coast Operations

MOVING its Japanese Division from Denver to main headquarters of Pacific operations in San Francisco, the OWI last week planned to step up its psychological warfare against Japan, according to an announcement by OWI Director Elmer Davis. Recent addition of six new shortwave transmitters on the Pacific Coast, plus the new Honolulu shortwave transmitter and the new medium-wave standard station on Saipan has more than doubled the output of the Voice of America to Japan and the Japanese people, Mr. Davis said.

Japanese translators and announcers are now being moved to San Francisco where they will join the present staff to consolidate Japanese programming activities on the West Coast and make it possible for the Voice of America to broadcast to Japan nine hours daily. Here-tofore programs have been written in English in San Francisco, transmitted by teletype to Denver, translated and voiced in Denver, and relayed back to San Francisco by land line. Then recordings were broadcast to Japan and Japanese occupied areas in the Pacific.

Borden Replaces

BORDON Co., New York, on March 5 replaces Ed Wynn’s Happy Island on 185 Blue stations Monday 9-9:30 p.m. with a new springtime musical variety show. Wynn’s show is being discontinued for 26 to allow Mr. Wynn to make a tour of the “Purple Heart Circuit,” visiting veterans in hospitals in the U. S., it was said. Full details of the new show have not been completed, but it is known that Borden will retain Mark War- new’s orchestra and Jerry Wayne, singer, both featured on the present show. Agency is Young & Rubicam, New York.

NEW OPEN-FACED acoustic booth having a direct wire from the Salt Lake Airport in KSL Salt Lake City for daily weather forecasts cuts out the roar and reverberation of airplane motors formerly contend with. A. E. Carpenter, supervising forecaster, is delivering the noon-hour report.
That's the request a United States Coast Guard officer makes when he test-checks a fireboat in the harbor.

And that's the same kind of request many an advertiser is going to make...maybe in a different way.

The smart advertiser is going to say, "Show me some results!"...when the postwar race for sales and brand identification starts again.

We've made a habit of producing the largest results at the lowest cost in Baltimore.

So if you are planning to go after this market, a good bet is W-I-T-H, the successful independent. In a five-station town...it delivers the largest listening audience at the lowest cost.

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Sees No Competition

"RADIO can never be a substitute or serious competitor for the newspaper," Robert McLean, publisher of the Philadelphia Evening Bulletin and AP president, told the annual conference of the Pennsylvania Newspaper Publishers Association in Harrisburg. "Radio primarily is an entertainment business," Mr. McLean added. "Newspapers are concerned primarily with dissemination of news. However, newspapers at last are awake to the fact that they have a lusty competitor." The Bulletin bought WPEN Philadelphia last year [BROADCASTING, Dec. 11, 1944].

CANADIAN BROADCASTING
Corporations' shortwave transmitters at St. John's, N. B., which began operations Christmas Day with programs for Canadian troops overseas, on Feb. 11 began foreign language broadcasts in French, German, Dutch, Flemish and Czech. The 50 kw stations are operated by the CBC for the Canadian Government's Dept. of External Affairs.

New Basic Time Period Breakdown Plan
Advocated by Dick Slater of W. E. Long

BASIC TIME period breakdown, claimed to be an improvement over the system offered by Joseph R. Spadesa [BROADCASTING, Jan. 18] has been presented by Dick Slater, program supervisor of the radio division of the W. E. Long Co., Chicago, station representative.

The Long plan, designed particularly for the morning periods and taken from the firm's "Morning Radio Show Production Manual" rearranges the three main program elements—music, information and news—so that news periods are contained within a time segment instead of in a lead, or separate position. This re-balancing places news, which is actually third in listener popularity according to the manual, between musical, commercial and service announcement segments of the total period. Each of these segments then becomes a separate sponsorable position.

As seen on the chart, the first quarter-hour period contains a one-minute spot, two sponsorable five-minute music segments, a sponsorable three-minute news segment and a sponsorable one-minute weather report.

"In advocating the plan," the manual states, "special stress is placed upon making all program features contained in the period altogether complementary to each other, with the result that all features will be equally attractive to advertisers and serve listeners according to people's prime interests at this time of the day."

It is pointed out that this type of scheduling not only increases revenue potential but also raises program standards by offering a variety of interest-appeals within a given period often saturated with a single type of programming only to part of the listeners. In the morning periods few people have time or take time to dial for suitable programs when stability schedule all of the same type of program fare during an extended or important time segment, the manual brought out.

GILCHRIST STORE SIGNS WNAC SERIES

AN INVESTMENT of $50,000 for Gilchrist's Dept. Store of Boston, Quincy, Waltham and Brockton is represented in store's sponsoring of The Answer Man, broadcast on WNAC Boston, key station of Yankee. The fact-finding series is broadcast every night except Sunday, 8-9:30-10:35 p.m. Other stations carry the same show with store sponsors of the area.

Institutional and good-will type advertising is involved for the opening weeks of the series, rather than straight merchandise selling. According to Julian Burne, Gilchrist's advertising manager, the store is conducting a wide advertising campaign in conjunction with the program. Top strips on all Gilchrist stores' signs call attention to The Answer Man, and the four stores feature a window display on the series.

Present at a cocktail and dinner party given by Yankee Network to celebrate the contract, with Linus Travers, Yankee executive vice-presidents as host, were, among other: George Wiswell, of the Chambers & Wiswell Advertising Agency, handling the account; Charles Curtis, WNAC producer; James S. Powers, director of merchandising and promotion; Phyllis R. Doherty, publicity director; John Harrington, New York representative; N. O. Herman, account executive; Madeline Allen, a scriptwriter; Martha Johnson, sales promotion staff, Edna Youmans, secretary; Bill Hahn, announcer, and Charles Forrester, "The Answer Man," all of WNAC. Mrs. Suzanne Forrester, manager of Gilchrist's were among those representing the store.

Duplicating this WTG-originated project 10,000 times would destroy war forever, in the editorial opinion of the Toronto Financial Post. Dozens of official representatives of all the United Nations have or will come to Worcester, to talk to civic organizations, public school classes, etc., to participate in the renowned Clark University Forum, and to broadcast to WTAG's huge Central New England audience. The OWI week after week beams these activities to the home lands of these nations.

Worcester is the first city, as WTAG is the first station, in this country to attempt to solve future problems of United Nations cooperation upon a foundation of knowledge and understanding. Small wonder that this kind of creative force is acknowledged by an overwhelming audience preference for WTAG—the station with the INSIDE track, INSIDE of Central New England.

PAUL H. RAYMER CO. National Sales Representatives
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Page 24 • February 12, 1945

BROADCASTING • Broadcast Advertising
ABBOTT & COSTELLO  •  ALEX DREIER  •  AMERICAN ALBUM OF FAMILIAR MUSIC  •  CAVALCADE OF AMERICA
BACKSTAGE WIFE  •  CARNATION CONTENTED PROGRAM  •  EDGAR BERGEN & CHARLIE MCCARTHY  •  BOB BURNS
CHESTERFIELD SUPPER CLUB  •  CAN YOU TOP THIS  •  CARTON OF CHEER  •  DINAH SHORE'S OPEN HOUSE
GENERAL MOTORS SYMPHONY OF THE AIR  •  STARRING CURT MASSEY  •  FURLOUGH FUN  •  ELMER PETERSON
BETTY CROCKER  •  BOB HOPE  •  AMOS 'N' ANDY  •  DAVID HARUM
EVERYTHING FOR THE BOYS  •  JOHNNIE PRESENTS—GINNY SIMMS
DR. I.Q.  •  DUFFY'S TAVERN  •  EDDIE BRACKEN SHOW  •  BILL STERN
A DATE WITH JUDY  •  COMEDY THEATRE  •  WHEN A GIRL MARRIES
FIBBER McGEE AND MOLLY  •  WESTINGHOUSE PROGRAM  •  GRAEME FLETCHER  •  PEPPER YOUNG'S FAMILY
BENNIE WALKER'S TILLAMOOK KITCHEN  •  STANDARD SCHOOL BROADCAST  •  EDDIE CANTOR  •  THOSE WE LOVE
FITCH BANDWAGON  •  FRONT PAGE FARRELL  •  GASLIGHT GAYETIES  •  GRAND HOTEL  •  K-C JAMBOREE
GREAT GILDERSLEEVE  •  THE GUIDING LIGHT  •  HOUR OF CHARM  •  HYMNS OF ALL CHURCHES
HIGHWAYS IN MELODY  •  INFORMATION PLEASE
JOAN DAVIS WITH JACK HALEY  •  JACK BENNY
KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE
DR. KATE  •  KALTENBORN EDITS THE NEWS
A LAYMAN'S VIEWS OF THE NEWS
ALBERS HOMEMAKERS' HOUR
LITTLE BETSY ROSS GIRL
MAXWELL HOUSE COFFEE TIME
MANHATTAN MERRY-GO-ROUND
MOLLE MYSTERY THEATRE
SMILIN' ED McCONNELL
NATIONAL BARN DANCE
MR. AND MRS. NORTH
ONE MAN'S FAMILY
MR. DISTRICT ATTORNEY
REVEILLE ROUNDUP
PORTIA FACES LIFE
MUSIC AMERICA LOVES BEST
THESE ARE OUR MEN
THE TELEPHONE HOUR
OPPORTUNITY THEATRE
STRADIVARI ORCHESTRA
TODAY'S CHILDREN
PEOPLE ARE FUNNY
WOMAN IN WHITE
JUST PLAIN BILL
WORLD PARADE
SICK'S STAR FINAL
RIGHT TO HAPPINESS

These are the
that make the

NBC PARADE OF STARS

radio’s greatest

Program Promotion Campaign

FOR THE FIRST TIME:—

Every NBC commercial program participates in the campaign—111 day- and night-time programs in all.

Individualized promotion kits tailored for each program, at no cost to clients or agencies.

Every NBC station supports the campaign with local promotions adapted to produce the best results in its coverage area.

The NBC Parade of Stars becomes a year-round effort consistently building more audience for all NBC programs.

Of the 40 most popular programs on all four networks, 25 are heard on NBC—America’s No. 1 Network. This is no coincidence; it is due to a combination of good programs, plus unexcelled facilities, supported by radio’s most effective audience-building effort, the NBC Parade of Stars.

This FIRST REPORT records that campaign in terms of listener impressions, created by the teamwork of NBC and its independent, affiliated stations during October, November and December, 1944.
ON-THE-AIR

For October, November and December, 1944—NBC Stations used:

<table>
<thead>
<tr>
<th></th>
<th>NUMBER</th>
<th>MINUTES</th>
<th>COST, IF PURCHASED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station-Break Announcements</td>
<td>33,942</td>
<td>11,314</td>
<td>$261,397</td>
</tr>
<tr>
<td>Recordings Used</td>
<td>18,137</td>
<td>57,429*</td>
<td>135,601**</td>
</tr>
<tr>
<td>Special Network Programs</td>
<td>7</td>
<td>17,685</td>
<td>35,247</td>
</tr>
<tr>
<td>TOTAL</td>
<td>52,086</td>
<td>86,428</td>
<td>$432,245</td>
</tr>
</tbody>
</table>

*Includes live airtime used to build recordings into programs.
**Based on lowest quarter-hour station rates.

IN NEWSPAPERS

For October, November and December, 1944—NBC Stations used:

ADVERTISING

Number of cities .................. 343
Number of Newspapers ........... 517
Total lines ..................... 1,484,298

PUBLICITY

Daily and weekly newspapers use thousands of lines on NBC programs and stars regularly supplied to them by publicity-minded stations and NBC's Press Department (voted as rendering "best radio publicity service" in 1944. Extra-Motion Picture Daily
For October, November and December, 1944 — NBC Stations used:—

<table>
<thead>
<tr>
<th>NUMBER</th>
<th>CIRCULATION*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Cards</td>
<td>18,465</td>
</tr>
<tr>
<td>Window and other Displays</td>
<td>408</td>
</tr>
<tr>
<td>Billboards</td>
<td>459</td>
</tr>
</tbody>
</table>

THREE MONTHS' IMPRESSIONS TOTAL OVER ONE BILLION

*Conservatively estimated

NBC supported its affiliates’ local activities with an eight-week movie trailer campaign (a new medium—never before used on a national scale by any radio network).

Featuring NBC night-time stars, the trailers were seen in 726 theatres by over 28,000,000 people in 111 station-cities having a population of 18,000,000.
VIA DIRECT MAIL

Widely diversified direct-mail campaigns included among others: postcards, house-to-house broadsides, station magazines distributed to listeners, program schedules, roto sections and dealer letters.

For October, November and December, 1944 — NBC Stations distributed:

<table>
<thead>
<tr>
<th>Total number direct-mail pieces</th>
<th>407</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total circulation</td>
<td>6,831,365</td>
</tr>
</tbody>
</table>

PLUS INGENUITY

A FEW TYPICAL EXAMPLES: ★ An actual star parade complete with a band, high school students carrying blow-ups of NBC stars and an on-the-spot broadcast. ★ "Parade of Stars Month" officially proclaimed by the city's Mayor and given widespread publicity. ★ News broadcasts from a promotionally decorated window of a downtown department store. ★ Electric moving signs on important street corners. ★ Others were exhibits at State and County Fairs, personal appearances of stars, luncheon club...
Week after week, NBC stations are bringing larger audiences to NBC programs. For the NBC PARADE OF STARS is a continuing program-promotion campaign...a year-round promotional effort that pays DIVIDENDS.

New ideas, new campaigns, new recordings, new promotional kits are constantly on their way to stations affiliated with the network, ready to do a job of telling their listeners and potential listeners about the superiority of NBC programs—ready to build ever larger audiences for NBC advertisers.

On-the-air programs...the newspaper ads and publicity...the billboards and car cards and window displays...the program schedules and other mailing pieces...the ideas that NBC-station promotion men place behind the campaign...all these will continue throughout the year to bring more listeners to "The Network Most People Listen to Most."

This FIRST REPORT summarizes merely the three-month period opening the campaign. Supplementary reports throughout the year will be made to each NBC client and agency, including scrapbooks showing actual promotion evidence.
The results shown here would not have been possible without the splendid and whole-hearted co-operation of NBC affiliated stations. To them, NBC expresses its sincere thanks for the voluntary, continuing promotion of the programs heard over their stations which comprise

America's No. 1 Network
**Canadian Radio Men Stress Programs**

**Large U. S. Attendance Expected at Sixth War Conference**

BY JAMES MONTAGNES

CANADIAN broadcasters will hold their sixth wartime convention Feb. 12-14 at the Chateau Frontenac, Quebec, with program betterment in all phases a major subject. This marks the 11th annual convention of the Association of Broadcasters, whose membership now embraces most Canadian privately-owned stations.

Commercial continuing music copyright fees, Bureau of Broadcast Measurement, CAB code of ethics, public relations, program improvement, public service activities, are featured on the convention agenda.

Many From U. S.

While conventions have been banned in the U. S. because of transportation problems, a number of American broadcasters and representatives of the Government and supply industries, are planning to attend with this convention from Quebec from South of the border. Canadian broadcasters picked Quebec for their convention since it is off the beaten track in winter months, has no heavy traffic or transportation difficulties as have other major eastern Canadian cities where conventions are usually held. There is no convention ban in Canada.

That some new plan for levying fees for broadcast copyright music is in the offing for postwar is realized from the fact that advance registrations show a number of representatives from the Canadian Performing Rights Society, music publishers, ASCAP and BMI who attend the convention for the first time. Performing rights fees are up for discussion on the Wednesday morning closed session.

Also expected this year in larger numbers than previous years are representatives of Canadian and American advertising agencies, who will see managers of stations with whom they usually deal by mail or through representatives. The year-old Bureau of Broadcast Measurement meeting on Monday afternoon also is a factor in bringing these advertising agency executives to the convention.

**The Agenda**

A number of agencies are looking to postwar radio expansion and are attending with this in mind. Of interest also is a luncheon on Tuesday by Swift & Company Co. Ltd., Toronto, to Canadian Broadcasting Corp. Dominion network station executives attending. (Swift’s use Dominion net for Breakfast Club during war.

Agenda calls for open business meeting with appointments of committees, hearing of legal, engineering and commercial continuity committee reports and president’s annual address at the Monday morning opening session. Monday afternoon is devoted to BRM with open and later a closed meeting.

Tuesday morning reports on the Canadian Radio Technical Planning Board, CAB code of ethics, programs, public relations, and public service broadcasts will be heard in open meeting. Tuesday afternoon’s closed session will be devoted to reproduction of records and election of officers. On Tuesday evening the annual dinner will be addressed by Peter Sturberg, Canadian Broadcasting Corp. war correspondent.

Wednesday morning’s closed session will consider performing rights fees, standardization of rate structures, Parliamentary Radio Committee report and music problems. Closing session will be Wednesday afternoon with reports by operating committees and general business.

Social functions at the convention include French-Canadian dinner by CFRB Toronto, to attract their executive attending, CAB dinner to NAB directors and other U. S. guests, cocktail party by Canadian Broadcasting Corp. Canadian Pacific Telegraphs, cocktail party by Canadian Marconi Co., and dinner by All-Canada Radio Facilities for stations the organization represents and American visitors.

**Other Meetings**

Several organizations are planning meetings in conjunction with the CAB convention. Preceding the annual conference, meetings of member stations of the Canadian Broadcasting Corp. Trans-Canada and Dominion networks were held at the Ritz Carlton Hotel, Montreal, last Wednesday and Thursday. CAB officials met with managers and executives of privately-owned stations to discuss problems confronting the two Canadian networks, both of which are controlled by radio under law.

A sales conference of executives of stations represented by Horace N. Stovin & Co., Toronto, Montreal and Winnipeg, is scheduled for Feb. 18 at the Windsor Hotel, Montreal, following the CAB convention.

**ADVANCE CAB REGISTRATION**

<table>
<thead>
<tr>
<th>A</th>
<th>Akering, H. V., CBS New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Baldwin, J. E., All-Canada Radio Facilities, Toronto</td>
</tr>
<tr>
<td>C</td>
<td>Bach, F. E., CBS New York</td>
</tr>
<tr>
<td>D</td>
<td>Banning, Glen, CAB Toronto</td>
</tr>
</tbody>
</table>

---

**BROADCASTING • Broadcast Advertising**

**February 12, 1945 • Page 33**

---
“Listen, neighbor!”

“Listen, neighbor,” says WIBW—and throughout Kansas and adjoining states, over five million people DO listen.

Even more important ... they ACT on what they hear. Why? Simply because they've learned that they can DEPEND on what WIBW tells them. They look on us as a next door neighbor whose interests are identical with their’s ... and that's the way we talk with them.

Our time-tested, over-the-fence method of selling gets results that no advertiser in this rich, agricultural market can afford to overlook. Let us prove it for you and your product.

Paul deMars Joins Ray Wilimoto Firm

Firm Planning New Consulting Engineer Service for Radio

ASSOCIATION of Lt. Comdr. Paul A. deMars, USNR, former vice-president and chief engineer of the Yankee Network, Inc., the consulting firm of Raymond M. Wilimoto, was announced last week by Mr. Wilimoto. While on active duty, Comdr. deMars will give the firm counsel and advice to the extent that his Navy duties permit.

A pioneer in Comdr. deMars FM, Comdr. deMars was one of the earliest experimenters in the study of radio propagation. He formerly was professor of electrical engineering of Tufts College, when he initiated research covering ionosphere studies, field intensity measurements and recordings. With Yankee he designed and built the FM stations at Paxton, Mass., and Mt. Washington, N. H., and is responsible for solving numerous FM problems.

Active in FM

Since June 1936, when he heard Maj. Armstrong's paper on FM presented before the Washington section of IRE, Comdr. deMars has participated actively in FM development. Comdr. deMars' association with the Wilimoto firm brings together two radio pioneers. Mr. Wilimoto initiated the directional antenna in broadcasting as a means of providing mutual protection of stations from interference on the same frequency. In 1931 he built the directional at WFLA Tampa—the first installation of that character.

Coincident with the announcement, Mr. Wilimoto said his firm plans to offer FM consulting services to new organizations entering radio a new consulting engineering service involving the detailed design of a broadcasting system from studio to antenna. The Wilimoto firm during the war has been carrying out service contracts on design and equipment and communications systems for military establishments.

Toronto Video Planned

TORONTO plans to have the first television station in Canada, it has been announced by John A. Frigon, general manager of the Canadian Broadcasting Corp., Ottawa. He stated that a site had been obtained by the CBC for a television station. Other television stations would be established in Canada in due time. No date was set for construction or opening of the Toronto station and no change was announced in CBC policy by the all-private-owned television stations to be built.

PRODUCTION rose to an all-time high mark of $4,000,000 for Stromberg-Carlson Co., Rochester, during 1944, exceeding by more than a third the record for the previous year.
Station KEX (5,000 watts), Blue Network affiliate in Portland, Oregon, is now owned and operated by Westinghouse Radio Stations Inc.

To programs out of the "Blue" will be added the well-known Westinghouse skill for producing local programs. Programs designed for more than just listening... but rather to appeal to the likes of the community... programs that stay "in tune" with the people.

Listener and sponsor alike stand to gain from this merger of KEX, Portland, with the Westinghouse stations in Ft. Wayne, Pittsburgh, Boston, Philadelphia, and Springfield. These sister stations salute the West Coast station, KEX, and wish it success as it is welcomed into the Westinghouse family.

Program availabilities furnished, at your request, by KEX... or, you may call on Paul H. Raymer Co., National Representatives, for any required information.
ODE to be read at a treasurer’s meeting

This ad, you see,
Is done in verse.
(Our prose, we add,
Is even worse.)

BUT, VERSE OR WORSE,
We’d like to say,
Here’s something you
Should read today.
Of six like programs in New York—
We’re not referring now to Cork—
Which last year reached more homes for less,
Five were ours, we’ll now confess.

We mean such things as Beatty, Deane,
Our Al McCann and gay Pegeen;
And with a note of due decorum,
The fifth, of course, is The Food Forum.

They reached each 1000 homes or such
For sixty-cents—
Which isn’t much.
While other shows
On other stations
Ran into quite Involved equations.

THE MORAL
to this verse is this—
If by mere chance we’ve been amiss—

If you have a product or service that women want, or
should know about, you’ll reach more people per-dollar
on WOR’s women’s shows than on any similar shows on
any other major station in Greater-New York.

Our address is—
WOR
—that power-full station
at 1440 Broadway, in New York

member of the mutual broadcasting system
More Parker News

PARKER WATCH Co., New York, which sponsors Johannes Steel, commentator, on WHN New York, five times weekly from 7:45-8 p.m. on Feb. 6 added a 6 p.m. broadcast by Mr. Steel piped direct to WHDH Boston by Class A lines from WHN studios. Plans are under way to pipe Mr. Steel's broadcasts from WHN to stations in Philadelphia, Baltimore and Washington. A special newspaper campaign is also being conducted drawing attention to Mr. Steel's broadcasts in New York and Boston. Agency is Sterling Adv., New York.

Classic Transmission

TRANSMISSION of "Trio", latest musical score of Dmitri Shostakovich was arranged from Moscow to New York last week via radio-photo over the circuit of RCA Communications Inc. Actual transmission, which was heralded by RCA as the first transmission of its kind involving a major musical work, took 24 minutes for the first pages of the score to come from Moscow over the RCA receiving radio-photo machine. Samuel Chatzynoff, manager of the NBC music division, arranged to secure the composition.

ANPA Cancels

AMERICAN NEWSPAPER Publishers Assn. has canceled its annual convention, normally held in April in New York, and the ANPA's Bureau of Advertising has also canceled its annual dinner and advertising sessions which are usually featured at the meeting. Associated Press, whose annual meeting is customarily held the day preceding the ANPA sessions, expects to hold a business meeting but has canceled the annual AP luncheon, usually attended by more than 1,000 members and guests.

EVER SHARP FOR A GAG is Milton Berle (c), comedian m.c. on Let Yourself Go, now heard on CBS 10:30-11 p.m. Wednesdays, as he points a sharp finger at Martin L. Straus, president of EverSharp Inc., his sponsor. Impromptu audience is composed of (1 to r): Hal Block, executive producer of program; Ann Marlowe, originator of show; Mr. Straus; Mr. Berle; William C. Gittinger, CBS vice-president in charge of sales; Frank K. White, CBS vice-president and treasurer; Frank Barton, business manager, radio department, the Blow Co., EverSharp agency.

Film Disc

UNIVERSAL PICTURES Co., New York has prepared a full half-hour transmitted dramatization of "The Suspect," for placement on stations in conjunction with local openings of the film. Orson Welles takes the lead part played by Charles Laughton in the film. Disc was sponsored commercially on six New York stations Jan. 29 and Jan. 30—WEAF, WJZ, WMCA, WNEW, WOR, WQXR. Records were cut by WOR Recording, New York. Agency is J. Walter Thompson Co., New York.

House Vote Saves Farm Radio Count

WITH THE PASSAGE by the House last week of the Agricultural Census Appropriation bill (H. J. Bea, R. S.), providing funds to complete the quinquennial census of the nation's farms, the Bureau of the Census, Department of Commerce, will make the fullest use of radio to enlist cooperation of farmers in filling out enumerators' schedules. Census will furnish, among other pertinent data, the number of farms owning radios.

Despite strong opposition from Republican members, the bill, carrying an appropriation of $6,784,000, passed the House Wednesday by a vote of 198 to 171. A similar measure had passed the Senate last session but failed of passage in the House. The Senate is expected to concur in the House action.

Actual enumeration work on the census began Jan. 8 under an appropriation of $7,280,000 previously provided for preparatory work of planning and printing schedules, hiring and training of enumerators, and preliminary tabulation. The additional funds cover increased costs of pay to enumerators and publication of data by counties, states, and geographical regions.

The census will provide the first official figures on farm use of radio since the last agricultural census in 1930 when 4,271,000 or 60% of farm homes reported radio ownership. It is expected that the 1945 census will show a substantial increase over this figure.

In addition to the basic radio data, the census will also provide figures on electrically operated and battery operated sets. This information will be ascertainable by relating information collected on use of electricity on farms. The Bureau expects to release county totals by late summer.

Radio Convention

THEIR annual convention canceled as a result of the Office of Defense Transportation ban, the Federation of Republican Women's Clubs of New York State on Feb. 2 broadcast talks by three key speakers on a hookup of Blue Network stations in New York State, while members gathered at radio sets in their communities.

To Make Sure of Getting the Audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is ....

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.

350 Madison Avenue, New York

Representatives
Governor Jim McCord is introduced over a statewide network by F. C. Sowell, radio chairman.

Radio made it possible...

for Tennessee's high school children to hear their new Governor open the state's 1945 Infantile Paralysis campaign!

Thousands of boys and girls listened, and then joined "the March of Dimes"

This is the type of public service that Tennessee's radio stations are noted for. It's their way of getting a big job done in record time. WLAC originated and fed the program to WREC WDOD WNOX WKPT and WOPI

"... that the public interest, convenience and necessity will be served ..."

Children heard the Governor's March of Dimes address in their own class rooms through their schools' public address systems. On the preceding day they were asked to urge their parents to listen to this important broadcast.

WLAC
50,000 WATTS
NASHVILLE, TENNESSEE

NOTE: Contribution from Nashville city schools more than triple last year's figure.
CKSF Opens Feb. 15
CKSF Cornwall, Ont., which was to have gone on the air on Feb. 1, is now definitely scheduled to go on the air Feb. 15, with a special program recorded in England in its namesake city, Cornwall. Arrangements were made by H. Harrison Flint, manager of CKSF, and S. J. de Lothieri, BBC representative in Canada. CKSF operates with 250 w on 1230 kc. Studios have been designed by Donald McIntyre, chief architect of the Canadian Broadcasting Corp.

Three Sign Harkness
THREE additional sponsors to sign for local sponsorship of Harkness of Washington, NBC five-times weekly quarter-hour news program, include Lewis Cigar Mfg. Co., WEAF New York; Montgomery Ward Co., WCFL Chicago, and Free Service Tire Co., WROL Knoxville, Tenn. Series is now sponsored in 33 cities.

After a hearty breakfast at the Andrew Jackson Hotel, Nashville, Harry Stone (left, at head of table) is getting ready to make his speech to the members of the Tennessee Press Assn., in which he urged cooperation of press and radio. On Mr. Stone's left is Dean R. Upson, commercial manager of WSM Nashville, and on his right is Guy Easterly, TPA president. Others at table are TPA members. Occasion was the mid-winter meeting of the Tennessee Press Assn. WSM has conducted an extensive advertising campaign in the state press during the past year promoting interest in broadcasting among listeners.

BEAUMONT has money to spend NOW! LATER!

Frame this market on your "must" advertising calendar, because it's really a hulu. War industries—shipbuilding, synthetic rubber plants, oil, foundries, are steaming ahead. Rice, lumber, tung oil, cattle, food canneries, and shipping round out this

KFDM
BEAUMONT, TEXAS
Serving the
BLUE NETWORK, 50,000, 1,000 WATTS

Industry Weekly payroll in Beaumont, compiled by *C.R.D.

$200,000 week  $84,000 war  $820,000 esti-
$200,000 post high.  $1995 post war payroll.

Committee for Economic Development.

585 billion dollar effective buying income market.

* C.R.D. Survey shows stable KFDM market for Post War. Hooper-authenticated audience proves KFDM's standout position in this rich market.

Senate Committee Plans Radio Probe
Small Business Group Sates Monopoly Investigation

A SWEEPING investigation into all channels of mass communication—the motion picture, newspaper and radio fields—will be conducted by the Senate Special Committee to Study & Survey Problems of Small Business Enterprises, it was disclosed on Capitol Hill last week.

Headed by Sen. James E. Murray (D-Mont.), often at loggerheads politically with Sen. Burton K. Wheeler, senior Senator from Montana, chairman of the Interstate Commerce Committee, the Committee plans to delve into reported monopolistic tendencies in all phases of mass communication, according to Dewey Anderson, Committee general counsel.

Free Enterprise vs Monopoly
"It's the old story of free enterprise versus monopoly," he said. Plans are first to conduct a thorough probe of the motion picture industry which, the Committee has been informed, gradually has become difficult for the "little man" to enter while monopolies have encroached upon the field.

No effort will be made to begin the radio study until after the movie question has been disposed of, according to Mr. Anderson who last week was in the throes of finding new office space in the Senate Office building.

Only one complaint has been lodged with the Committee with reference to radio, he said, and that from a broadcaster who owns two small independent stations. The Committee plans to inquire into sales prices of stations, particularly where fabulous sums have been paid for stations by large corporations. Another phase of the probe will involve complaints that the networks gradually are encroaching upon the independence of small stations.

The newspaper-radio ownership question will be thoroughly studied to ascertain whether joint ownership could create a monopoly of news dissemination, to the detriment of the "little fellow". In the newspaper field the Committee will investigate wire services and the overall handling of news.

Mr. Anderson was general counsel of the Temporary National Economic Committee, headed by Sen. O'Mahoney (D-Wyo.), a few years ago.

Lair Elected V-P
JOHN W. LAIR has been elected vice-president and controller of the American Cable & Radio Corp., an affiliate of AT&T, with which he has been connected for 14 years. Mr. Lair also is a director of Mackay Radio & Tel. Co., and controller of All-America Cables & Radio, Commercial Cable Co., and Canadian-American Cables, all IT&T affiliates.

Page 40 • February 12, 1945
Fish Make Poor Customers!

History tells us that Demosthenes practiced speaking with a mouthful of pebbles. He would walk back and forth along the sands, making his speech to the ocean.

But when ready, he delivered his famous orations before tremendous crowds, and thus gave to posterity some of the truest masterpieces of oratory the world has ever known.

The point being this... if you want to sway people, have a sound message and be sure they're listening.

The story of Demosthenes is the story of radio. No matter how excellent your program, if the public isn't tuned-in to the station you're using... you're broadcasting to the ocean.

Your sales message broadcast over WCBM, will go directly to the Baltimore market, for listening to WCBM has become a habit in Baltimore.

John Elmer
President
Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

BROADCASING • Broadcast Advertising
February 12, 1945 • Page 41
Radio's War Service
SPEAKING over the Union Pacific Railroad Co. program, Your America, last week, R. C. Cosgrove, president of the Radio Mfrs. Assn. and vice-president and general manager, manufacturing division of the Crosley Corp., Cincinnati, declared that the radio industry has produced more than $4,000,000,000 worth of equipment during 1944.

Mr. Cosgrove cited the tremendous contributions made to the war program by American radio, and pointed out that the U. S. alone produces more radio and radar equipment than our Allies and the Axis combined.

Milani Places
LOUIS MILANI FOODS, Chicago, began sponsorship Jan. 31 of six spot announcements weekly on WIL St. Louis, and on Feb. 12 approximately 20 spots weekly on WSB St. Petersburg; WMAT Miami Beach; WMBR Jacksonville; WFOY St. Augustine. Till forbid contracts were placed by Kalom Adv., Chicago.

DuMont Clarifies
EDITOR BROADCASTING:
I was interested in reading an article by Bill Bailey on page 15 of the Feb. 5 issue of Broadcasting. In this article he quotes a statement by me commenting on the recent proposed allocations of the FCC and infers that the television manufacturers anticipate operating their sound channels only during the daytime and thereby supply programs to the present FM set owners, giving television a jump on FM.

I believe that if Mr. Bailey realize that the channels previously assigned to FM were from 42 to 50 mc and that there is only one television channel in this band of frequencies, namely, the channel from 44 to 50 mc, it would be only possible to transmit one sound program which would be available to the outstanding FM receivers. Obviously this would be of no particular value to the television industry and also of no particular advantage to the owners of the present FM receivers. Incidentally, there is no television station operating at the present time between 44 and 50 mc and it would undoubtedly take a considerable period of time to shift one of the present stations on that frequency.

I am writing this letter because we have enough problems in connection with allocations which are real ones and should be considered, that is, inadvisable to bring up a point which tends to confuse the issue and has no real substance.

ALLEN E. DU MONT:
Allen B. DuMont Labs. Inc. Feb. 5

They Listen
EDITOR BROADCASTING:
Broadcasting is 25 years old. We are telling everyone about it. Yet our own continuity writers and news commentators, judging from most every program they broadcast over our facilities, seem to question whether anyone ever listens to radio. Yes, that's right.

Throughout the day, every day and on any and all stations, you hear them saying, "You read in your paper today, etc." or "You must have seen in your papers, etc." or "You'll read in your papers tomorrow, etc."

These copy writers and newsmen never figure for a minute people listen to the radio and may have heard on the radio the item referred to. Catch what I mean?

Yes, fellow broadcasters, let's stop this condition right now as a 25th anniversary industry wide move. Every network and station manager in the nation should issue orders to his staff hereafter to assume when writing copy and comment, that everyone listens to radio and as far as broadcasting knows, no-one reads.

It's time we grow up as an industry, time that we admit over our stations that people hear.

I'll wager you never read in any paper an announcement saying, "You hear over your radio, etc." So, why not tear this article out and attach it to an order to your staff on the subject. Tell them radio has grown up... it is 25 years old and people listen to radio, so hereafter admit it in everything they write and broadcast.

W. L. GLEESON, President, KPRO, Riverside, Cal.
The Squire of Wistful Vista may be at the "bottom" in the accompanying illustration—but his position is quite the contrary in the ratings. Fibber McGee and Molly comprise a typical example of combinations that "click." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

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

GRAPHIC portrayal of the Army Air Forces' rehabilitation program for returned fliers shows how "Johnny Comes Marching Home" in a quarter-hour series under that title on KFWB Hollywood. Written and produced by Capt. John Bogue, Sgt. Hal Levy and Pfc. Ben Norman, series is presented by Santa Ana (Cal.) Army Air Forces Redistrict Center, using servicemen from that base as well as First Motion Picture Unit.

Navy Series

THE NAVY pays tribute to the shipyards of the nation in The Navy Report, weekly half-hour program which started on WIN New York Feb. 4, only a few weeks after the special Senate committee investigating the war program brought charges that there was loading and inefficiency in certain Navy Yards. Well-known entertainers, Navy officials, service orchestras and detailed account of how the shipyards are doing their part in the war effort are presented on the series.

Blue Nurse Aid

TO HELP the American Red Cross in its nurse-recruitment campaign, the Blue Network Feb. 9 broadcast the first in a series of half-hour programs dramatizing the work of nurses who have served overseas. Plans call for direct pick-ups from nurses at overseas posts towards the end of each program.

YOU BUY

Audience - NOT POWER-
WITH KTOK

KTOK's audience is constantly and rapidly increasing. Look at the Listening Index shown below. Over 875 million dollars effective income are represented in this market of 895,801 people (44% of Oklahoma's population). Our industry is zooming, and it's here to stay. KTOK is a super buy, and at a small expenditure.

John B. Kennedy

... world-famous commentator is now available for sponsorship on KTOK. 1:00 to 1:30 P.M., Mondays through Fridays, over the BLUE Network.

WKY Servicemen's Aid

A SERIES of 10 consecutive broadcasts was started on WKY Oklahoma City Jan. 28 titled Women Com-mandos under the sponsorship of the Oklahoma Natural Gas Co., designed to assist the women workers in the home to learn how she can best help with the adjustment of men returning to civilian life. Julie Bengall, producer of the series, returned recently from Washing- ton where she transcribed inter-views with leading military authori-ties on rehabilitation. At the end of the series all interviews will be offered to study clubs in Oklahoma on photograph records.

Jobs for Vets

DESIGNED to find positions for re-turned war veterans, the weekly pro-gram titled Jobs for G.I.'s has been started on WJW Cleveland by Kron-heim Furniture Mfg. Co. Three dis-charged servicemen each week tell their stories on the program, heard 9:30 p.m. Monday, with job offers tele-phoned in during the broadcast by in-terested employers. Series is conducted in cooperation with the War Man-power Commission and the U.S. Em-ployment Service. Largest Adv. handles the Kronheim account.

WOUNDED on WMCA

WOUNDED soldiers who have just arrived by plane from the European area will be interviewed from the wards of the hospital at Mitchell Field, N. Y. in Air Evacuation Hos-pital, weekly quarterly-hour program starting on WMCA New York Feb. 19. Series will be produced jointly by the Mitchell Field Army Air Base and the First Airforce, with Pfc. Riches for broadcast on WNYC WOR, conducting the interviews.

Industrial Relations

TITLED The Outlook for White Collar Workers, the initial program of an industrial relations series spon-sored Saturday 6:15 p.m. by the Indus-trial Relations Council of Metro-politan Boston, was started Jan. 13 on WEEI Boston. Series will feature personel management of various plants around Boston.

Safety CAMPAIGN for traffic safety has been started on WMPS Memphis with the program TMITTED of the Air. Special transcribed announce-ments also feature safety in traffic, and several special programs are planned throughout 1945.

WHO GI Show

FEATURING transcribed interviews with wounded men from the Miami Valley area, a new program titled Miami Valley: Personalities in the W. M. started on WHO Day-ton as a weekly quarter-hour series.
Cut and dried and ready for the cleanup. Hops, one of the 200 important crops grown commercially in the Inland Empire, get ready to help swell Spokane Bank Deposits to an all time peak of $247,686,563, an increase of over $25,000,000 since June 30, 1944.

America’s No. 2 Market*, too, is “cut and dried and ready for the clean-up”—at the cost of just one medium. KHQ completely blankets the area, giving low cost coverage supplied by no other single medium.

*Per Capita Income, $2,252—second highest in the nation.
**NEW LOCAL ACCOUNTS**

Sunday Dobbs, used described weekly right now Not KFYR NORTH Casa 46 Association National WINN San Asen. Funeral & Co. half-hour only Cugat, 20% of February 71,000 For the second successive year NORTH DAKOTA produced more than a half billion in gross income from its 71,000 farms, or an average of more than $7,250 each.

**TWO Years Service**

DEPT. of Radio, Drake U., Des Moines, marked five years of service to the Des Moines Community and War Chest last week. Drake radio department has been responsible for writing and producing quarter-hour programs with the work of the Community & War Chest for broadcast over a local station. A framed scroll of distinguished service to the community was presented to Edwin G. Barrett, director of the department.

**O’Cedar Places**

O’Cedar Corp., Chicago (floor polish), effective Feb. 13 will begin participation Monday and Wednesday on Meet the Muses on CBS Mountain and Pacific network, approximately 21 stations, and spots on about 15 stations in that area. Contract for 26 weeks was placed by Aubrey, Moore & Wallace, Chicago.

**WOR Youth Policy**

WOR New York is taking steps to eliminate from its juvenile adventure and mystery programs any representation of criminals and supernatural characters as physically disfigured. Move was prompted by a listener who wrote that attempts to color his children to accept and respect disfigurement of returning war veterans were impeded by frequent radio portrayal of villains as scarred and deformed. Station has meowed all staff producers and writers to delete further reference to disfigured criminals, and is writing to advertising agencies suggesting that they make similar adjustments wherever necessary in their programs on WOR. Station carries some juvenile and mystery shows for juveniles.

**Opticians Radio Plans**

COMMUNITY Opticians, chain of optician retail stores in Boston and New York, has placed advertising in New York and New Jersey with the newly-opened New York office of the agency. First radio contract placed with the agency, effective Feb. 1, was for an eau- sublicensed film Labor Arbitration, weekly unique program devoted to settling employer-employee disputes, and for participation in radio station "Through a Kitten’s Window" go on WMCA New York. Spot radio schedule may be expanded to other stations later. Advertising from Community’s Boston office is placed through Commonwealth Adv., house agency.

**National Biscuit Meeting**

NATIONAL BISCUIT Co., New York, held a series of sales meetings last week for their salesmen of Hartford, Conn. and Cambridge, Mass. to acquaint them with the company’s Yankee Network program Nice ‘O’Clock News Promotion plans for the show were outlined to Linus Travers, executive v-p, and v-p, of Yankee. Nelson Churchill is the new commentator for the program heard Monday, Wednesday and Friday mornings.

**AMP Agreements**

ASSOCIATED MUSIC PUBLISHERS Inc., New York, has signed new licensing agreements with KFPA KOMC WOR WMKN KWNO and has received renewals from KFWB WABC WAGB WABC WOR WHIR WBBB WCBS WOR WOR WABC WOR WOR WWNO WOR WOR WOR WOR WOR WOR WOR.

**Plant Moved**

FREDERICK HART & Co., New York, 350 W. 39th St., has moved the office and plant of the Recordograph Division, manufacturers of film sound recorders, to the company’s plant at Poultney, VT. Sales and service offices have been established at 350 Madison Ave., New York.

**Quiz Monday**

TELE Quiz AMERICAN TELEVISION Society conducted a quiz session on video last Thursday at the American Museum of Modern Art, New York. Saturday, March 17, with the office of the Museum of Modern Art, New York. Saturday, March 17, with the office of the Museum of Modern Art, New York, 7th floor, will be held.

**Prove It FIRST-EXCLUSIVE TEST MARKET URBAN-RURAL 99% NATIVE BORN WHITE No other Primary Signal is received in this area.**

**WSLB OGDENSBURG, N. Y. (MUTUAL)**

The Walk Co., Representative

PROVE IT FIRST VIA WSLB AN IDEAL TEST MARKET
DISTANCE AND DIRECTION!

Operating on a clear channel, at a lower frequency (1070 Kilocycles) WIBC sends its powerful voice farther, covering a larger potential audience, than any other Indianapolis station. Its programs are directed at the every-day interests of the people in its area.

All of this, plus a well-planned and aggressive merchandising program for its clients make time on this station your best radio investment for Indiana.

Represented Nationally by John Blair & Co.

A MUTUAL STATION

WIBC

INDIANAPOLIS
Thrifty Baltimoreans Support Many Building and Loan Association

The Building and Loan Associations of Baltimore are depositories for savings as well as institutions to help folks own their own homes on easy terms. 63 of these associations, which are members of the Federal Home Loan Bank report an INCREASE in savings accounts of $39,355,000 since 1940. In addition there are some 300 other building associations, not members of the F. H. L. B., all of which act as reservoirs of savings.
Baltimoreans look toward “reconversion” with anticipation -- not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over 419,000,000 dollars in savings since 1940!

Baltimore is a great and growing market -- and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow -- it’s a great place to invest your advertising dollars. And, of course, Baltimore’s great advertising medium is WBAL.

* BASIC NBC NETWORK *

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
In Retrospect

THE RECORDS will show 1944 as another boom year for advertising. All media showed an increase of about 7%. Radio again was in the forefront with a 25% boost.

This happened in the face of paper rationing and restrictions on production in almost all brand lines. But the demand for time and space nevertheless exceeded expectation.

The '43 figures, published in this issue, can't be regarded as normal. Much of the institutional business will stop after the war. Intrinsic return to the advertiser again will govern. Radio stands to hold most of its gains because a considerable amount of its new business, as reflected in the Broadcasting Yearbook analysis, was virgin business.

In this issue also is a review of the new book Radio Advertising for Retailers by Prof. C. H. Sandage. Retail advertising has been the backbone of newspaper volume. It represented less than 10% of radio gross last year. Prof. Sandage's research shows clearly how this volume change can be increased.

The job now is still that of winning the war and selling Democracy. It behooves broadcasters to plan for the tougher selling ahead, when the honeymoon is over. The printed media have been making their plans; many of them are moving into radio.

In these plans, broadcasters shouldn't overlook the local field. Longtime local business shouldn't be kicked around for more glamorous national business. In past depressed periods, the books show the local merchant stuck when almost everything else went to...

Seeing Ahead

PLANNING in wartime for normal operations is a tough problem for industry generally. It is particularly difficult in a field as dynamic and susceptible to change as radio.

Members of the FCC and key members of its staff have just returned from an inspection of Army Air Forces communications operations from Washington to Florida and across to the Pacific Coast. Virtually everything they saw is in the highly restricted category.

The FCC now is in the midst of projecting the most comprehensive radio allocations since the art's birth. What that delegation saw and learned about propagation in the higher frequencies should prove invaluable in plotting these allocations, and in cutting the pattern for postwar radio services—broadcast as well as common carrier.

The inspection was significant from another standpoint. There was the rapprochement with the military, with which the FCC had been at swords' points for many months and which flared up repeatedly in the House investigation of the Commission.

In these times, when private enterprise of necessity must deal in the dark, it seems to us highly important that agencies of Government identified with private communications regulation converse with the secret military developments in their field.

GEORGE RICHARD AGAR RICE

TALLEST Canadian broadcaster is Dick Rice, owner and operator of CFRN Edmonton, president of the Western Assn. Broadcasters and vice-president of the Canadian Assn. of Broadcasters. Modesty goes with his 6 ft. 3 in., for Dick is the last one to tell you about his work for Canadian broadcasters. But his colleagues expressed their admiration for him in unequivocal language when they re-elected him president of the Western Assn. of Broadcasters for the third time at the WAB meeting at Banff last August.

Born in Todmorden, Tadcaster, England, Dick Rice has been in radio his entire business life, starting in at the age of 15 with the Marconi Co. in England in the offices and later at the factory at Chelsmford, after public service in the National Physical Laboratories of Great Britain and London College. Prior to World War I he joined the Marconi British Admiralty Wireless Service, and served throughout the war with that organization.

He first came to Canada in 1919 for a visit, liked the country well enough to return the following year and start in radio broadcasting in his adopted land. At that time only the Canadian Marconi Company operated broadcasting stations at Toronto and Montreal. But young, enthusiastic, radio-minded Dick Rice set out for western Canada, with all his knowledge of radio and some equipment. In 1922 he opened CJCA Edmonton, for the Edmonton Journal, one of the first stations to go on the air in Canada. For 12 years he operated the station, saw radio technique grow, saw his station come up from the first in that part of the country, to one of many. In 1934 Dick decided that he would own his own station, applied for a license and opened up CFRN as a 100 w station. CFRN has grown, is now powered with 1,000 w and has been given permission to go to 5,000. It is the Edmonton outlet for the Canadian Broadcasting Corp., Dominion network.

With a number of other western Canadian broadcasters he formed in 1941 a co-operative representative organization with offices at Toronto and Montreal, Radio Representatives Ltd. As president of the WAB he has played an important part in the past two years in obtaining for western broadcasters power increases allowed by the Havana Treaty on their frequencies. These increases were announced last autumn as a result of representations of the WAB and the CAB, to the CBC and the Radio Branch of the Dept. of Transport.

Dick Rice has become well-known to American broadcasting personalities who have at...
Now is a good time to remember that no medium moves so fast and changes so much as radio. This is particularly true in the Atlanta market, where the radio picture has been so significantly changed by WAGA's timely programming and aggressive promotion.

Remembering how radio changes, now is a good time to reevaluate your use of radio in this important market, where, during the past two years, WAGA has made more progress than any other Atlanta station.

**WAGA**

*Atlanta*

5000 Watts on 590 Kcs. - Blue Network - Represented by Headley-Reed
For instance the Robert S. Conlan Survey shows 50% more "Heartland" folks tuned to KGLO for the noonday news than to the next most popular station. That's more for all periods, every day 52.6% of the audience is tuned to 1300-KGLO. That's a nice slice of potential customers, Mr. Time Buyer, when you remember that there are 293,080 radio homes in the "Heartland."

FREE—A copy of this complete "Study of Listening Habits— Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

O. L. Smith Promoted
To Director of WNOX
O. L. SMITH, formerly commercial manager of WNOX Knoxville, Tenn., has been named WNOX station director, according to Mortimer C. Watters, vice-president and general manager of Scripps-Howard Radio, which owns and operates WNOX. Mr. Smith came to WNOX from the advertising staff of the Knoxville News-Sentinel in 1936 and served as national advertising manager and assistant station director before becoming commercial manager. In his new post Mr. Smith will be in complete charge of the station locally.

Mr. Smith, who was made an honorary colonel on the staff of former Gov. Prentice Cooper, is a member of Masonic and Executives Club, the Holston Hills Country Club and the Broadway Baptist Church. Mr. & Mrs. Smith and their two children, Bob, 17 and Nancy Lynn, 12, live in Holston Hills.

Dell Crosby, former freelance writer and producer, has joined the sales department of WLJB Brooklyn. Prior to his freelance work which included assignments from the War Ad. Council for Army, Navy and Red Cross programs, Mr. Crosby was station manager of XPHO Phoenix and WWL New Orleans. George Rennaker, former technical advisor to the A.P. has been named sales engineer of broadcast equipment of the Telephone & Telegraph Co. of Radio Corp., New York, at the White House. Mr. Rennaker joined CBS Chicago in 1936 and a year later transferred to Washington to serve on the network's special investigative staff. Returning to Chicago in 1942, he joined Mutual as a member of the WGN Chicago staff, a post retained until his present appointment to Federal. In 1949 Mr. Rennaker was national president of the Assn. of Broadcast Technicians.

Samuel H. Smith, former general manager of WABD, DuMont New York television station, is conducting a course at New York U. on the "Technique of Televising." Course includes both laboratory and lecture work.

G. W. N. RIDDLE, formerly in the market research office of GE and prior to that on the staff of the chairman of the board of GE for 14 years, has been made responsible for media in the advertising of GE's appliance department.

LT. JOSEPH ZIAS, USN, associated with the radio law firm of Louns & Schorten, on leave, married Barbara Herche in Washington last Thursday. Lt. Zias is stationed in the Office of the Director of Naval Communications, Washington.

G. F. (Red) BAUER, sales manager of WINN Louisville, has been appointed publicity chairman of the Salesman's Council of the Louisville Board of Trade.

R. L. CROTTY has been appointed national sales manager of CKPK Vancouver. He has been with the station for three years, serving as manager, coming from CKGB Timmins, Ont., where he was commercial manager.

PHILIP D. REED has been renounced chairman of the board of General Electric Co. and its subsidiary, Interna tional General Electric Co. Since his resignation on April 11, 1942 Mr. Reed has been chief of the Mission for Economic Affairs in London and the rank of minister.

R. A. LESLIE, manager of the Toronto office of National Broadcast Sales, is being transferred to the Montreal office about March 1, and will be replaced at Toronto by R. E. McGUIRE, formerly of All-Canada Radio Facilities, Toronto.

LT. BARNABY LAVIN, general manager of WDAY Fargo, N. D. on leave in the Marines, arrived in Fargo Feb. 10. He will report to Cherry Point, N. C. Feb. 18.

WALTER R. HUCHINS, who has been hospitalized for 15 months from wounds received in Sicily, has been released by the Army and is now a member of the sales staff of KTVF Philadelphia.

ROBERT EWING, assistant supervisor of the Blue Central division research department, has been appointed supervisor suceeding G. A. (Jerry) VERNON, who, on Feb. 10, joined the Blue Chicago national spot and local sales staff. He has been the sales, program, and commercial manager of WFIL, Syracuse, has been elected a vice-president of Columbia Broadcasting System, and station licensee. He has been with WIL for more than 20 years.

E. L. BRAGDON, trade news editor of NBO, has joined the department of information of RCA, New York. Mr. Bragdon was formerly a research editor at WRCA in New York Sun, a position he had held since March 1942.

PATRICIA ANN FOLEY of the New York staff of Broadcasting magazine, and former sales executive of WRCA, New York, have announced their engagement.

"SURE, WE'RE ALWAYS AFTER NEW BUSINESS—BUT THIS IS RIDICULOUS!"
WHIO of Dayton, one of the first of the Cox Radio Stations, is ten years old this month. Not a long period of time in some fields of endeavor, but it spans almost half the entire history of commercial broadcasting. Through all the years the management of WHIO has held fast to the ideals of service which characterized the station's opening in February, 1935. We invite you to celebrate with us by making these birthday packages yours:

- Dayton's largest listening audience for your sales message. "In Dayton, it's WHIO."
- Coverage of the $100 Million farm market surrounding and supplementing the Dayton market.
- Business getting coverage of prosperous Dayton & Miami Valley, one of the key production centers of the nation.
- Programs designed to keep WHIO "Dayton's Favorite Station." News: UP, INS, PA, plus CBS' best.

1290 on your dial

WHIO

G. P. Hollingbery Company, Representatives
H. S. Cummings, Southeastern Representative
Mulberrn Joins Blue

NEIL MULBERRN, for eight years account executive in CBS Detroit office has joined the Blue Network as its Detroit sales manager, following transfer of John Donohue from Detroit district manager of the Blue to eastern sales manager, with headquarters in New York [Broadcasting, Jan. 29]. Operations of the Detroit office continue under the jurisdiction of Mr. Donohue in his new capacity. Prior to joining CBS, Mr. Mulbern served on the staff of Young & Rubicam and with Reo Motor Co. for seven years as manager at Houston and as Detroit manager. Joseph R. Spadea is now CBS sales department representative in Detroit [Broadcasting, Jan. 22].

Walter F. Cahir

WALTER F. CAHIR, 65, treasurer and assistant secretary of Federal Telephone & Radio Corp., Newark, died Feb. 1 in Doctors Hospital, New York, following a long illness. Mr. Cahir was born in Cambridge, Mass., and attended Cambridge Latin School. He received his B.A. degree from Harvard in 1912 and his S.C. degree from Catholic U. in 1917. In 1920 he joined International Telephone & Telegraph Co. and later transferred to Federal Telephone & Radio in 1942 upon the formation of that associate company. He is survived by a brother and a sister.

Flynn Promoted

MAJ. EDWARD J. FLYNN, technical information officer, Information Warfare Division, Army Service Forces, has recently been promoted to that rank. Before entering the service Maj. Flynn was sales representative of WEW St. Louis, news editor of KOCY Oklahoma City, sales representative for E. Kats Agency, New York and Detroit, and he helped set up KAR Rochester, Mich., when that station began operations. He handles technical information for the Armed Forces Radio Service, Army Service Forces, York and Stars & Stripes.

Lorraine G. Gainor

LORAINE G. GAINOR, commercial manager Hollywood, of WMJN Fairmont, W. Va., since the station was established 17 years ago, died of a heart attack Jan. 31. In his early days with the station, Mr. Gainor and his wife sang hymns as a sustainer for a number of years.

Lt. Harry F. Folsom

LT. (j.g.) HARRY F. FOLSOM, vice-president in charge of the RCA Victor division, Camden, N. J., scheduled to return to the South Pacific war theatre, recently was killed in a plane crash near Jacksonville, Fla.

William Sharplex

WILLIAM SHARPLES, 58, one of the early West Coast actor-producers, following a two-year illness, died in Los Angeles on Jan. 29. He was best known for program, Bill Sharplex and His Gang on Hollywood's Hustling. Among his widow, Bertha Sharplex, and daughter, Joan.

BEHIND THE MIKE

LOREN L. WATSON, Jr., radio sports editor of United Press, is the father of Loree L. Watson III, born Feb. 1 at New York Hospital, New York, making a grandfather of LOREN L. WATSON, president of Spot Sales, station representative firm.

FVT. ROBERT W. ROBERTS, former announcer of KYW Philadelphia, known on the Air as "Bob Whizzer," now a new announcer with the American Forces Network in Britain.

ART LEWIS, formerly with WOWO Fort Wayne, is as station manager with WJIN of Wisconsin station, while working for degree at the university.

BILL JACKSON, former program director, will join the Blue general division as producer-director.

LOUISE LOPEN, supervisor of the Blue general division guest relations department, will leave for Los Angeles to manage Blue Radio 2/o Maynard B. Blanchard of the Seabees on Feb. 13.

TOMMY SCOTT has been appointed musical director of KBE Little Rock, Ark.

FRANK LEE has been promoted from chief announcer to program director of WMEN Fairmont, W. Va. He will continue as public relations director and special events announcer for the station.

JAMES L. LOWNBER, formerly with WJLS Beckley, W. Va., is now a member of the WMEN announcing staff.

E. DAVIS, new editor-in-chief of WCKY Cincinnati, has been named chief announcer of the station.

JACK WILSON, writer of comedy shows for WLW Cincinnati, resigned Feb. 5 to join the staff of division of NBC.

JAMES CLARK, formerly with KSL Salt Lake City and KFPF Spokane, Idaho, is now a member of the announcing staff of KIRO Seattle.

HILLARD LAFERE, sports editor of WOWO Ft. Wayne, has assumed additional duties of the public service director of the station.

LOUIS KAISER, released from the Army with the rank of captain, is now night supervisor of WPBM Syracuse. Prior to entering the Army, he was with WBEN Buffalo.

CARL BAILEY, announcer of KPSA Pasadena, Calif., is a father of a boy.

BILL HILL, formerly with KFMB San Diego, has joined the announcing staff of KARR Little Rock. EARLE LEWIS Jr., formerly with WBYN Brooklyn and WJBV New Haven, N. C., is now with KARR. JOHN ADAMS, former newsman for Mutual and NBC, is a new member of the KARR news department.

Lewin Curley, chief announcer of KFWY San Francisco, has joined the S. Maritime Service. His successor is LEE LAUDEN, senior member of the station's announcing staff.

ED NELSON, formerly of KXK and WJW Shreveport, has joined KTA San Francisco as announcer.

MILLENTHOUR, who conducts several programs on WGNV New York, the Music FM station, has been named assistant program director.

MARGARET GARDNER, who lately has been working on general magazine and syndicate contracts, in the Mutual press department, has assumed full responsibility for the service, with the departure of BLANCHE WOLFF, who leaves to marry LENTHAL. Miss Gardner will be assisted by ELAINE NEWLIN. She continues to handle some trade press contacts. GIL BARNIT, for the last year has been the assistant to director of WEAF Philadelphia, has joined the network's press department to work on exploitation. He was formerly the editor and publicity staffs of the Philadelphia Record and the Philadelphia Inquirer.

FOSTER WILLIAH, has joined WPAT New York as program director. WILLIAM SHARPLES, former program director of WPAT and WPEN Philadelphia, also has joined WPAT.

ROBERT NEVINS, formerly with the department of public relations, City College of New York, has joined the staff of KXK New York.

SHIRLEY HORTON, after an absence of approximately three years, has rejoined the publicity department of Don Lee Broadcasting System, Hollywood, as associate manager. She replaces PAULINE ZANIE, resigned.

ALBERT ULRICH, head of NBC western division continuity department, has re-signed that post to return to the network's headquarters. BILL HORSCHATR for two years continuity acceptance accepted, will assume Mr. Ulrich's former duties.

WILLIAM F. BROOKS, NBC director of news research, has been named to give advice to various European broadcasters on public relations methods and procedures for postwar newswave coverage in Europe.

NEW continuity editor of WOL Washington is JoAn Arnold, who replaces John Arnold as incorrectly reported in Broadcasting Feb. 5. Miss Arnold was succeeded by Mary MacGriff, who was named traffic manager.

WISHER HONORED

HARRY WISHER, Blue Network sports director and commentator in Chicago, last Saturday received from Esquire magazine an award as "Outstanding Sportscaster of 1944" on his weekly sports roundup program of the Blue. Selection was based on an Esquire poll of more than 1,000 sports editors and sportscasters.

LENN CURELLY, chief announcer of KYW San Francisco, has joined the S. Maritime Service. His successor is LEE LAUDEN, senior member of the station's announcing staff.

MILLENTHOUR, who conducts several programs on WGNV New York, the Music FM station, has been named assistant program director.

MARGARET GARDNER, who lately has been working on general magazine and syndicate contracts, in the Mutual press department, has assumed full responsibility for the service, with the departure of BLANCHE WOLFF, who leaves to marry LENTHAL. Miss Gardner will be assisted by ELAINE NEWLIN. She continues to handle some trade press contacts. GIL BARNIT, for the last year has been the assistant to director of WEAF Philadelphia, has joined the network's press department to work on exploitation. He was formerly the editor and publicity staffs of the Philadelphia Record and the Philadelphia Inquirer.

FOSTER WILLIAH, has joined WPAT New York as program director. WILLIAM SHARPLES, former program director of WPAT and WPEN Philadelphia, also has joined WPAT.

ROBERT NEVINS, formerly with the department of public relations, City College of New York, has joined the staff of KXK New York.

SHIRLEY HORTON, after an absence of approximately three years, has rejoined the publicity department of Don Lee Broadcasting System, Hollywood, as associate manager. She replaces PAULINE ZANIE, resigned.

ALBERT ULRICH, head of NBC western division continuity department, has re-signed that post to return to the network's headquarters. BILL HORSCHATR for two years continuity acceptance accepted, will assume Mr. Ulrich's former duties.

WILLIAM F. BROOKS, NBC director of news research, has been named to give advice to various European broadcasters on public relations methods and procedures for postwar newswave coverage in Europe.

NEW continuity editor of WOL Washington is JoAn Arnold, who replaces John Arnold as incorrectly reported in Broadcasting Feb. 5. Miss Arnold was succeeded by Mary MacGriff, who was named traffic manager.

NY MARKET
It's a pleasure to us . . . and welcome news to our subscribers, that Allen Roth has just signed a new 3-year contract . . . making this superbly versatile musical organization available exclusively to stations subscribing to NBC Thesaurus. The Allen Roth Symphony of Melody has long been established as an integral part of Thesaurus. There's hardly a subscriber who hasn't expressed the opinion . . . Allen Roth is one of the most valuable program assets our station possesses. And as further proof of this our records show that The Symphony of Melody has been sponsored by hundreds of local and regional advertisers of all types. Tremendous Musical Scope is an outstanding characteristic of Allen Roth's Symphony of Melody. Roth plays everything from boogie woogie to opera, but it's all put into the distinctive Roth musical framework.

Tremendous Musical Scope

An Air of Elegance and Finesse surrounds every Roth arrangement. Whether it's the low-down rhythm of St. Louis Blues or the polite pizzicato of the Minuet in G, tonal color is skillfully woven through the musical fabric, giving each selection by Allen Roth an unmistakable and exclusive personality.

Over 300 Selections by the Allen Roth program organization include rousing production numbers, instrumental novelties, danceable pop arrangements, the Roth mixed chorus, male chorus and soloists . . . evidence of the Thesaurus policy of "enough selections by every performer to make programming worthwhile." Half-hour, 3-a-week scripts for The Symphony of Melody are furnished to each Thesaurus subscriber to allow the most comprehensive use of the Roth program material.

We will be glad to give you further evidence that Thesaurus is America's Number 1 Musical Program Service . . . recorded especially for radio.
FOOTE WOULD CUT FEES FOR TALENT

REDUCING talent cost of radio advertising and adapting radio skills to the new medium of television are the two foremost post-war problems in the advertising agency business, declared Emerson Foote, president of Foote, Cone & Belding, in an address before the annual meeting of the Central Research Council, AAAA Feb. 1 at the Lake Shore Club, Chicago.

Foote pointed out that talent costs have ballooned, "because neither advertiser nor agency has been vigilant enough to keep excessive costs from creeping into talent expenditures. Talent agencies have gotten around to charging overall commissions on so-called package shows, and we come along and put a commission on top of that."

He explained that he did not blame the talent agencies, but that agencies have "let them get away with it." He added that in other cases we have let them get payment for work they do not do.

"He declared that if the exorbitant prices paid radio stars are not curtailed, total cost of radio advertising will rise to such an extent that radio will not be the low-cost, profitable medium it has been.

Foote discussed the problem he said, "The problem of converting our radio talents to television production is one we must all be at work on now, and increasingly so in later years. As was the case with radio, great rewards will come to the agencies which most soundly handle the problems and opportunities presented by television."

John Young

JOHN YOUNG, 60, formerly head of his own Los Angeles agency, died Feb. 2 following a long illness, at his home in Hollywood. Mr. Young retired from active business several years ago as result of a heart ailment. Mrs. Young is the daily radio program "Happy Homes" on KFI Hollywood.

Cornish Joins MBS

WILLIAM A. CORNISH, former assistant radio director of J. M. Mathes Inc., New York, has joined Mutual as assistant commercial program manager, a new post. He will work with Bob Young, who became commercial program manager six months ago when the office was created. Mr. Cornish, before joining Mutual, served a sales service in the radio department of the William Morris Agency, New York.

AAA Meet Canceled

ANNUAL meeting of the American Assn. of Advertising Agencies, scheduled for April 19, has been canceled in compliance with the ODT ban on conventions. This is the first time since its founding in 1917 that the association's annual meeting has been called off. Election of officers and other necessary business will be conducted by mail.
HALF-A-MILLION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

NOW...You can sponsor RAYMOND GRAM SWING IN LIVE LOCAL BROADCASTS

You pay only for your own area when this world-famous news analyst broadcasts from Washington!

LONG considered by millions of people as the most authoritative voice on the air, Raymond Gram Swing has again been selected by 600 radio editors as Best News Commentator of the year!

This world-famous Blue Network news analyst is now moving to a popular early-evening period. And this important program—at a new and better time—five nights a week—can now help sell your products through local live broadcasts right in your home territory!

Here's how it works . . . Swing's forthright, challenging commentary goes out over the network from Washington—and your own local Blue Station announcer gives your commercials during the broadcast, identifying the program as yours! Think of the added prestige, the greater sales-appeal of your message when it is linked with the authoritative commentary of Raymond Gram Swing! Yet the cost is low, because you pay only for your own area—your own share of this Blue Network Co-operative Program!

Here's a really great opportunity to sponsor a program that will sell for you! Ask any Blue Network Station for all information, or contact the Cooperative Program Division of

The Blue Network
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.
KANSAS CITY IS A KOZY MARKET
PORTER BLDG.
KANSAS CITY, MO.

JAMES F. PEDDER and Ewellbert Gilbert have been appointed advertising manager and sales promotion manager respectively of the Frigidaire Division of General Motors Corp., Dayton. The new departments encompass the functions and responsibilities of four former departments in that division.

Mr. Pedder was formerly advertising and promotion manager of the Frigidaire appliance division and Mr. Gilbert was formerly sales training manager of the appliance division.

UNION Pharmaceuticals Co., Bloomfield, N. J., has reappointed Marechal & Pratt Co., New York, Feb. 22 to handle advertising for Sarake, a laxative. Raymond S. Pratt, now in charge of the advertising for the drug, said that M&C originally handled advertising for the product. In the year 1943, it was with Van Cleve & Riley, New York.

SUN SHIPBUILDING Co., Chester, Pa., one of the largest industrial users of Philadelphia radio, on Feb. 15, started sponsorship on WQTL of This Week in Philadelphia, weekly half-hour round-up and review news program heard Sunday 4 p.m. Contract is for 26 weeks. This is the company’s fourth program on WQTL.

JOSEPH TRINER CORP., Chicago (Bitter wine tonic), will begin sponsorship Feb. 15 of one-minute spots in English and foreign languages. Czech, Polish, Slovak, Serbin and Ukrainian, on the following stations: WDAI WTEL WJSW WADC WJME WADC WMBS WBRE WMAQ.

This is the company’s fourth program on WQTL.

SWING Sponsor on WFIL
Is Philadelphia Store
ADVERTISING to department store radio advertising, Gimbel Bros., Philadelphia, owner of WIP, Philadelphia Mutual outlet, last week signed a 52 week non-cancellable contract for Raymond Swin news commentaries daily over WIP. Philadelphia. Gimbel’s also runs a heavy spot announcement schedule on its own station. Swing is sponsored in Washington by Hecht’s department store on WMAL.

Promotion campaign for the program is aimed at both the general public and store employees. Large photographs and Swing are in the windows of the store usually devoted to the men’s department which is the section the commentaries will advertise. Store also is using newspaper advertising, counter cards, cards in elevators, package enclosures, articles in its house organ and employe contacts.

COMMONWEALTH EDISON Co., Chicago, is sponsoring Eye-Witness Five-weekly Chicago News featuring Paul Breton, for 52 weeks on WBBM Chicago. Agency is Foote, Cone & Belding, Chicago.

WILSON Bros., Chicago, on Feb. 7 for five weeks started sponsorship of Your Store, which started in the week ending Feb. 5. The ads are aired by WLS Chicago. Agency is Foote, Cone & Belding, Chicago.

This is the company’s fourth program on WQTL.

BELL TELEPHONE Co. of Canada, Montreal (classified section) has started one minute transcription scheduled for CKEY Toronto and daily spot announcements on 14 Canadian stations. Account was handled by J. Walter Thompson Co., Montreal.

PERFECT CIRCLE Co., Toronto (piston rings), on March 18 starts daily newscasts on CKEY Toronto and daily spot announcements on 14 Canadian stations. Account was handled by McConnell, Eastman Co., Toronto.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), has renewed for a one year Williams One Minute Reporter five-times weekly on 14 Canadian stations. Account was handled by J. Walter Thompson Co., Montreal.

STAFFORD-MILLER of Canada, Toronto (alcohol), has started test early morning newscasts six times weekly on CKEY Toronto. Account was placed by McKim’s Ltd., Toronto.

A. J. DUBOIS, former manager of the merchandising department of Young & Rubicam, New York, has been appointed vice-president of the Petri Specialty Co., San Francisco.
YOU MAY BE ABLE TO "TUG OF WAR" FOR 2 HRS. 41 MINS.—

BUT—YOU CAN'T PULL "OUTSIDE" PROGRAMS INTO WESTERN MICHIGAN!

Blocking any such efforts is something that's always present, though not visible—a wall not raised by human hands. Fading. Even 50,000-watt stations in nearby Chicago or Detroit might almost as well be in Bombay, for all the regular listeners they get here.

So if you want the rich Western Michigan market, "inside-the-wall" stations are definitely indicated. In that case, use the best-programmed station to get the largest audience.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving eighteen counties with a daytime population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer complete coverage of Western Michigan.

Let us send you the whole story—or just ask Free & Peters!

*Tug-o'-war between two British Army teams in India, 1889, lasted two hours 41 minutes.
Postwar Video May Go Above 500 mc
Fly Predicts to Television Press Club

JAMES LAWRENCE FLY, former chairman of the FCC, in an address last Tuesday before the Television Press Club of New York, predicted that video would move “upstairs” into the frequencies above 500 mc “within a few years.” Under prodding from the audience he amplified by hazarding a guess that it might be about five years after the end of the war.

Awaits War’s End

Improvements already made in 6 mc transmission and reception are sufficient to insure an effective video system immediately after the end of the war, he said, lauding the FCC for its proposed television allocations that will permit television to begin its public service in the early frequencies and also to carry on experiments in the upper reaches with wider bands, permitting full color pictures. Tubes for broadcasting on these frequencies are rapidly being developed, he said, and shortly television will be able to move to these frequencies permanently.

The wisdom of moving FM up-stairs from its present location is more questionable, he said. Mr. Fly pointed out that FM has had “substantial trouble” in the 40 mc area where propagation characteristics raised a number of problems and the service “is something less than wholly satisfactory.” Indications are that there will be fewer difficulties for FM in the 90 mc region, he said.

However, he urged anyone with any objections to moving FM, to present them to the Commission, which he praised for its careful and open-minded consideration of the evidence presented by the 231 witnesses during the 25 days of the hearings and which he said would give fair consideration to any new evidence that may be submitted now.

Speaking on what he termed his “pet subject,” international communications, which he said are about as essential as any other single factor in building the postwar world, Mr. Fly urged his audience to give real study to the subject, stating that “as long as communication facilities are inadequate and limited by Governmental restrictions, so long will the world situation be impaired.”

Ralph B. Austrian, executive vice-president, RKO Television Corp., suggested that manufacturers of television receivers should help their dealers sell these sets to the public by providing good programs for broadcasting over local stations which the dealers could use in demonstrating the sets to the prospective purchasers. He proposed that the programs be produced on film, stating that good short comedies or variety programs can be had for a cost of $7,500 each. These films could then be given to the dealer, either outright or on a cost-sharing basis, Mr. Austrian said, adding that the manufacturer should also share with the dealer the cost of time on the local video station.

Military Needs to Take Increased Tube Output

RADIO tube manufacturers must further reduce civilian demands to meet military demands, which may be stepped up by more than 3,000,000 a month, the WPB Radio & Radar Division stated last week. Following a meeting with the Receiving Tube Scheduling Advisory Committee, at which industrial problems were reviewed, it was decided that unfilled orders for 40 types of tubes will be frozen at the factories as of Feb. 1, with WPB to direct shipments to customers. Other types of tubes were declared obsolete for the duration.

Requirements for military type tubes during the first quarter of 1945 are about 2,500,000 tubes in excess of the amount produced for the military during the last quarter of 1944. WPB anticipates that in July or August, after the industry has completed its expansion program and has scheduled all military production, more civilian tubes may be available than at present.

Sculpta Test

SCULPTA HOBIERY, New York, has appointed Blackstone Co., New York, its agency for a test campaign in New York. A trial spot radio drive, started Jan. 22 on WHN won MCMA WNEW, consisting of participations on variety and recorded music programs and on WOV with announcements, and will run for four weeks. Special stockist offers are being made to check the radio pull, including a mail order on “business sheers.” Commercials aim primarily to establish the mail order name for hosiery. Firm has 13 shops in New York and distribution in five additional cities.

KFAQ Suit Dismissed

DISMISSAL of libel charges filed by Clifford S. Clinton, political editor of Los Angeles Broadcasting Co., operators of KFAQ, was granted Jan. 29 by Los Angeles Superior Court Judge Alfred D. Paonessa. Demanding $90,200 damages Clinton had charged that radio broadcasts in which he was described as “attempting to organize a Tammany Hall in Los Angeles” had defamed his character. Dismissal was granted on ground that legally allotted time in which to press charges had elapsed.

SPEAKING from his home in the Most Rev. Joseph H. Rummel, Archbishop of New Orleans, officially launched the Youth Progress Program’s $2,000,000 campaign to build recreational and educational facilities. Program was originated by W. T. and was carried by WSM, WDQ, WNOE, WJRB New Orleans and WJPP Baton Rouge.
The Fourth Dimension in Radio—Time

The Ether of Space comprises the first three dimensions of Radio—and here WCAU leads all other Philadelphia Stations. Its 50,000 Watts are not confined to a specific pattern. They are "Free Watts" surging out in a great Tidal Wave of Power in all directions over a clear national channel—giving "Umbrella Coverage."

Now multiply WCAU's "Umbrella Coverage" by Radio's fourth dimension—Time. Multiply the "extra millions" of people under the WCAU Umbrella by 365 days and nights and you have a stupendous figure—just about what either Scientists or Sinatra Fans would call "Solid Radio." For full coverage use WCAU's Umbrella.

WCAU
CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
Meet WHB's Ed Dennis—whose present "client" is Uncle Sam!

At WHB we've always called the sales department the "Client Service Department"—simply because that's the purpose of our salesmen: to serve our advertisers.

For eleven years, Ed Dennis was our top producer. He graduated from the University of Kansas one cool June evening—and went to work for WHB's Don Davis the next morning. Never had any other job, prior to enlisting in the Navy in 1942 as second class yeoman.

It's typical of Ed that the Navy recognized his merits, too, and promoted him recently to Lieutenant (j.g.). Ed says it's awfully good to get back in pants with pockets. We look forward to the day when Victory is won, and we can get Ed back to WHB!

If he were here, instead of at sea, he'd probably be telling you enthusiastically about three great new shows on WHB for 1945.


WITH newspaper trade efforts to increase the nation's available supply of paper concentrated on space promotion, Periodical Publishers National Committee, Washington, is utilizing radio to round out coverage for two major projects—waste paper salvage; and encouragement of farmers to cut farm-lot wood to add to the pulpwod supply.

Current radio schedule for the latter drive, introduced last July, continues, with some 42 stations carrying participations in farm programs and adjacent spot announcements. Cycle will be up for renewal at the end of March.

Aimed at Housewives Committee's newest radio campaign, designed to enlist housewives' cooperation in waste paper salvage, started last week (Feb. 5) and covers 67 stations in the area stretching from Maine to Maryland, and from Minnesota, Iowa, and Missouri to the Atlantic coast, with greatest concentration east of Pittsburgh. Committee bought participations on women's interest programs wherever possible, or spot announcements on a five-times-weekly basis as a second choice. Women listeners are told "Your waste paper is not waste paper unless you waste it." Schedule, placed by Alfred Sidney Noble, New York follows:

**SONG and DANCE PARADE**—with RUSH HUGHES. A full hour of popular radio broadcast Mondays through Saturdays at 2 p.m.—with popular Rush Hughes of KWK as Master of Ceremonies. This program took KWK from a 1.5 to a 4.5 Housewifery morning in St. Louis—and it has already won a 4.2 in Kansas City! Chapter-hour participation sponsorship available, 3 to 6 days weekly.

**THE FIRST FIVE**—with RUSH HUGHES, Kansas City's "best seller" records, as reported daily by leading retailers—through their "latter may;" some fascinating and rhythmic "extra," and the voice of Rush Hughes! Forty-five minutes nightly, Mondays through Saturdays, 6:15 p.m., Don Davis for participation availability.

**MARY JANE ON PETTICOAT LANE**—Daily half-hour shopping program, with style news and music, featuring merchandise offered by stores and shops on Kansas City's famous "Petticoat Lane." Spots available for minute transcriptions about products used by women. Mondays through Fridays, 1:20 a.m. to 1:20 noon.

If you want to see the Kansas City market, WHB is your best medium!

For WHB Availabilities, Phone DON DAVIS at any of these "SPOT SALES" offices:

**KANSAS CITY**...Scarritt Building...Harrison 1161 NEW YORK CITY...400 Madison Avenue...Eldorado 5-5040 CHICAGO...340 North Michigan...FRanklin 8 3520 HOLLYWOOD...Hollywood Blvd. at Cosmo...Hollywood 8 318 SAN FRANCISCO...3 Third Street...EKbrook 3 558

**KEY STATION for the KANSAS STATE NETWORK**

**BROADCASTING** • Broadcast Advertising

Page 62 • February 12, 1945

CONGRATULATIONS on affiliation of WFBL Baltimore with the Blue Network is extended Hope Barroll (l), executive vice-president of the station, by Mark Woods (c), Blue president. William L. All, WBB's attorney and director, joins in conversation. The 5,000 w outlet joined Blue Jan. 15.

**CHURCHES SELECT BEST NET SERIES**

JOINT radio committee of the Congregational Christian, Methodist and Presbyterian churches has issued a list of recommended network programs for use by church members, titled "The Best in Radio Listening." Booklet includes 150 programs, under the following headings: Religion, 16; News & Public Affairs, 44; Education, 22; Drama, 19; Music, 41; Quiz, 6, Variety, 7.

Each program is described in a short sentence and is marked to indicate whether it is suitable for listening by the entire family, mature listeners, young people, children, Dr. James Rowland Angell and Dwight Herrick NBC; Dr. Harry Summers, Blue; Dr. Lyman Bryson, CBS; James O'Bryon, MBS, assisted in the preparation of the guide, which was edited by Rev. Everett C. Parker, director of the committee.

Programs listed are what might be expected, plus a few surprises, such as two daytime series, Light of the World and Melody of All Churchs, among the religious programs; The Goldbergs as the only daytime serial among dramatic shows, and National Barn Dance among musical programs. Most obvious omissions are Bob Hope, Jack Benny and Kate Smith from the list of recommended variety programs, which includes Frank Sinatra, Bing Crosby, Fibber McGee & Molly, and Truth or Consequences.
LISTENER'S GUIDE
AND PROGRAM SCHEDULE

GUNNER'S MATE JORDAN, U.S.N.

YANK'S MUSIC SHOP Page 4
"You Say It With V-Mail and Music"

"This public service program (5-6 p.m. Mon. through Fri.) is symbolized by this February Listener's Guide cover. YMS is link between folks at home and their men all over the world.

In this issue—16 pages, 22 feature articles, 34 pictures. 5000 circulation includes sales at 19 newsstands in primary area. There is a complete roster of all regular advertisers plus product identification. WKNE, 5000 watts—with CBS since 1937.

Representatives: Headley-Read Company, Boston—Bertha Bannon

Station WKNE, Keene, N. H. Associated with WSYR, WTRY, WELI
OGW I PACKET, WEEK MARCH 5

Check the list below to find the war message announcements you will broadcast during the week beginning March 5. OWI transcriptions contain six 30-second announcements suitable for sponsorship and may be used 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-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT-SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support Rationing</td>
<td>X</td>
<td>Group KW</td>
<td>Group 01</td>
</tr>
<tr>
<td>Top Job Ahead—Japan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V-Mail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchant Marines</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Victory Gardens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conserve Cars, Gas, Tires</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Cross</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 159 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Our Respects to
(Continued from page 50)

Tented Canadian conventions as well as those whose wartime activities have routed them to or through Edmonton, which has been an important base of the Northwest Pacific defense system. Radio entertainers as well as U. S. Army personnel have passed through Edmonton on their way north to entertain troops or on war work. CFRN and its facilities have been open to all those visiting the city, and Dick Rice has been host to some of the top radio men and women who have traveled the Alaska Highway in their wartime duties.

Dick Rice has been one of the staunchest champions of the rights of independent broadcasters. Referring to the relationship between privately-owned stations and the government-owned CBC, he stated recently that, "in Canada I feel that the dual system of privately-owned and government-owned radio stations will eventually create a real Canadian broadcasting system. The competition between the two systems has the effect of humanizing the government's broadcast system."

Formerly an ardent golfer, Dick now has time only for his broadcasting station and radio interests, although he is a member of the Edmonton Club. When he is not commuting between Ottawa and Edmonton, or attending meetings of the CAB at Toronto, he does manage to get in some fishing, (in the summer).

Mrs. Rice is the former Justina Charlotte Springer. They have no children.

Gellard Is Found Guilty In Cigarette Conspiracy

SAMUEL GELLARD, part owner and former secretary of WBYN Brooklyn, New York, on Feb. 6 was found guilty of conspiracy to obtain money for alleged charitable and benevolent purposes by false pretenses after a four-week trial in Court of Special Sessions, New York. Sentence date has been set for Feb. 21. At the time of his arrest last March, Mr. Gellard was operating the Overseas Cigarette Service, an organization which solicited money for the purpose of purchasing cigarettes to be distributed free to servicemen overseas with name of donor affixed to each package.

Price charged for a lot of 1,000 packages by Mr. Gellard was alleged to be considerably higher than the market value. Project was also promoted on several WBYN programs last winter. Salesmen of Overseas Cigarette Service had referred to the organization as OCS, initials used in the Army for Officers Candidate School. No charge was made against WBYN.

Blatchford Campaign

BLATCHFORD CALF MEAL Co., Waukegan, (calf vitamin tablet) begins a spot announcement campaign February 19 through Lloyd Larson Co., Chicago for 8 weeks on the following stations: WNAX, KMA, KEEL, KYSM, KROC, KATE, WDAY, WIBA, WTAW.

WDBR Fire

A BLAZE which raged three hours in the rear of the transmitter of WDBR Staten Island, N. Y., sent the station off the air from 10:30 a.m. till 3:15 p.m. Feb. 4. The telephone line to the transmitter was burned out by the blaze. Fire started in the cellar of a 2½ story building at 1111 Woodrow Rd., in back of the WDBR transmitter site and the flames spread before the fire could be brought under control.
COMMUNICATION BY THE BLINKER

The Blinker, an adaptation of the Heliograph with its own source of light, has been found invaluable for night and day Naval Communications. While limited by "line-of-sight" transmission and the elements of weather, it has been an aid to our cautious convoys during "radio silence."

When Victory is ours and the days of "radio silences" are gone forever, private citizens again will have electronic voice communication equipment for their yachts and other pleasure craft. With the release of civilian radio bands Universal will again offer the many electronic voice components for use in marine craft.

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

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
First 3-Year Licenses Under Extended Period Begin May 1

FIRST GROUP of stations to go on three-year licenses since the FCC extended the period from two to three years more than a year ago will come up for renewal on May 1, William P. Massing, chief of the License Division, disclosed last week [Broadcasting, Dec. 20, 1943].

Although the Commission adopted an amendment to Sec. 3.34, Normal License Period, on Dec. 14, 1943, the operation necessary to make the transition from two-year to three-year licenses involved first a series of license periods ranging from one year to two years, nine months [Broadcasting, Dec. 20, 1943]. During the interim period, the first group of stations to benefit by the longer license periods are those whose licenses expire May 1. The second group comes up for renewal on Nov. 1. The transition will be completed on Aug. 8, 1948.

A fortnight ago the Commission granted 26 stations license renewal to Feb. 1, 1946. Nine others were granted licenses to Nov. 1, 1947; three to Feb. 1, 1948, while 82 were placed on temporary licenses until April 1, 1948. In most of the instances where temporary licenses were granted, either the Commission or the licensees had not completed minor details in connection with data needed. A few were placed on temporary license to permit completion of negotiations under the FCC duopoly regulation (Sec. 3.35).

License periods under the transition setup, together with the former expiration dates, follow:

Group A—Formerly expired Feb. 1, 1946; transition expiration Aug. 1, 1946, at which time three-year licenses will be granted. Stations operating on these frequencies: 910 920 930 960 960 970 980 1150 1250 kc.

Group B—Formerly expired April 1, 1944; transition expiration May 1, 1945, at which time three-year licenses will be granted. Stations operating on these frequencies: 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1150 1160 1170 1180 1190 1200 1210 1220 1230 1240 1250 1260 1270 1280 1290 1300 1310 1320 1330 1340 1350 1360 1370 1380 1390 1400 1410 1420 1430 1440 1450 1460 1470 1480 1490 1500 1510 1520 1530 1540 1550 1560 1570 1580 1590 1600 kc.

Group C—Formerly expired June 1, 1944; transition expiration May 1, 1945, at which time three-year licenses will begin. Stations operating on these frequencies: 550 560 570 580 590 600 610 620 630 700 kc.

Group D—Formerly expired Aug 1, 1944; transition expiration May 1, 1945. Stations operating on these frequencies: 910 920 930 960 960 970 980 1150 1250 kc.

Group E—Formerly expired Oct. 1, 1944; transition expiration Nov. 1, 1945, at which time three-year licenses will begin. Stations operating on these frequencies: 1260 1270 1280 1290 1300 1310 1320 1330 1340 1350 1360 kc.

Group F—Formerly expired Dec. 1, 1944; transition expiration Nov. 1, 1945, at which time three-year licenses will begin. Stations operating on these frequencies: 1370 1390 1410 1430 1450 1470 1490 1500 kc.

Group G—Expires Feb. 1, 1945; transition expiration Feb. 1, 1946, at which time three-year licenses will begin. Stations operating on 1320 kc.

Group H—Expires April 1, 1945; under transition will be renewed to Aug. 1, 1946, at which time three-year licenses will begin. Stations operating on 1320 kc.

Group I—Expires June 1, 1945; under transition will be renewed to Aug. 1, 1946, at which time three-year licenses will begin. Stations operating on 1320 kc.

Ideas Asked for Change of Communications Act

A CALL to members of the Federal Communications Bar Assn. to submit suggestions for amendment of the procedural provisions of the Communications Act or of the FCC's rules and regulations was issued last week by John L. Lovett, who took office a fortnight ago as president of the Association.

During this year, Mr. Lovett pointed out, renewed legislative efforts are in prospect, aiming toward amendment of the law. Regardless of the outcome, he added, it is reasonable to assume that the rules and regulations of the FCC will continue to be amended from time to time as need arises.

Suggestions from members of the bar should be specific and supported by reasons. Those dealing with proposed amendments to the rules, he said, should serve to expedite consideration of matters by the Commission and to eliminate many requirements which experience has shown to be of doubtful necessity. All suggestions must be for the ultimate purpose of enabling the Commission or the court more rapidly and effectively to render decisions which will further the purposes of the Communications Act, he said.

Suggestions should be mailed to the Association's headquarters at 720 - 14th St., N.W., Washington 9, D. C.

CONSOLIDATED ROYAL Chemical Co. (Shakers, a subsidiary of the American Royal Chemical Co.) is sponsoring a transcribed 5-minute daily radio program for the Book. Featuring Sam Butcher, the program is heard Monday, Thursday, Saturday, 1:15-11:30 p.m. (London time) on WMAQ Chicago. Contract for 16 weeks was placed by Campbell-Ewald Co., Chicago.


BLAW-KNOX puts through the Call!

There are a hundred-and-one pieces of apparatus necessary to electronic operation but finally the voice or picture goes out into space via the antenna. Whether it's FM, Television or VHF you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION of Blaw-Knox Company
WHEN AND HOW CAN TELEVISION TURN A PROFIT?

Interest in television is assuming flood proportions. Within 18 months after Victory there is every indication that television service will be available to 30,000,000 people ... and their enjoyment limited only by the plant capacity of set manufacturers.

Prospective television station operators who reserve DuMont telecasting equipment now will be prepared to ride a wave of unprecedented popular enthusiasm ... to ride the swift and inevitable commercial expansion of the greatest scientific advance of our time. Valuable prestige and good-will are natural windfalls of the early bird.

A fortune is not required to build a television station, nor years to "break even." DuMont designed and constructed 3 of the 9 television stations on the air today. The low operating cost and rugged dependability of DuMont equipment has been demonstrated week-in and week-out for 4 years. When and how television can turn a profit are questions to which DuMont holds factual answers. Would you like to hear them?

**TELEFLASH!** More than 90 requests for permission to construct, and operate commercial television stations are on file with the Federal Communications Commission. As only a few channels are available for television, the number of stations in a trading area is limited. In consequence, options are already being sought for desirable "time". More than 61 advertising agencies have installed television departments. The value of riding with public interest is attracting more and more advertisers to television every week. They are learning to control the terrific sales impact of this wonderful new medium. Their experiments are well worth watching!
Ship by
AIR EXPRESS
LOW COST
FOR HIGH SPEED

MORE PLANES are being put into airline service. More space is available for all important types of traffic. For fastest delivery via Air Express, ship as early in the day as possible — as soon as shipment is ready.

LOW COST: 25 lbs., for instance, travels more than 500 miles for $4.38, 1,000 miles for $8.75. Thousands of shippers are finding countless ways to employ Air Express with economy and profit.

HIGH SPEED: Your shipments go at a speed of 3 miles a minute — with cost including special pick-up and delivery in all U. S. cities and principal towns. (Often same-day delivery between airport towns and cities.) Direct service to scores of foreign countries. Shipments to 23,000 off-airline points in the United States are handled through rapid air-rail schedules.

WRITE TODAY for “Quizzical Quiz”, a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AT&T Announces FM Net Systems
Transmission by Wire, Radio Relay a Future Certainty
FORESEEING the possibility of separate FM networks, AT&T last Thursday announced the Bell System can provide program transmission channels to meet the present and future needs of FM for high fidelity relay by wire lines or by radio relay.

Releasing a 12-page brochure on FM program transmission, AT&T said the Bell System already is furnishing studio transmitter (ST) links to the majority of FM stations now in operation. These permit a frequency band of 15,000 cycles as specified by the FCC. Moreover, it said that present broadcast band carrier telephone facilities readily can be adapted for such circuits by adding special terminal equipment.

Blankets Country
These telephone circuits have been used for years by Bell to send multiple telephone and telegraph messages over a single pair of conductors. The service blankets the country. This entire network already is capable of transmitting the requisite 15,000-cycle quality, while thousands of miles of intermediary telephone routes can be similarly equipped.

Specially constructed, this carrier of 100,000-w transmitting tubes has been built by engineers of CBK Watrous, Sask., to take the tubes from storage to transmitter at the station. A similar carriage has been built to house one of these tubes which has passed maximum service and is now on permanent exhibition at the Winnipeg studios of the CBC.

Lockheed Discontinues
LOKEHEED Aircraft Corp., Burbank, Cal., with March 8 broadcast discontinues The Man Called X on Blue stations, Saturday, 10:30-11 p.m. (EWT). Aircraft manufacturing firm reportedly will concentrate its advertising appropriation on visual medium in preparation for peace-time production, it was said. Series starring Herbert Marshall will have completed 34 weeks on the March withdrawal date. Agency is Foote, Cone & Belding, Los Angeles.

IN ADDITION to its self-initiated announcement campaign to encourage listeners to take war jobs, WOR New York has started a series to keep the public aware of limited transportation facilities and the need for curtailing travel. Spots are inserted in daily sustaining shows.

Pouliot Reappointed
DEAN ADRIAN POULIOT of Laval U., Montreal, has been reappointed to another term as a member of the board of governors of the Canadian Broadcasting Corp. His term expired last November, and the re-appointment was announced on Jan. 27 in time for him to attend the first 1945 meeting of the board at Ottawa, Jan. 27-30.

Five Added to CAB
COOPERATIVE Analysis of Broadcasting last week announced that five more firms have become members of the CAB. Included are Henry Souvaine Inc., New York; Spot Sales, New York; Chatham Mfg. Co., Elkins, N. C.; Readers' Digest Assn., Pleasantville, N. Y.; National Distillers Products Corp., New York.

"... and it all started with a broadcast over WDFD Flint."
Clark Lee, INS correspondent, knows Japs—knows them better than any reporter in the field. He was the last American newspaperman to leave Corregidor before Gen. Wainwright’s surrender, but not before he had written his memorable accounts of MacArthur’s valiant stand on Bataan.

Escaping to Australia, he was in the thick of major Pacific engagements. Aboard a U. S. aircraft carrier, he witnessed the first landing on the Solomon Islands.

Lee reached England for D-Day, covered the landing in Normandy. He scored a 24 hour beat on the Allied capture of Monte-bourg, German stronghold on the Cherbourg peninsula, another on the Allied offensives on both ends of the Normandy battle front last July, and still another on the mortal wounding of Field Marshall Rommel.

Back in the Pacific, he was aboard a B-29 and filed colorful eye-witness accounts of the bombing of Tokyo. After several weeks on Saipan, he covered the Leyte campaign. He was among the first to land on the Lingayen Gulf. He is now in Manila with General MacArthur.

From his alma mater, Rutgers University, Lee received, in absentia, a gold medal of honor “for courage and skill as a war correspondent.” He’s a reporter’s reporter—one of the many INS correspondents bringing the war home to us.

The INS wire is a favorite with news editors who appreciate the value of a news service written for radio. In specialized news and feature writing, INS leads in local, national and worldwide services.
Scophony Foresees Subscription Video
Audience of 1,000,000 Seen in Postwar Period
SCOPHONY Corp. of America is planning a system of "subscription television," Arthur Levey, Scophony president, said last week in expressing approval of the suggestion advanced by J. J. Nance, vice-president of Zenith Radio Corp., that a non-advertising subscription service is the most practical means of building the television audience to the size which would interest advertisers [BROADCASTING, Jan. 29].

Predicts Big Audience
A patented "scrambling" device developed by Dr. A. H. Rosenthal, director of research for Scophony, would enable the company to rent receivers to subscribers and to supply a program service which could not be received by non-subscribers, Mr. Levey explained. Payment of a small installation charge, plus a weekly fee of $2.25, he said, should enable subscribers to amortize the cost of the set in about two years. Receiver would be the model demonstrated in London in 1939, showing a picture 24 x 20 inches.

"The Scophony subscription television plan envisages an audience of at least 1,000,000 within a few years after the war and at 50 cents a week, a subscriber fee of $500,000, or an annual revenue of $26,000,000 for the program service alone," Mr. Levey said.

Mennen Additions
MENNE\N\ Co., Newark, as part of a spot radio campaign for shave products [BROADCASTING, Jan. 29] this week starts three-weekly quarter-hour newscasts by Bill Haworth on seven CBS Pacific Coast network stations and five-weekly newscasts on WOR, Boston and WNLW Cincinnati. Three-weekly quarter-hour musical series will be added Feb. 19 on WGN Chicago. Agency is Eugene Jones Co., New York.

KFBK PLAYS BALL
Airs Pacific Coast Games - Unsponsored
CANCELLING several sponsored hours of airtime each week during the baseball season, KFBK, the McClatchy Broadcasting Co.'s station in Sacramento, will present—unsponsored—the Pacific Coast League games for regular listeners and for rebroadcast to the men in the South Pacific. In addition, the Sacramento Bee, paper with which KFBK is affiliated, will pay the ball club $5,000 for broadcast rights.

Station will broadcast all home and road games, using usual advertising time to plug War Bond drives and civic projects. Tony Koester, KFBK announcer, and 1939 trophy winner for his airings of the Pacific Coast games of that year, will give the play-by-play descriptions.

WGN Prize Winners
WINNERS of the $5,000 first prize in the WGN Chicago studio theatre design contest for the most beautiful and efficient radio-television studio are Arthur Frederick Adams and William P. Clark, both of Chicago. Theatre, seating 2,000 persons will be chief feature of new building. The WGN Chicago Theatre of the Air, to be constructed after the war just south of the Tribune Tower on Michigan avenue. Second prize of $2,500, third prize of $1,000 and $100 prizes were distributed to runners-up.

Oregon Ad Club
PORTLAND Advertising Federation, Portland, Ore. has been expanded to cover the state, and re-named Oregon Advertising Club, according to Arden X. Fangborn, president and managing director of KGW Portland. Provision was made for establishing "community committees" in at least 15 cities throughout the state. Especial purpose is to attract postwar tourists to the state.

Disc Newsletter
WOR New York is experimenting with a recording of station news as a replacement for "WOR Calling" newsletter distributed to former WOR employees now in service. First disc features interviews with station staff by Dave Driscoll, special events and war services director, and runs a half-hour. Later disk, if carried through, will run a quarter-hour. There are some 60 service men on the WOR mailing list in all parts of the world.

...IN READERSHIP among agencies in Chicago

- Of the general advertising publications editorially covering all phases of advertising and marketing, advertising agencies in Chicago invariably register an overwhelming reader preference for Advertising Age.

The latest survey shows that in Chicago more than 4 times as many agency men prefer Advertising Age as "first choice" as the combined total of the next two publications in its field. Previous surveys during the past several years consistently show this same leadership in reader preference. (Tabulation of these surveys upon request—write for a copy.)

In radio advertising . . . Advertising Age regularly carries more broadcasting station advertising than any other general advertising publication.

KFBK PLAYS BALL
Airs Pacific Coast Games - Unsponsored

BIGGER AND BETTER IN IDAHO

KUJJ

TWIN FALLS - IDAHO

KUJJ

TWIN FALLS - IDAHO
5-Hr. ‘Newspaper’ Started by WHOM

Sunday Program May Serve as Format for Regular Service

WHOM Jersey City last Sunday introduced a five-hour “Sunday Newspaper of the Air”, which may serve later as the basic format for the entire broadcasting day of the station. Aim is to incorporate into a continuous listening period all the features found in the average newspaper, including news, opinion, criticism and review in the entertainment field, special events coverage, discussion and public service features.

Five-hour block starts off with an hour-long news analysis by two commentators, with spot news introduction by Alois Havrilla. Next half-hour is devoted to a Columbia U.-Barnard College student forum, Gateways to Lasting Peace, with guest speakers representing different members of the United Nations each week. In Americans by Choice, 3:30-4 p.m., station addresses itself to foreign language groups, combining English-language dramatizations of their contributions to America with native music. The 4-5 p.m. period is filled by a commercial religious program, scheduled to go off the air in April in line with the WHOM ban on sponsored religious programs.

Schedule

Newspaper critics review their respective entertainment fields, and offer recommendations of the week from 5-6 p.m. Radio is covered by Ben Gross, N. Y. Daily News; theatre, Robert Garland, N. Y. Journal American; films, Eileen Crielman, N. Y. Sun; music, Jack Gunther, Look Magazine; sports, Irving Young, N. Y. Herald Tribune; and books, Edith H. Walton, N. Y. Times.

Unusual historical points in New York are highlighted by Dale Morgan using interviews 6-6:30 p.m. with newscast. Final half-hour is turned over to various religious faiths as a public service.

MBS in West Virginia

MUTUAL acquires its first West Virginia outlet Feb. 15 when WJBR Morgantown joins as a fulltime affiliate. Station is licensed to West Virginia Radio Corp. and operates with 250 w on 1230 kc. Chief owner is Col. H. C. Greer, president and publisher of the W. Va. Newspaper Publishing Co., publishers of the Morgantown Post, and Dominion News.

Broth on 26

AMERICAN Home Foods, Morris Plains, N. J., today (Feb. 12) begins a 13-week campaign for Washington Broth on about 26 stations throughout the country, including 22 stations of the Yankee Network, using participating women’s programs. Other stations are expected to be added shortly. Agency is Cecil & Presbrey Inc., New York.

Hollender on Leave

AL HOLLENDER, executive officer, radio section, Psychological Warfare Division, SHAFF-OWI, with headquarters in Paris, is back in New York for a vacation after a year overseas as assistant to William S. Paley, CBS president, on leave to the OWI as radio chief. PWD-OWI, Mr. Hollender had planned to remain in this country for several months but may return overseas shortly, he said last week.

RTPB Panel to Meet

RADIO Technical Planning Board, Panel 2 (allocations), will meet Feb. 14 at 10 a.m. at the Hotel Biltmore, New York, to consider allocation of frequencies below 25 mc and to discuss the advisability of its chairman, Dr. C. B. Jelliffe of RCA, appearing in connection with the oral argument to be held Feb. 28 on the FCC allocations report on frequencies above 25 mc.

**SAMMY KAYE**

Before “swing and sway music” became a household phrase in radio, the characteristic rhythms of Sammy Kaye were familiar strains on the campus of the University of Ohio where he organized his first swing band. Since then he has established himself as one of the great stylists in modern popular music.

I DON'T WANT TO LOVE YOU
WHERE THE MOUNTAINS MEET THE SKY
REMEMBER PEARL HARBOR
DEAR MOM
MINKA
WASN'T IT YOU

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

**BMI**

NEW YORK CHICAGO HOLLYWOOD

February 12, 1945 • Page 71
Here's a two-man newscasting team that scores with listeners for notable audience gains for KFH. Besides, these two are our reporters, who cover regional, state and city news at its source, 24-hour AF news service, the UP night wire, and all the world-wide facilities of CBS, to bring all the news, up-to-the-minute, on KFH.

Your advertising message is in good hands as well as in good company when it reaches the entire Wichita market through KFH and KFH News.

* Wichita is a Cooperated City
Get the Facts from Petry
CBS 5000 WATTS DAY & NITE CALL A PETRY OFFICE

BY DIRECT CUTTING
OF YOUR RECORDINGS

33 1/3 RPM transcriptions for broadcast or audition use.
24 HOUR SERVICE—packaged and shipped from Chicago.
Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

New Quaker Series

QUAKER OATS, Chicago, is replacing That Brewster Boy, 8:30-9 p.m. (CWT) on CBS, for a 3 1/2-year run, with a new family type program, Those Websters, starting March 9. Les Weinrot will act as director and editor of scripts written by Al Miller. Program will be under the supervision of Ros Metzger, vice-president in charge of radio for Ruthrauff & Ryan, Chicago. Plans call for a live audience preview of the program on Thursdays a week before it will be aired.

AFRA HITS DEMILLE ON 'MARCH OF TIME'

AFRA’s side of the controversy precipitated by the refusal of Cecil B. DeMille to pay an assessment of $1 levied by the Los Angeles local of AFRA to defeat a proposed open-shop law in California and his subsequent suspension by the union, was given Feb. 8 by Edward Arnold, board member of the local, and Capt. Hal Berger, member of AFRA’s national board, during the March of Time broadcast on the Blue. Mr. DeMille had expressed his views on the Feb. 1 March of Time [Broadcasting, Feb. 8].

Stating that “Mr. DeMille, being a responsible citizen and, as he asserts, a responsible union man, somehow never got around to attending a meeting of his union in all the six years of his affiliation,” Mr. Arnold continued, “Last week Mr. DeMille made an impassioned plea for democracy but his words were divorced from his action. Why was the voice not heard when the question was democratically discussed and voted upon? Why this lip service to democracy all the while he seeks to violate one of its fundamental precepts—abiding by the will of the majority?"

Berger’s Views

Capt. Berger, veteran of both World Wars I and II, recently returned from service in the South Pacific, when asked by Mr. Arnold why his son, now in a Japanese prison camp, would think of the controversy, said, “I am sure I can speak for him without being presumptuous, because he too was a member of AFRA. When he comes back I want him to have a decent job at a decent salary. Most of us were willing to pay a dollar to help make that possible. What our men are fighting for has too often been said for them in an easy generality or with a smug cliche. But this I know they regard as fundamental—the right to a job, to a home, nutritious food, decent clothing, recreation, medical care and education. And it’s pretty well agreed that our unions are one of the most effective means by which those rights can be made a reality. Mr. DeMille could afford to destroy his union. I can’t.”

Grove Labs. Test

GROVE LABS, St. Louis, has appointed William H. Weintraub Co. to handle advertising of “Veda,” a new multiple vitamin product, and is sponsoring MBS commentator Fulton Lewis Jr. locally on WOLF Syracuse as part of a test campaign in that area.

Star Parade Led NBC ’44 Promotion

Keystone Slide Film, Movie, Show Media

Used in Extensive Campaign

GREATEST promotion campaign ever undertaken by NBC and its affiliated stations, the 1944 Parade of Stars promotion during the last three months of 1944 comprised on-the-air promotion amounting to $432,245, based on lowest station rates; nearly 1,500,000 lines of advertising in 817 newspapers in 345 cities with a combined circulation exceeding 38,000,000; more than a billion impressions made by local displays, including 18,465 ear cards, 407 window and other displays and 459 billboards; an eight-week movie trailer campaign featuring network stars, shown to more than 28,000,000 people in 728 theatres in 111 station cities; 407 direct mail pieces distributed to 6,831,565 persons.

Film Shown

These statistics were revealed in a slide film and motion picture presentation by Charles P. Hammond, NBC director of advertising and promotion, Thursday at an exhibit and luncheon at the Waldorf-Astoria, New York, attended by sponsors, advertising agency executives, NBC executives and representatives of the press, Roy C. Witmer, NBC vice-president in charge of sales, spoke briefly at the luncheon.

Pointing out that the 1944 Parade of Stars was designed for flexibility, Mr. Hammond said that every NBC commercial program is covered by the material sent the stations and can be used throughout the year in whatever promotional circumstances may develop. Individual station promotions have included personal appearances of stars, parades, exhibits at state and county fairs and a Parade of Stars month officially proclaimed by a city’s mayor, he reported.

Exhibit will be shown Feb. 21 at the Palmer House, Chicago, and April 5 at the Beverly Hills Hotel, Beverly Hills, Cal.
War shortages crop up in strange materials. Mica, for instance. Once seen principally in the windows of stoves, and in small boys’ pockets, it is now used extensively as electrical insulation. In some war products, it is virtually indispensable: capacitors for radio, spark-plugs for airplane engines, insulators in electronic tubes.

With demand mounting, manufacturers were desperate. A four-man technical mission flew to London to help ration the world’s supply between the United States and Great Britain. The shortage was serious.

The War Production Board, convinced that much mica was classified too low when judged by appearance alone, asked Bell Telephone Laboratories to develop a new method of electrical tests. The Laboratories were able to do this quickly and successfully because of their basic knowledge and experience in this field.

The new tests were made available to manufacturers in this country and abroad—the supply of usable mica was increased 60% — and a difficult situation relieved.

Skill to do this and other war jobs is at hand in Bell Laboratories because, year after year, the Laboratories have been at work for the Bell System.

**BELL TELEPHONE LABORATORIES**

*Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in telephone service.*
Westinghouse Extends Functions of Agency

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, which has placed the radio phase of its institutional advertising through McCann-Erickson Inc., New York, has appointed the agency to handle virtually all institutional promotion. Appointment, effective Feb. 1, covers newspaper, financial and technical advertising, youth and educational programs, formerly handled by Ketchum, Lovell & Gross Inc., Pittsburgh, which is said to retain the industrial relations portion of the account. McCann-Erickson acquired interest in General Radio in January 1944 after Young & Rubicam Inc. had resigned as agency for this phase. For & Smith & Ross Inc., New York, continues as agency for product advertising, which includes a spot campaign for Mazda lamps.

Sponsor of two institutional programs on NBC and Blue, Westinghouse last Sunday through McCann-Erickson added a Sunday half-hour on WQXR New York, featuring Miss Olga Samoroff Stokowski, music authority who discusses the classics using musical illustrations, answers listeners' questions and interviews musical personalities. Essentially an institutional series the programs will mention radio sets and other Westinghouse products.

Fred Fear on 20

FRED FEAR & Co., Brooklyn, about March 19 begins its annual campaign for Chick-Chick and Presto Easter egg dyes through Williams Adv., New York. One-minute 30-second announcements at varying intervals will be used on 90 stations throughout the country for the two-week period preceding Easter, April 1. Stations include WOR KNX WCKY WTOP WGN WTM KSTP WHAM WJR KMOM WZL WCAU KOA WGY WSB KDKA WWL WHAS.

Blue News Round-Up

ROUND-UP report from Blue Network representatives in various areas abroad started last week on the Blue as a five-weekly quarter-hour program, recorded on receipt and rebroadcast 6:30-6:45 p.m. Vincent Sheean, author, is heard Monday and Wednesday in a report from Europe; Janet Flanner, New Yorker magazine Tuesday, and Herbert M. Clark, war correspondent Thursday, both, reporting from Paris; and Harold Peters, John Bryson and Donald Cee alternating Friday "from abroad".

SLOAN CUTS RADIO BUDGET FOR 1945

MAJOR PORTION of the 1945 advertising budget for Sloan's Lintiment will go into newspaper and magazine space, supplemented by spot radio and trade papers, it was announced last week through Wesley Assoc., New York, which took over the account last month from Warwick & Lederer, New York.

Plan represents a radical departure from the company's advertising policy for the last 12 years to concentrate promotion in radio, it was pointed out. Dr. Earl Sloan Inc., as a subsidiary of William R. Warner Co., New York has sponsored a sequence of network programs dealing with efforts to combat crime. The last, Gangbusters, was discontinued on 91 Blue stations when the company officially shifted agencv in January.

Network radio cannot do the necessary job for Dr. Sloan promotion because "it's a multiple-insertion job," calling for frequent small ads, an agency spokesman explained. Shifting the bulk of the budget to space, Sloan's has been merged with 13 other Warner drug and toiletry companies into a new unit, Standard Labs Inc. [BROADCASTING, Jan. 16]. Action recalls the statement issued by H. J. Heinz Co., Pittsburgh, last fall plans for a localized national newspaper drive, that bulk of its future advertising would go to newspapers. Statement followed announcement that Heinz would discontinue Information Please on NBC Feb. 5. A local newspaper campaign was said to have the advantages of flexibility, allowing wider choice of markets and ability to adapt advertising to changing economic conditions and different preferences in various regions. Also in the interests of greater flexibility Manhattan Soap Co. dropped one of its two network programs to citeate on one show and on new, localized drive which would easily be adapted to whatever was contingent should arise, affecting the product.

IN EASTERN NORTH CAROLINA

WRRF COMPLETELY COVERS THIS HUNDRED MILLION DOLLAR MARKET

Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Write Us Today For Our New Informative Folder

TARHEEL BROADCASTING SYSTEM INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & Co.
New York - Chicago - Philadelphia

BROADCASTING - Broadcast Advertising

Page 74 • February 12, 1945
A Community with 200 Large
Department Stores

Just imagine a single community with 200
large department stores where over $63,575,000
change hands across the counters in one year.
That's the kind of department store business you
find in central and eastern New York and western New England—the prosperous and busy
WGY COMMUNITY.

And WGY is the ONLY way you can combine
this valuable market into ONE coverage area
where over 1,045,717 radio families keep their
radios tuned to WGY more than to any other
station.

*WGY’s primary and secondary areas contain
18 cities of over 25,000 population; 39 cities
of over 10,000 population, and 40 incorporated
towns and villages of over 5,000 population.

GENERAL ELECTRIC

WGY 50,000 watts — NBC — 23 years of service

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

February 12, 1945 • Page 75
IBEW Proposal to Dispose of NABET Would Halt Construction by the Blue

A PROPOSED program to dispose of the National Assn. of Broadcast Engineers & Technicians (NABET) before it becomes, through possible affiliation with the CIO or another labor group, a strong rival of the International Brotherhood of Electrical Workers, was revealed last week in the February issue of the Journal of Electrical Workers & Operators, official publication of the IBEW.

In recommendations contained in a memorandum prepared by the chairman of the broadcast advisory committee of the IBEW, during a meeting held Dec. 19 in Chicago, for the consideration of the International Office, the membership was told:

You have all seen the amount of publicity given to this allegedly "independent labor organization" by the trade paper BROADCASTING, the (perhaps unwitting, but nevertheless articulate) mouthpiece of the NAB. This is readily understandable when one considers that it is worth a cool million per year to NAB to keep its ill-whipped offspring active in the field of broadcast organization.

The threat of NABET, as a labor organization, to the IBEW in the broadcasting field is negligible. The possibility of its membership being used as an entering wedge by some other labor group, such as the IATSE, the CIO, or (this is not outside the realm of possibility) the AFM is, however, not to be dismissed without serious thought.

The memorandum urges a three-point program calling for the full organization of the entire radio station engineering personnel by the IBEW and advocates as part of the plan collaboration with building trades unions to halt construction of additional facilities by the Blue Network, which the union declares will be required by the Blue. "A few experiences of this sort," it is stated, "would indicate to the management of the Blue Network the advisability of establishing friendly relations with the IBEW."

Engineers at Blue and NBC managed and owned stations are members of NABET.

WROX to Imes Sr. CONSENT was granted by the FCC last week to voluntary assignment of license of WROX Clarkdale, Miss. from Robin Weaver Sr. to Birney Imes Sr. Both were former co-owners of a newspaper in Philadelphia, Miss. for 13 years and applicants for new station at Murfreesboro, Tenn. The latter application was withdrawn in October 1943.

Mr. Imes at one time operated WCBI Columbus, Miss., now owned by his son, Birney Jr. who also operates several other local stations.

KMYR Transfer Granted VOLUNTARY assignment of license of KMYR Denver was granted by the FCC last week from F. W. Meyer, sole owner, to KMYR Broadcasting Co., a new corporation of which Mr. Meyer is president and in which he holds majority interest (260 shares). Albert O. Meyer, station manager, has subscribed to 247 shares at approximately $100 per share. He now holds a single share. Station operates on 1340 kc with 250 w.

WLEU Challenges Grant to WERC

WLEU Broadcasting Corp., licensee of WLEU Erie, Pa., last week filed petition with the FCC, asking the Commission to set aside a construction permit granted the Presque Isle Broadcasting Co., licensees of WERC Erie, to change frequency from 1490 to 1230 kc.

Through Dow & Lohnes, Washington counsel, WLEU pointed out that on Dec. 2, 1941, it filed petition to change frequency from 1450 kc to 1250 kc and to increase power from 250 w to 5 kw days and 1 kw nights, using directional antenna for nighttime, but withdrew the petition without prejudice because of construction freezes.

Petitioner was denied a request to intervene on Feb. 1 by Harry M. Plotkin, presiding officer at the Motions Docket. WERC filed petition last June 7 and was granted a construction permit Sept. 12. WLEU asks the Commission to set aside its grant and reconsider the WERC application, contending that the Commission's standards of good engineering practice do not permit allocation of stations to operate in the same city with only 30 kc separation. If the grant is allowed to stand WLEU contended it would be precluded from ever operating on 1260 kc with 6 kw power.

In withdrawing its application of 1941 WLEU contention it had in mind refiging after materials became available, and to that end expended a large sum in legal and engineering fees and purchasing a site for directional antenna. "It does not seem in the public interest that petitioner should be penalized for its efforts to forward the war effort," petition recited. The WERC action also deprives Erie of a regional channel facility on 1260 kc, it continued.

WCBW, CBS television station in New York, will move its program schedule up a day sometime next month, presenting sight-and-sound programs each Wednesday and Thursday in place of the present Thursday-Friday schedule.
NEWSCAST CLEANUP
PUSHED IN ST. LOUIS

QUOTING from an editorial in Broadcasting, the St. Louis Post-
Dispatch on Feb. 5 devoted its lead editorial, titled "The Revolt
Against Radio Plug-Uglies," to the increasing support of the Pul-
zifer paper's suggestion that net-
works should aid in eliminating middle commercials and objection-
able sponsorship in newscasts.

Below the Fitzpatrick cartoon, the Post-Dispatch carried letters from John W. Vandercook, presi-
dent of the Assn. of Radio News
Analysis, and from Raymond
Swing, Blue commentator, endors-
ing the paper's forthright stand.
The letters-to-the-editor column
also contained numerous refer-
ces to newscast commercials as a "pet peeve." A California writer mentioned "raw advertising," while a Washington writer referred to "God-awful trips" and an Illinois man wrote, "The wireless is now of age, and it should be doing bet-
er."

The Fitzpatrick cartoon, titled "The Sublime and the Ridiculous," pictures a station labelled "Radio Networks" sending out flashes: "World Crisis news, try our colle-
cure; Americans enter Manila, buy our pills." Front page of the Post-
Dispatch carried a box calling atten-
tion to the editorial line-up.

McAndrews Shifted

TRANSFERS in the War Dept.,
Army Air Forces Group, have cre-
ated new positions for two radio-
men now in the Army. Capt. Robert
J. McAndrews is now radio ad-
vertising manager of the Air Forces
Group, replacing Capt. Ed-
mund B. Abbott, who has moved
to headquarters office, Radio
Branch, Office of Information
Services, AAF. Both men served
as radio announcers at the War Dept.
Before entering the service, Capt. McAndrews was a
sales promotion director for NBC
western division, with headquar-
ters in Hollywood. Prior to that he
was with WOC-KGO San Francisco
as script writer and promotion
manager. Capt. Abbott was formerly
with WCBS-WBBM Chicago, and assisted in the or-
ganization of KSL Salt Lake City.

DISTINGUISHED service and out-
standing civic contributions to Rich-
mond wins for Irving G. Abeleff,
program service manager of
WVAR Richmond, a Distinguished
Service Key Award, plus designa-
tion of "Man of the Year". Rev.
Churchill J. Gibson, representing
Richmond Junior Board of Trade
presents award to Mr. Abeleff.

STATIONS NOT WAR PLANTS, ADF HOLDS
CONTENDING that radio stations
are not war plants, and therefore
are in the same category as Mont-
gomery Ward as far as the en-
forcement powers of the War La-
tor Board are concerned, the Ameri-
an Federation of Musicians last week asked the Board to con-
sider the Jan. 13 decision of the
Sixth Regional WLB denying the union's request for employ-
ment of musicians as platter turn-
ers at WJJD Chicago. The ADF
appeal cited the decision of the Chicago Federal Court limiting
the seizure power of the WLB to
war industries.

The Regional WLB directive in the
dispute, in turning down the ADF demand for a special staff for platter turning, ordered the station to continue to employ a minimum of 10 staff musicians under a one-year agreement from the expiration of the last contract.

The station also filed a petition for review, pointing out that the quota system in force was imposed upon the station and objecting to the one-year provision as being too
short a term. The parties had previ-
ously agreed to a three-year con-
tract, the petitions set forth.

Duluth is among the first 100 citi-
s in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. You figure out how many carloads of soup and salad-oil that means.

Thanks to its favorable 610 fre-
quency, KDAL's 1000 watts puts a stronger signal throughout this mar-
ket than any station, anywhere. For instance, an independent coinciden-
tal daytime survey made in Virgini-
a, Minnesota (60 miles from Du-
luth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with
more than 70% as large an audi-
ence as the local Virginia NBC
station.

KDAL, Duluth, is the buy for the
Head-of-the-Lakes. Don't take our word for it. Ask your local distrib-
utor. He knows — and ten to one he'll say "KDAL!"

Morris H. Siegel

MORRIS H. SIEGEL, 44, former
New York insurance counselor
who built up his operations by exen-
tive use of radio, died last Monday
at his home in Dallas, Texas. Mr.
Siegel had been in Dallas since last
September with an organization
checking public utility rates. His insurance business started fail-
ing after a court suit which was lat-
er reversed in his favor. Accord-
ing to the trustee in bankruptcy for his firm, the Policyholders Ad-
visory Council, Mr. Siegel was re-
fused time on stations because of
appeal bills and with the radio an-
nouncements gone, his business
collapsed.

Walter Stone

WALTER STONE, 52, studio di-
rector of KBUR Burlington, Ia.
and playwright and composer, died
at Mercy Hospital Feb. 5 following
an illness of about a year. Born in
Burlington in 1892, Mr. Stone
attended the school of music of the
U. of Iowa. He has written and
directed a number of plays and
songs. More than 250 of his pub-
lished songs are now being used.
VANT TO BE AL-O-NE IN ISOLATION (Ky.)?

You would be alone there, pal—practically! Of course there'd be a few hillside farmers for company. But such small Kentucky villages really offer slim business pickings—which is why WAVE prefers to concentrate on the Louisville Trading Area with its plump-pursed residents who spend more in an hour than isolation would in a century!... No, we're not isolationists—and that's why our rates are lower! Ask Free & Peters!

LOUISVILLE'S WAVE 5000 WATTS...OULD C., Y. C.
FREE & PETERS, INC. National Representatives

HORACE N. STOVIN & COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL  WINNIPEG
TORONTO

Today's BEST BUYS

A full page of them in the March 5 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

Page 78  February 12, 1945

Time Sales (Continued from page 18)

placed on regional and local stations.

In the magazine group, the greatest gains were made among special sales such as home, travel, sport and sporting goods magazines where there was a rise of 34% as compared with the general gain of 14%, according to Publishers' Information Bureau reports. The 18% gain in weekly and monthly product advertising reflected the paper situation. Advertising in women's and general magazines rose 26% during the year.

Paper Shortage

Newspaper linage was conditioned by paper problems, as indicated by Media Records' 52-city report. Of the 25% decline in newspaper linage, retail volume dropped 16% and department store linage amounted to 6.2%. Automotive volume declined 7% and total display advertising 5.9%. The only gains recorded were in general advertising (product advertising), which rose 14.4%, and financial advertising, which increased 3.4%.

According to data gathered by Publishers' Information Bureau, increases in national network gross billings were general throughout the different product classes. There were no decreases, although several product groups registered only small gains as compared to the preceding year's level. Principal among these were the cigarette, cigar and tobacco classifications, which increased only 1.6% over 1943; laundry soaps and household supplies, which rose 5.9%; and lubricants and fuel, which increased 8.5%.

On the other hand, the trend toward greater diversification of network sponsorship, particularly noticeable during the past two years, gained increased momentum in 1944. A great deal of this diversification came from two classes of products: (1) luxury items and (2) products advertised institutionally in anticipation of postwar buying.

In the first category, jewelry and silverware advertising nearly doubled in volume, sporting goods volume rose 55.1%, travel advertising increased from $5,424 in 1943 to $339,651 in 1944, amusement advertising quadrupled, and wine and beer advertising rose 20.5%. Shoe advertising tripled, mainly due to increased volume in women's and children's shoes.

Anticipation of postwar buying is indicated in the following increased use of network advertising by specific product classes: Automotive 30%, mainly in the tire and accessory groups; building material, 26%; house furnishings, especially kitchen equipment and general furnishings, 74.7%; farm machinery, a mere tenfold increase; paints and hardware, especially paints, a rise from $159,649 in 1943 to $1,083,148 in 1944, and radios, etc., 62.2%.

Clothing advertising increased 13.5%, confectionery and soft drink volume, 22.7%; drugs and cosmetics, 21.8% and food products, 26.9%.

Featured in the Yearbook analysis is a 10-year breakdown of broadcast advertising covering 1935-1944—the first full decade during which volume has been recorded.

Big Gain in Decade

Broadcast advertising net time sales have increased approximately 3% times since 1935—from $79,617,543 in 1935 to an estimated $285,106,000 in 1944. National network volume has more than tripled, while local volume has experienced a slightly less than thirdfold increase. Spot advertising, which first gathered momentum in 1933 and 1934, rose during the period to more than five times its 1935 level—from approximately $14,000,000 in 1935 to an estimated $75,000,000 in 1944. Until recently, local advertising had continued to be the lagging and only the recent war years have tended to reverse that trend.

During the past decade, the Yearbook analysis discloses, broadcast advertising has experienced only one minor recession. This was in 1936 when generally curtailed business activity was reflected in a slight decline in network revenues and in a drop of about $3,000,000 in local volume.

The 10-year analysis published in the Yearbook breaks down broadcast business by type of advertising, commodity groups, geographical volume, and the prospective future course. The Yearbook analysis is the eleventh produced by BROADCASTING and follows the formula originally developed in collaboration with Herman S. Hettenger, noted economist and former associate professor of marketing of the U. of Pennsylvania.

Chrysler Musical

CHRYSLER Corp., Highland Park, Mich., beginning Feb. 8 is presenting an all-musical series on its CBS Thursday 9-9:30 p.m. period regularly occupied by Major Bowes' Amateur Hour. Featuring Morton Gould's orchestra and guest star "graduate" from the Amateur Hour the replacement will continue until the Major recovers from an illness. Title is Major Bowes' Show of Stars. Since the Major's illness, recent broadcasts have been turned over to the March of Dimes, Army, Navy and Red Cross shows.


ESTIMATED NATIONAL NETWORK GROSS BILLINGS BY PRODUCT GROUPS

<table>
<thead>
<tr>
<th>Product group</th>
<th>Gross billings 1943</th>
<th>% of total</th>
<th>Gross billings 1944</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Automobiles &amp; accessories</td>
<td>$7,502,297</td>
<td>4.8</td>
<td>$9,654,665</td>
<td>5.0</td>
</tr>
<tr>
<td>2. Building materials</td>
<td>3,486,464</td>
<td>2.2</td>
<td>4,115,404</td>
<td>2.3</td>
</tr>
<tr>
<td>3. Cigars, cigarettes &amp; tobacco</td>
<td>19,076,006</td>
<td>12.6</td>
<td>19,963,196</td>
<td>10.1</td>
</tr>
<tr>
<td>4. Clothing &amp; drygoods</td>
<td>1,650,474</td>
<td>1.0</td>
<td>1,642,502</td>
<td>0.9</td>
</tr>
<tr>
<td>5. Confectionery &amp; soft drinks</td>
<td>5,368,812</td>
<td>3.3</td>
<td>10,881,200</td>
<td>5.4</td>
</tr>
<tr>
<td>6. Drugs &amp; toiletry goods</td>
<td>45,196,489</td>
<td>27.5</td>
<td>49,284,825</td>
<td>25.4</td>
</tr>
<tr>
<td>7. Financial &amp; insurance</td>
<td>1,641,973</td>
<td>1.0</td>
<td>2,109,901</td>
<td>1.1</td>
</tr>
<tr>
<td>8. Foods &amp; food beverages</td>
<td>90,561,419</td>
<td>55.7</td>
<td>99,751,027</td>
<td>52.7</td>
</tr>
<tr>
<td>9. Garden &amp; field</td>
<td>11,545,554</td>
<td>7.2</td>
<td>12,931,925</td>
<td>6.8</td>
</tr>
<tr>
<td>10. Household &amp; furnishings</td>
<td>2,012,596</td>
<td>1.2</td>
<td>2,012,596</td>
<td>1.1</td>
</tr>
<tr>
<td>11. Jewelery &amp; silverware</td>
<td>691,306</td>
<td>0.4</td>
<td>1,305,929</td>
<td>0.7</td>
</tr>
<tr>
<td>12. Lubricants, fuel, etc</td>
<td>1,020,015</td>
<td>0.6</td>
<td>1,052,746</td>
<td>0.6</td>
</tr>
<tr>
<td>13. Machinary, farm equipment, etc</td>
<td>62,910</td>
<td>0.4</td>
<td>70,542</td>
<td>0.4</td>
</tr>
<tr>
<td>14. Paper &amp; hardware</td>
<td>1,600,429</td>
<td>1.0</td>
<td>1,609,429</td>
<td>0.9</td>
</tr>
<tr>
<td>15. Radios, phonographs, etc</td>
<td>2,407,532</td>
<td>1.5</td>
<td>3,045,882</td>
<td>1.6</td>
</tr>
<tr>
<td>16. Shoes &amp; leather goods</td>
<td>9,072,812</td>
<td>5.6</td>
<td>10,600,369</td>
<td>5.5</td>
</tr>
<tr>
<td>17. Laundry soaps &amp; household supplies</td>
<td>492,827</td>
<td>0.3</td>
<td>556,980</td>
<td>0.3</td>
</tr>
<tr>
<td>18. Sporting goods</td>
<td>2,488,718</td>
<td>1.5</td>
<td>5,248,874</td>
<td>2.7</td>
</tr>
<tr>
<td>19. Stationery &amp; publishers</td>
<td>8,824</td>
<td>0.1</td>
<td>3,898,851</td>
<td>2.0</td>
</tr>
<tr>
<td>20. Travel &amp; hotels</td>
<td>2,359,889</td>
<td>1.4</td>
<td>2,399,169</td>
<td>1.4</td>
</tr>
<tr>
<td>21. Beer &amp; wines</td>
<td>5,764,269</td>
<td>3.7</td>
<td>10,947,496</td>
<td>5.9</td>
</tr>
<tr>
<td>Total</td>
<td>$152,448,077</td>
<td>100.0</td>
<td>$190,677,076</td>
<td>100.0</td>
</tr>
</tbody>
</table>

* Source: Publishers' Information Bureau.
### STATION BROADCAST REVENUES BY STATES: 1935-1939-1943

<table>
<thead>
<tr>
<th>State and area</th>
<th>1935</th>
<th>1939</th>
<th>1943</th>
<th>% Increase 1935-1943</th>
<th>% Increase 1931-1943</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>$52,325</td>
<td>$89,991</td>
<td>$154,451</td>
<td>119.6</td>
<td>277.1</td>
</tr>
<tr>
<td>New England</td>
<td>3,664</td>
<td>4,888</td>
<td>10,543</td>
<td>187.2</td>
<td>75.3</td>
</tr>
<tr>
<td>Connecticut</td>
<td>992</td>
<td>1,520</td>
<td>2,544</td>
<td>161.1</td>
<td>147.6</td>
</tr>
<tr>
<td>Maine</td>
<td>250</td>
<td>515</td>
<td>840</td>
<td>236.0</td>
<td>232.1</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>2,185</td>
<td>3,261</td>
<td>5,714</td>
<td>158.1</td>
<td>75.2</td>
</tr>
<tr>
<td>N. E. Vermont</td>
<td>388</td>
<td>545</td>
<td>850</td>
<td>123.6</td>
<td>116.9</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>495</td>
<td>664</td>
<td>1,223</td>
<td>148.8</td>
<td>148.9</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>31,423</td>
<td>47,900</td>
<td>76,724</td>
<td>141.4</td>
<td>83.3</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>4,516</td>
<td>8,333</td>
<td>10,203</td>
<td>127.3</td>
<td>128.7</td>
</tr>
<tr>
<td>Del. Maryland</td>
<td>976</td>
<td>1,404</td>
<td>2,464</td>
<td>154.6</td>
<td>157.0</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>740</td>
<td>1,211</td>
<td>2,604</td>
<td>221.2</td>
<td>127.7</td>
</tr>
<tr>
<td>Florida</td>
<td>590</td>
<td>1,296</td>
<td>2,791</td>
<td>194.0</td>
<td>134.5</td>
</tr>
<tr>
<td>Georgia</td>
<td>586</td>
<td>1,159</td>
<td>2,799</td>
<td>297.4</td>
<td>132.1</td>
</tr>
<tr>
<td>N. Carolina</td>
<td>465</td>
<td>807</td>
<td>1,254</td>
<td>170.2</td>
<td>137.3</td>
</tr>
<tr>
<td>S. Carolina</td>
<td>186</td>
<td>265</td>
<td>386</td>
<td>106.8</td>
<td>119.0</td>
</tr>
<tr>
<td>Virginia</td>
<td>536</td>
<td>815</td>
<td>1,395</td>
<td>167.6</td>
<td>155.9</td>
</tr>
<tr>
<td>West Virginia</td>
<td>844</td>
<td>814</td>
<td>1,053</td>
<td>24.7</td>
<td>173.8</td>
</tr>
<tr>
<td>East North Central</td>
<td>13,008</td>
<td>20,881</td>
<td>33,503</td>
<td>162.3</td>
<td>257.5</td>
</tr>
<tr>
<td>Illinois</td>
<td>3,866</td>
<td>8,672</td>
<td>17,750</td>
<td>131.5</td>
<td>185.3</td>
</tr>
<tr>
<td>Indiana</td>
<td>859</td>
<td>1,662</td>
<td>3,021</td>
<td>181.1</td>
<td>177.9</td>
</tr>
<tr>
<td>Michigan</td>
<td>2,843</td>
<td>4,102</td>
<td>7,139</td>
<td>151.1</td>
<td>151.1</td>
</tr>
<tr>
<td>Ohio</td>
<td>4,286</td>
<td>6,840</td>
<td>11,038</td>
<td>162.6</td>
<td>177.6</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1,024</td>
<td>1,511</td>
<td>2,964</td>
<td>190.5</td>
<td>189.6</td>
</tr>
<tr>
<td>West North Central</td>
<td>5,690</td>
<td>10,831</td>
<td>18,769</td>
<td>223.9</td>
<td>276.0</td>
</tr>
<tr>
<td>Iowa</td>
<td>1,372</td>
<td>2,992</td>
<td>5,255</td>
<td>362.2</td>
<td>291.7</td>
</tr>
<tr>
<td>Kansas</td>
<td>782</td>
<td>1,262</td>
<td>2,134</td>
<td>179.1</td>
<td>126.7</td>
</tr>
<tr>
<td>Minnesota</td>
<td>1,107</td>
<td>2,586</td>
<td>5,512</td>
<td>384.8</td>
<td>209.9</td>
</tr>
<tr>
<td>Missouri</td>
<td>2,185</td>
<td>5,300</td>
<td>11,192</td>
<td>419.0</td>
<td>106.7</td>
</tr>
<tr>
<td>Nebraska</td>
<td>510</td>
<td>1,191</td>
<td>2,907</td>
<td>470.4</td>
<td>184.6</td>
</tr>
<tr>
<td>N. &amp; S. Dakota</td>
<td>386</td>
<td>611</td>
<td>1,859</td>
<td>378.6</td>
<td>283.6</td>
</tr>
<tr>
<td>East South Central</td>
<td>2,140</td>
<td>4,357</td>
<td>9,833</td>
<td>359.7</td>
<td>120.3</td>
</tr>
<tr>
<td>Alabama</td>
<td>1,240</td>
<td>2,150</td>
<td>4,187</td>
<td>371.3</td>
<td>137.9</td>
</tr>
<tr>
<td>Kentucky</td>
<td>748</td>
<td>1,100</td>
<td>2,158</td>
<td>124.6</td>
<td>129.4</td>
</tr>
<tr>
<td>Indiana</td>
<td>521</td>
<td>614</td>
<td>1,124</td>
<td>117.1</td>
<td>117.1</td>
</tr>
<tr>
<td>Tennessee</td>
<td>901</td>
<td>1,185</td>
<td>2,379</td>
<td>169.4</td>
<td>163.8</td>
</tr>
<tr>
<td>West South Central</td>
<td>3,684</td>
<td>6,682</td>
<td>13,021</td>
<td>251.9</td>
<td>181.5</td>
</tr>
<tr>
<td>Arkansas</td>
<td>483</td>
<td>1,236</td>
<td>2,564</td>
<td>357.3</td>
<td>117.1</td>
</tr>
<tr>
<td>Louisiana</td>
<td>786</td>
<td>1,851</td>
<td>3,686</td>
<td>368.2</td>
<td>193.0</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>2,221</td>
<td>4,174</td>
<td>7,899</td>
<td>255.8</td>
<td>179.8</td>
</tr>
<tr>
<td>Texas</td>
<td>1,760</td>
<td>3,269</td>
<td>5,324</td>
<td>248.5</td>
<td>159.5</td>
</tr>
<tr>
<td>Arizona</td>
<td>218</td>
<td>416</td>
<td>744</td>
<td>248.4</td>
<td>248.4</td>
</tr>
<tr>
<td>Colorado</td>
<td>695</td>
<td>1,210</td>
<td>2,714</td>
<td>289.7</td>
<td>127.8</td>
</tr>
<tr>
<td>Wyoming</td>
<td>66</td>
<td>203</td>
<td>693</td>
<td>245.4</td>
<td>193.6</td>
</tr>
<tr>
<td>Idaho</td>
<td>127</td>
<td>222</td>
<td>443</td>
<td>248.2</td>
<td>172.3</td>
</tr>
<tr>
<td>Montana</td>
<td>305</td>
<td>400</td>
<td>835</td>
<td>177.8</td>
<td>141.3</td>
</tr>
<tr>
<td>Nevada-M. Nevada</td>
<td>56</td>
<td>85</td>
<td>176</td>
<td>287.1</td>
<td>70.8</td>
</tr>
<tr>
<td>Utah</td>
<td>500</td>
<td>816</td>
<td>1,379</td>
<td>175.8</td>
<td>66.0</td>
</tr>
<tr>
<td>Pacific</td>
<td>6,642</td>
<td>10,680</td>
<td>19,180</td>
<td>191.4</td>
<td>185.2</td>
</tr>
<tr>
<td>California</td>
<td>4,244</td>
<td>8,050</td>
<td>16,358</td>
<td>196.6</td>
<td>194.2</td>
</tr>
<tr>
<td>Oregon</td>
<td>592</td>
<td>1,161</td>
<td>2,362</td>
<td>107.8</td>
<td>103.9</td>
</tr>
<tr>
<td>Washington</td>
<td>1,104</td>
<td>1,870</td>
<td>3,599</td>
<td>163.1</td>
<td>187.3</td>
</tr>
</tbody>
</table>

1 Shift of WOR from N. J. to N. Y. makes analysis of individual states impossible.
2 Miss. and Ark. combined in FCC Reports of early years.
3 Combined with Nevada.

### Radio's New Technique

Radio WAR correspondents are developing reporting techniques quite different from those of the newspaper correspondents, according to Ned Calmer, CBS reporter just back from five months in Europe. Handicapped by having to compress his story into a minute or two daily, or a slightly longer period once a week, and having to go on the air at a certain time, in contrast with the newspaperman who can file his stories as frequently and at as great a length as the news warrants, the radio man is becoming a describer or interpreter of events rather than a straight reporter, Mr. Calmer said. Giving his listeners the kind of informal and informative report he would make if he were physically present in their living rooms.

### South Bend Knows What Hooper Shows

The man on the ground, the local merchant, needs no "Hooper" to show him what he already knows! Waiting lists for local time prove that only WSBT covers the South Bend market. More than 100 network and national advertisers know it, too!
MUNSEY BLDG. DISTRICT CONSULTING
AM-FM SPECIALIZING
2-7859

MOONEY BLDG., DISTRICT
COMMUNICATIONS, INC.
RADIO BROADCASTING
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

RADIO ENGINEERING CONSULTANTS
FREQUENCY MONITORING
COMMERCIAL RADIO EQUIPMENT

RING & CLARK
CONSULTING RADIO ENGINEERS
WASHINGTON, D.C.

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
BLOOMSBURY, N. J.

LOHINES & CULVER
CONSULTING RADIO ENGINEERS
MENOMINEE, MICH.

MAY, BOND & ROITCH
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash., D.C.
District 7562 - Circle 3880

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
4711 N. Westmoreland Rd.
Wichita, Kansas

BUY
WAR BONDS

“KEEP SHIPPING MONTHLY”
Wires Eugene Tanner, WSIX

THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
64 Broad St. New York 4, N. Y.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
114 Fort Wayne Ave.
Washington, D.C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. DE MARS
ASSOCIATE
1402 Church St., N.W., Washington 5, D.C.

Frank H. McIntosh
CONSULTING RADIO ENGINEERS
Shoreham Bldg. 4477
Washington, D.C.

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

Tel. Bridgeport 7-2465
Garo W. Ray
Communications Engineering Consultant
Hilltop Drive
Stratford, Conn.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
FEBRUARY 3 TO FEBRUARY 9 INCLUSIVE

Decisions

ACTION ON MOTIONS
FEBRUARY 5

FEBRUARY 7
Bob Jones College Inc., Cleveland, Ohio—Granted petition for dismissal without prejudice application for CP new station.

WJZ New York—Granted petition for substitution of same American Broadcasting Co., Inc. for that of Blue Network in all pleadings and other documents filed with PDC-18 proceedings on application of KBB for modified CP for new station.

WGBK Muskegon, Mich.—Denied motion to amend issue in Notice of Hearing application for CP new station.

International Building, Washington, D.C.

RADIO ENGINEERING CONSULTANTS
 Frequency Monitoring


RADIO ENGINEERING CONSULTANTS
 Frequency Monitoring


FEBRUARY 9

Tentative Calendar

FEBRUARY 3

FEBRUARY 9

FEBRUARY 17

FEBRUARY 25

Applications

FEBRUARY 5

NEW-45.7 mc WBNR New Bedford, Mass.—CP new FM station, amended to change ownership from trust to limited.

NEW-169.0 kc Aultman, Ohio—CP new FM station.

FEBRUARY 9

NEW-4.5 mc WNNY New York—CP new FM station.

NEW-3.75 mc WBBB Buffalo, N.Y.—CP new FM station.

NEW-145.0 kc WBUW Washington, D.C.—CP new FM station.

NEW-135.9 mc WMRN Sandusky, Ohio—CP new FM station.

WASHINGTON, D.C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. D1. 1205
Washington, D.C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

FEBRUARY 16

Further Consolidated Hearing
Central Broadcasting Co., Wilkes-Barre, Pa., 1250 kc, 2-7859.

Northeastern Pennsylvania Broadcasters—Same.

Key Broadcasters Inc., Wilkes-Barre, Pa.—Same.

WBAX Wilkes-Barre, Pa.—License for 1420 kc to 100 w unlimited.

FEBRUARY 5

NEW-45.7 mc WBNR New Bedford, Mass.—CP new FM station, amended to change ownership from trust to limited.

NEW-169.0 kc Aultman, Ohio—CP new FM station.

FEBRUARY 9

NEW-4.5 mc WNNY New York—CP new FM station.

NEW-3.75 mc WBBB Buffalo, N.Y.—CP new FM station.

NEW-145.0 kc WBUW Washington, D.C.—CP new FM station.

NEW-135.9 mc WMRN Sandusky, Ohio—CP new FM station.

WASHINGTON, D.C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. D1. 1205
Washington, D.C.

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

FEBRUARY 16

Further Consolidated Hearing
Central Broadcasting Co., Wilkes-Barre, Pa., 1250 kc, 2-7859.

Northeastern Pennsylvania Broadcasters—Same.

Key Broadcasters Inc., Wilkes-Barre, Pa.—Same.

WBAX Wilkes-Barre, Pa.—License for 1420 kc to 100 w unlimited.

FEBRUARY 5

NEW-45.7 mc WBNR New Bedford, Mass.—CP new FM station, amended to change ownership from trust to limited.

NEW-169.0 kc Aultman, Ohio—CP new FM station.

FEBRUARY 9

NEW-4.5 mc WNNY New York—CP new FM station.

NEW-3.75 mc WBBB Buffalo, N.Y.—CP new FM station.

NEW-145.0 kc WBUW Washington, D.C.—CP new FM station.
APPELLATE Division of New York Supreme Court on Friday reversed a decision denying the examination of Edward J. Noble, Chairman of the Board of the Blue Network, before the trial of suit of Donald Flamm against Mr. Noble now pending in the New York Supreme Court. Action is for $2,025,000 damages, based on Mr. Noble's purchase of WMCA New York from Mr. Flamm. Handelman & Ives, attorneys for Mr. Flamm, announced they will examine Mr. Noble at the earliest possible date.

Committee Complete

Price Thanks Newsmen
“THANKS and appreciation” to the news broadcasters and editors of America were offered by Director Byron Price of the Office of Censorship for their cooperation and support of the current Big Three Conference.

N. Y., to assist Briggs Commerce Committee announced York Network, APPELLATE BROADCASTING LT. ROBERT BYRON PRICE joined to 4.

ROBERT BYRON PRICE joined to 4.

LeBrun to WCKY
HARRY A. LEBRUN, until recently commercial manager of WNOX Knoxville, has been appointed national sales manager of WCKY Cincinnati, Kenneth W. Church, executive vice-president of the L. B. Wilson station, announced last week. After graduating from Syracuse U. in 1933, Mr. LeBrun joined WHEC Rochester as newsman and announcer. He has been in radio since that time.

Harlan Starkey is Named Chief, NAB News Bureau NEWS BUREAU of the NAB has been restaffed with Harlan (Bruce) Starkey as chief, NAB announced last week. He replaces Walt Dennis who resigned in October 1943. The Bureau will provide broadcasters with general information, historical data, educational and promotion material.

Starkey started in radio with WCHS Charleston, W. Va., in 1932 as commercial manager. For the last ten years he has been a freelance writer and publicist in Chicago. Before his radio affiliations, he was a reporter with the Miami Herald and the Miami Tribune, was associated for several years with the West Virginia papers, while maintaining a part-time contact with the R. M. Ludwig Advertising Agency of Wheeling, W. Va.

Gum Labs: Plan
GUM LABS INC., Clifton Heights, Pa., will sponsor a new half-hour show, as yet not titled, beginning March 16 for Ivoryine chewing gum, 3:30 p.m., on Mutual stations, and will drop Hello Sweetheart, Hedy from the Blue March 10, The show which began January 29, 1944, and was incorrect. Program will originate in Chicago. Agency is McJunkin Adv., Chicago, Jim O'Bryan, president, Chicago, for MBS in New York is now arranging a contest to have radio editors choose a new name for the show.

Treasury Names Carr
APPOINTMENT of Eugene Carr, assistant to G. A. (Dick) Richards, president of WJR Detroit, WGAR Cleveland, and KMPC Hollywood, to an executive post in the Radio Section of the Treasury War Finance Division, was slated for announcement this past weekend by Treasury. Mr. Carr's services are being loaned to WFD by the Richards interests.

U. S. Court Gets Fly's WOW Brief
IN HIS first case since returning to private life from chairmanship of the FCC, James Lees, attorney, submitted a brief to the U. S. Supreme Court Feb. 7 on a suit involving the transfer of WOW Station to Orlando Station WOW Inc. from the Woodmen of the World Life Insurance Soc.

The case is scheduled to be heard during the week of Feb. 26. It is before the Federal court on certiorari to review the judgment of the Supreme Court of Nebraska reversing the judgment of the District Court of Douglas County, Neb. Dr. Homer H. Johnson, a certificate holder in the insurance company, had started the action to enjoin the transfer.

Mr. Fly's brief submits that the judgment should not stand since it invalids the FCC's jurisdiction and annuls its order contrary to Section 402(a) of the Act. The decision, he contends, rests upon the question which was not directly involved in the appeal of the transfer or which if presented to the Commission would have been based upon Section 402(a) to those questions then pending before that body.

On the basis of this, the brief contends, the case "could not be maintained in a State court, for in addition to nullifying administrative action contrary to the Federal scheme for a single, unified control of broadcasting, the decree is predicated upon the decision of public questions directly at odds with that of the administrative body itself."

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within waking range of Manhattan's Mid-town activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT MADISON AVE. AT 45TH ST., NEW YORK CITY U. S. HOTEL

ROBERT P. WILLFORD, General Manager
Other Hilton Hotels from Coast to Coast:

CALIFORNIA: Long Beach: The Town House, S. C., in Main Street, 1940.
NEW MEXICO: Albuquerque
OMO: Dayton-Billmore in Dayton TEXAS: Austin, Dallas, Longview, Lubbock, Plainview
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

Service Directory

"GEARED to AM-FM EXPANSION"
Radio Engineering Consultants

Kansas City, Mo.
Washington, D. C.
Hollywood, Calif.

SOUND EFFECT RECORDS
GENTEN-SPEEDY Q
Reduced Basic Library Offer Containing Over 300 Individual Sound Effects Write for Details

CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

SOUND EFFECTS
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete. Write for catalog
THOMAS L. VALENTINO INC.
Transcriptions-Specialized Recordings
1600 Broadway N. Y. 19, Circle 6-6573

The Robert L. Kaufman Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations

Munsey Bldg. Washington 4, D. C.
District 2392

"NOW, if we were only staying at THE ROOSEVELT"

"And "Dispatch from Rupert's"'

"More BF Kilowatt Hours Per Dollar with F & O Transmitting Tubes" Free! And O Sulcer Products, Inc. 611 Baronne St., New Orleans, La. 4756 Reaidon 4756

High Power Tube Specialist Exclusive

February 12, 1945 • Page 81
Vandenbarg Bill
(Continued from page 15)
would expedite enactment of the Vandenbarg Bill which he feels provides a guarantee against interference of Interlochen broadcasts. The AFM blacklisting of the school, he asserted, is merely a "subterfuge".

Despite Mr. Petrillo's action, Dr. Maddy said, the National Music Camp will carry on. He said that 20 of the faculty of 50 are AFM members and will be affected by the blacklisting. If necessary, he explained, the school will engage non-union musicians. He said the school had 650 fulltime students last summer, about two-thirds coming from high schools and one-third from the university.

The AFM action on Interlochen was regarded in some quarters as a fortunate development in that it may mobilize sentiment in behalf of legislation to control labor union monopolies. Reflecting this feeling, the New York Times editorial on Thursday that "Congress will never do anything effective to curb Mr. Petrillo until it sees him as a symptom of a larger situation rather than as merely an obstreperous individual. It will never do anything effective against Mr. Petrillo's policies until it has the courage and clarity of view to deal with the whole situation of which his personal dictatorship is merely a part."

The Times continued:
This action points to the two-edged power of Mr. Petrillo. He cannot under any radio station that disobeys any of his commands, by ordering his musicians not to work for it; he can also ruin any individual musician by suspending him from membership and making it impossible for him to earn a living at his profession. Thus Mr. Petrillo's power rests not merely on his ability to coerce the employer but on his ability to force virtually every musi-

AFRA, WGN Settle
FOUR-YEAR controversy between WGN Chicago and American Federation of Radio Artists involving broadcasts AFRA claimed were commercial because of plugs for the Chicago Tribune, owner of the station, was settled Feb. 8 by Ray Jones, secretary of AFRA and Frank Schriever and Andrew Hamilton, manager and attorney respectively of the station after concluding without arbitration, WGN agreed to pay the talent fees on seven programs out of the dozen whose commercial status was at issue. The payment is retroactive to from six months to two years, depending on the starting date of the copy on the seven programs. Only sustaining fees had been paid previously.

Big Three Bulletin
BULLETIN on the Roosevelt-Churchill-Stalin meeting issued in Washington for release at 4:30 p.m. Wednesday was broadcast by the four nationwide networks at that time, with NBC taking three minutes from the Bayers Aspirin program, Lorenzo Jones, to read the text to its listeners. CBS followed the bulletin by announcing to Washington for a report on the Capital reaction given by Bill Henry, and then to London where Eric Sevareid described British reaction, canceling a quarter-hour sustainer for the purpose. Blue also killed its sustaining, Blue to broadcast comments on the Big Three meeting by Bakhage, Earl Godwin, Dave Will and Ray Henle from Washington.

HERE'S AN OPPORTUNITY
A net-work-affiliated radio station, regarded as one of the leaders in the field of public service, wants a man with newspaper training and background who can adapt his talents and experience to the requirements of radio. The job will require an ability to create and build programs around current civic and community problems—programs designed to stimulate thought and arouse public interest. The objective is a sincere desire to give listeners the most complete understanding of every local situation afflicting public welfare. This is not a "crusade."
Here's an opportunity to become a vital force in a midwest city of 100,000 population—chance to win prestige and build a permanent executive job.
BOX 252, BROADCASTING

WANT TO PURCHASE
LOCAL CHANNEL RADIO STATION
East of Mississippi
and in the North
Letters held in confidence
Box 185, Broadcasting

The ROBERT L. KAUFMAN
Organization
Technical Maintenance Service for
Broadcast Stations
Our service will help you if you
are short of well-trained men to
keep your plant operating effi-
cently.
Munsey Bldg.,
District 2292
Washington 4, D. C.

OVER 160,000
RADIO HOMES
In WMOH
.5 MV/M Area
The SPOT For
Your SPOTS Is
WMOH
Hamilton, Ohio

THE VALLEY OF PARADISE

"The Valley of Paradise"

The SPOT For Your SPOTS Is
WMOH
Hamilton, Ohio

Page 82 • February 12, 1945

KPRO
Voice of the Valley of Paradise

RIVERSIDE-
SAN BERNARDINO-

Send for free coverage map

BROADCASTING • Broadcast Advertising
ANNOUNCERS: WE WANT TO HEAR GOOD BROADCASTING.
FROM SOUTHERN ANNOUNCERS TO BROADCASTING.

WANTED--CHIEF ENGINEER

Must have good background, be capable of handling directional array plus FM after war. Not interested in mechanics or operators, but must be engineer in strict sense of the word. Salary, $300.00 per month. Give all details first letter including photo.

WKPT, KINGSPORT, TENNESSEE.

WANTED

Operator-anouncer. First class radio-telephone license must be capable of news and commercial announcing. For position of manager of station at Washington D.C. Salary, 25,000. Good post-war future. Box 933, BROADCASTING.

If you are a good, all-round announcer and familiar with RCA equipment, you can use yourself. Excellent opportunity and location in the San Francisco area. Topnotch newscaster, commercial copywriter, with musical experience. Excellent references. Box 42, BROADCASTING.

Announcer--Woman. 5 years staff announcing experience on 5 kw network. Good word rhythm. Salary, $200.00 or more monthly depending on qualifications. To every- one with first letter, Box 243, BROADCASTING.

WANTED--CHIEF ENGINEER

Payable in Advance--Checks and money orders only--Minimum $1.00.

Situation WANTED: 10 kw per word. All others, 15 cp per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline ten days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Help Wanted (Cont'd)

Situations Wanted

Wanted announcer and program director, 4P, desires post-war position with progressive southern California station. References Located midwest. Excellent opportunity of any kind. Send all available and price wanted. Box 67, BROADCASTING.

Announcer--Woman. 5 years staff announcing experience on 5 kw network. Good word rhythm. Salary, $200.00 or more monthly depending on qualifications. To everyone with first letter, Box 243, BROADCASTING.

WANTED--CHIEF ENGINEER

Payable in Advance--Checks and money orders only--Minimum $1.00.

Situation WANTED: 10 kw per word. All others, 15 cp per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline ten days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Help Wanted (Cont'd)

Situations Wanted

Wanted announcer and program director, 4P, desires post-war position with progressive southern California station. References Located midwest. Excellent opportunity of any kind. Send all available and price wanted. Box 67, BROADCASTING.
Continued Probe of FCC Is Demanded By Wigglesworth in Speech to House


Referring to the report of the House Select Committee to Investigate the FCC, of which he was a member [BROADCASTING, Jan. 8], Rep. Wigglesworth asserted the House had “made clear the imperative need for immediate improvement in standards of administration and for remedial legislation.” Both are “essential to impartial and efficient regulation and to equality of opportunity and freedom of speech over the radio,” said the Congressman who dissented from the Committee’s majority report.

Questions Education Office

The Select Committee investigation “served to disclose, and I hope, to eliminate, certain abuses of the Commission’s licensing powers, condonation of illegality, actions based on political considerations, misrepresentation to the Congress, unlawful solicitation of support for appropriations, and falsification of records,” declared Rep. Wigglesworth.

Referring to hearings by the Appropriations Subcommittee on Independent Offices, of which he also is a member, Rep. Wigglesworth called for scrutiny of the part the U.S. Office of Education plans to play in FM, as disclosed at the hearings. His speech was in connection with the Independent Offices Appropriations Bill (HR-1946) for the 1946 fiscal year.

The record indicates further condonation of illegal stations by a licensee known to the Commission for from two to three years,” said the Congressman. “The record indicates no definite action in respect to concealed ownership reported to the Appropriations Committee by the Commission two years ago in respect to Station WOKO. The record indicates postponement after election of hearings on the recommended revocation of licenses of the Kennedy stations in West Virginia, on the basis of false statements and concealed ownership.

“The record raises the question if the Commission has not completely ignored both tax evasion and false statements under oath by Commission licensees. Tables furnished by the Commission show that the transfer of stations or the control of stations for values far in excess of physical values and trafficking in Government franchises with Commission approval still continues.”

Rep. Wigglesworth charged that figures furnished the Appropriations Committee by the FCC as to station costs “do not agree with figures furnished by the Commission to the Select Committee investigating the Commission only three weeks ago.” Calling for continued investigation of the FCC, Rep. Wigglesworth asserted:

“Many important matters, including alleged abuses by the Commission of its licensing powers in respect to many radio stations were not considered. An abundance of evidence collected by the Committee’s staff was not heard. Some of it is sensational. Only by continuing the investigation can the work undertaken under the instructions from the last Congress be carried to a proper conclusion.”

Revocations Recommended

During hearings on the Appropriations Bill on Jan. 18, a report of which was released last Monday, Rep. Wigglesworth questioned Commissioners and Commission executives at length regarding WGST Atlanta, WOKO Albany, N. Y., the Capt. John A. Kennedy stations in West Virginia and the Arde Bulova stations, all involved in the House investigation.

Rep. Wigglesworth asked about taxes and wanted to know if the Commission would “worry” about a buyer who proposed to charge the cost of “buying a business to operate” $4,000 and lease a transmitter. General Counsel Rosel H. Hyde replied the FCC has “no jurisdiction to regulate the business of broadcasting stations and, accordingly, has no interest in what way they handle their accounts.”

RESOLUTION authorizing the broadcast of Congressional proceedings, similar to those which died in the 75th Congress has been introduced in the House by Rep. Coffee (R-Wash.).

G-F Hits Canada Snag

GENERAL Foods Corp., New York, has dropped plans to place the Rate Smith Show in Canada. Starting date for the program, to have been on the CBC Dominion Network, was postponed numerous times, until the case came up before the CBC Board of Governors at Ottawa. Cause for the delay was said to be CFRB Toronto, which did not want to displaces a long-standing church service program for the Smith show. CBC met with CFRB officials and members of the National Religious Advisory Council at Ottawa, and decision reached was that no Toronto station would carry the General Foods program and religious broadcasting in Toronto would not be disturbed.

Shadow Expands

ACME White Lead & Color Works, Detroit, which sponsors The Shadow locally on 35 Mutual stations, has announced Sun. 6:30-6 p.m. will sponsor the transcriptioned edition on seven additional stations (KFJX KTRI WMBH WFCI WGFC WGBB WFNCF). Agency is Henri, Hurst, McDonal & Inc., Chicago. With seven other stations taking the recorded series for clients, including Nehi Corp. on KALB, the program will be carried commercially in live or transcribed form on 252 stations, according to Charles Michelon, New York, producer and distributor.

CBS Net Up

CBS consolidated net earnings for 1944 were approximately $4,678,000 (equivalent to $2.72 per share) Frank K. White, vice-president and treasurer, reported in a preliminary statement to stockholders issued Feb. 7, 1944. Earnings compare with a consolidated net of $4,535,900 (equivalent to $2.56 per share) for 1943, an increase of $1,250,000 for estimated Federal income and excess profit taxes. CBS board, meeting Feb. 1, declared a cash dividend of 40 cents a share of class A and B stock of $2.50 par value, payable March 2 to stockholders of record Feb. 16.

House Holds 1946

FCC Budget Down

Appropriations Group Pares
$201,600 From Request

SLASHING the FCC budget request by $201,600, the House last Thursday passed the 1946 fiscal year Independent Offices Appropriations bill (HR-1946), giving the Commission $5,005,400, a reduction of $1,306,943 under the 1945 fiscal year appropriation.

Tightening the executive branch’s purse-string, the House lopped $70,240 from the overall budget, requested by President Roosevelt for the Executive Office and independent executive bureaus, boards, commissions and offices. The President had requested $3,295,089,718.

Defense Request Granted

Contrary to last year’s action, when Congress cut deeply into the FCC national defense activities (Foreign Broadcast Intelligence Service and Radio Intelligence Division), the House granted the FCC its full request of $2,430,000 for national defense activities. That was a voluntary cut of $1,761,143 under the $4,191,483 granted for the 1945 fiscal year.

The FCC for the next fiscal year sought $2,756,000 for normal activities, an increase of $551,000 over appropriated funds for the 1945 fiscal year. That amount was reduced by the $201,600 to $2,554,400, still giving the Commission $449,000 more than it had in the current year for normal activities.

The Appropriations Committee said testimony before its subcommittee on Independent Offices, headed by Rep. Woodrum (D-Va.), was to the effect that a tremendous increase in standard and FM broadcast applications is anticipated; that applications for new television stations are large; and that the FCC is executing a facsimile broadcasting, international broadcasting, and experimental and relay broadcasting are subjects which will require immediate consideration at the conclusion of the war.

The proposed increase in funds for “regular activities” will enable the Commission to utilize a considerable portion of the trained personnel no longer required under the national defense appropriation, the Committee reported.

There was little debate on the bill, which was reported out last Monday and taken up first on Wednesday.

WMAQ Rate Boost

CITING increased operating expenses and increases in audience, WMAQ Chicago effective March 1 will increase its base daytime rate from $450 an hour to $480 an hour; its evening rate from $800 to $900. Other increases will be in proportion. Time bought before March 1 will not be subject to the new rate until Feb. 28, 1946.
In 1916, the California Fruit Growers Exchange began advocating what since has become a national health habit—drinking the fresh juice of ripe oranges. Today, over 75% of the consumption is in juice form and a seasonal market has been extended throughout the year.

More significantly, the Sunkist campaign which began in 1907 showed that national advertising of a farm product could greatly benefit thousands of farmers.

Oranges in those days were not "accepted" as a nutritious food. Out of the acceptance developed by this advertising grew mass distribution, and the citrus industry.

In the DISTRIBUTION DECADE

ADVERTISING must start many new habits!

The big job after Victory is going to be distribution—moving the products of industry into the hands of the consumer quickly, efficiently, economically. And that is a job for Advertising!

For producing will present no problems. The manpower, money, manufacturing facilities and materials will be on hand in profusion. But to put these to work in adequate quantities, we, as a nation, will have to consume 40% more than in pre-war years!

That's a large order, even for the Advertising that has worked such 'miracles' in the past. New national habits and desires will have to be instituted; new uses invented for established merchandise; new products devised.

Agency men with an eye to the future are already perfecting their plans for the Distribution Decade. So are we. Here at the Nation's Station, we're uncovering many facts that will interest you about the great 4-State Market that is WLW-land!
THIS is the story of a new tube design that “rewrites the rule book.”

The tube is the new RCA 9C21, a high-power, water-cooled triode ... which, together with its air-cooled twin, the 9C22, offers important advantages to broadcasters. In designing these tubes, RCA engineers have established new concepts of high-power, high-frequency tube design.

Their goal was higher frequency performance for tubes of high-power design. Drawing upon their years of experience in designing and building tubes, they worked out unique innovations that produced the results they sought.

For example, one of these innovations is an entrant metal header which allows short, internal filament leads, and a short, low-inductance path to the grid ... highly important factors in improving high-frequency performance. For industrial oscillator service these new design features, shown here in an “X-ray” view, give the 9C21 a 50 kw output at a maximum frequency of 25 Me, and a 100 kw output at 5 Me or below. In high-level modulated service (at 5 Me or below) the 9C22 provides 38 kw maximum output. Thus a pair of 9C22 tubes may be used conservatively as a tube complement for the output stage of a 50 kw transmitter.

A better tube, for better broadcasting ... and another example of the engineering leadership that makes RCA transmitting tubes the standard of comparison in the broadcasting industry.

THE FOUNTAIN-HEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA 9C21, air-cooled twin of 9C22, offers high performance to broadcasters.

RCA CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
LEADS THE WAY ... in Radio ... Television ... Tubes ... Phonographs ... Records ... Electronics