During the year 1944, WOR carried 24% of all spot accounts placed on all New York stations.

More specifically, WOR carried more than twice as many spot accounts as were listed for any other station in New York.*

— that power-full station

at 1440 Broadway, in New York

* According to National Radio Records, whose reports on spot advertising come from 94 advertising agencies whose spot business represents 70% of the total dollar volume.
When WLS Farm Program Director Art Page talks, many of his listeners remember his voice from as far back as 1923; still more recall his first days as conductor of the Dinnerbell in 1929; and there are thousands in his Midwest American audience who have met him personally at farm meetings, state and county fairs in these four states. (Dinnerbell was broadcast from remote locations 53 times during 1944 alone; 37 of these broadcasts originated outside Chicago and 16 from points within the city.) Naturally, these listeners regard Arthur C. Page as an old friend; his messages are more than just broadcasts; they are the words of a friend who has stopped in for another visit.

So it goes on WLS. Farm editors, announcers, singers, newsmen, 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.
Philadelphia is the country's third largest market. It has more single family homes than any other city in America. It buys the quantity and variety of products expected of a great home market. Under the new ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an increasing circle of listeners in this area that is so rich in opportunity for the advertiser.
Washington’s smartest
city desk wishes to correspond with handsome sponsor...

*(OBJ: profitable alliance)*

So you were a newspaper man once yourself? *Good.* Born reporter? *Fine.* That makes it unanimous.

For apparently the million-and-a-quarter well-to-do people in WTOP’s 50,000-watt area are a lot like you. That’s why WTOP decided to give them a chance to play reporter.

We made a program called *City Desk.* A program of local news, as accurate and swift and sharp as our national and foreign news. We recruit our reporters *from the audience.* For every item used on the air, out goes one dollar to the reporter, with a certificate of excellence. What’s more, the reporter of the best story of each week gets *City Desk*’s special award of five bucks.

A veteran network newsman, Cliff Allen, sits in the slot of *City Desk*—processes the stories—broadcasts them daily (5:35-5:45 p.m. EWT) Monday through Friday—ten minutes of *first-rate* hometown news.

New twist? *Yes.* Sounds good? *Is.* Why didn’t somebody think of that before? *Because it’s WTOP’s business to think’em up first,* as witness *Janice Gray, The Factfinder, Stump Us, Arthur Godfrey’s Sundial, Arch McDonald’s 6:30 Show,* and *Battle of the Bureaus.*

All *City Desk* needs now is a smart sponsor. All a smart sponsor needs now is *City Desk* working for him.

So call us—or call Radio Sales—but call. *Quick.*
Radio Station KOIL, Omaha, Nebr.

Gentlemen:

This is a time of the year when inventory is taken and plans made for the future. We think that the past year has given us reason to say that our association has been both pleasant and profitable and we do appreciate your part.

Let us hope the coming year will see a clearing of most of our trouble clouds. In the meantime, may we wish you the compliments of the season.

Yours very truly,

H. J. Lehman, President

WILDROOT COMPANY, INC.

KOIL shines on National "Spot" Schedules. Whether "spot" programs or announcements, they reach a big and friendly audience. Smart programming helps listener reception. In Omaha, let KOIL build sales for you with "spot" programming.

GORDON GRAY, General Manager

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Now! At All Times*
Between 8 A.M. and 6 P.M.
WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station—
including all 50,000 watters!*

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

Do you realize this market contains over 3½ million people; more than these 14 cities combined: - Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

“DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY”
CASA CUGAT 15 min.
156 programs. Xavier Cugat, his orchestra, chorus and vocalists, in a program of Latin rhythms.

JAM SESSION 15 min.
156 programs. A brilliant show—131 of the country’s top jazz men.

SONGS OF PRAISE 15 min.
... 156 programs. Devotional music by the celebrated Hamilton Quartet, George Broadbent at the organ.

RHYTHM RANGE 15 min.
... 26 programs. Cotton-seed Clark and his cowboys in a lively show of cowboy music.

SINGING LADY 15 min.
52 programs. The popular Ireene Wicker telling fairy tales, stories of great musicians and our national holidays.

 These ten WORLD FEATURES are now ready! 
 Choose the one that’s best for you

MANDRAKE THE MAGICIAN 15 min.
156 programs. Adventures of this favorite of millions of newspaper readers.
Your Money!

Star talent! Top notch writers, directors, producers!

Yes; each of these new World Features is “A Show for Your Money”—each one is priced to fit even the most moderate budgets. Yet each Feature bears the unmistakable imprint of World’s experience and “know-how” in creating top flight radio shows.

Here is showmanship in its finest sense—the imagination to engage the best talent, the foremost writers, directors and producers and the ability to bring to the creating of each show the accumulated knowledge of what the listening public really wants to hear.

Listen to one of these new World Features—notice how smoothly, how skillfully the expert scripts are wedded to the music—with what showmanship these World Features are created.

There are two types of Features available—open end and World’s flexible new form—“Audi-Flex,” a combination of top ranking scripts with music on bands. If you are an advertiser or agency ask your local station about the unusually moderate prices of these Features and let them audition the shows for you. If the local station does not have World Features write us direct. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A Subsidiary of Decca Records, Inc.

New York Chicago Hollywood Washington

ONCE UPON A TIME 5 min.

. . . . 26 programs. Actress Maureen O’Sullivan tells the favorite children’s stories.

STRANGE AS IT SEEMS

15 min... 13 programs. Hix tells of oddities that have fascinated millions in his newspaper columns.

FOOTPRINTS ON THE SANDS OF TIME 5 min... 104 programs. Little known facts of well-known celebrities—told by Art Baker.

Fireside Tales 5 min...

26 programs. Frank Graham, “one-man theatre” dramatizes well known stories.
Now it's GREAT SCOTT on the YAWN PATROL!

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

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

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

WWDC
the big sales result station in Washington, D.C.
Represented nationally by WEED & COMPANY

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At Deadline

SEVEN UP Inc., St. Louis (soft drink), on March 28 will begin sponsorship of a half-hour variety show on Mutual, 7:30-8 p.m. (CWT), originating in New York with rebroadcast for the West Coast. Contract for 52 weeks was placed by J. Walter Thompson Co., Chicago.

NEW APPLICATIONS filed with the FCC: Voluntary assignment of license of KTBC Austin, Tex. from State Capital Broadcasting Assn. to Claudia T. Johnson, majority owner, and wife of Rep. Johnson (D-Tex.); new standard station, 1490 kc 100 w unlimited time at Bloomington, Ind. sought by Fred O. Grimwood, radio engineer and former licensee of KLUN Blytheville, Ark.

P. BALLANTINE & Sons starts Cameron Andrews as featured comedian on CBS Monday, 10:30-11 p.m. Formerly featured Johnny Morgan. Agency is J. Walter Thompson Co., New York.

JOSEPH D. BOHAN has been elected vice-president of Sterling Drug Inc., New York, in charge of the Centaur Co. division, succeeding Harold B. Thomas, resigned to become partner in Pedlar & Ryan, New York. Formerly divisional vice-president of Centaur, Mr. Bohan has been with the company 13 years. He is chairman, national relations committee, Proprietors Assn. of America.

EFFECTIVE March 18 three CBS programs will be available for local sponsorship. They include Morning News Roundup, Monday-Saturday, 8-8:15 a.m.; Morning News, Monday-Friday, 9-9:15 a.m.; a ten-minute news program, five minutes of straight news, five minutes of analysis, 11-11:15 p.m., all EWT.

S. C. JOHNSON & SON, Racine, Wis., has renewed Fibber McGee & Molly Tuesday 9:30-10 p.m. on full NBC network for 52 weeks effective April 3. Agency is Needham, Louis & Brorby, Chicago.

SELLERS OF SALES

Typifying the American saga, from office boy to successful executive is the story of Frank Miller Reed, director of media for Hill Blackett Advertising Agency in Chicago.

Frank was born Dec. 16, 1902, in Fort Wayne, Ind. He entered the Western Military Academy, Alton, Ill. and studied at the University of Illinois for two years.

In 1923 Frank came to Chicago to join the Stack Advertising Agency (later known as Stack-Goble) as an office boy. For nineteen years he was associated with the agency. He was space buyer until 1942 when the agency dissolved. He was with WIND Chicago as time salesman for six months and then with Wm. Rambeau Co., station representatives for 10 months.

In 1942 he became Director of Media for Hill Blackett where he buys time for the following accounts: Wander Co., (Ovaltine), Chicago; Stanley Mfg. Co., Decatur III., and J. E. Brach Co., Chicago.

Frank maintains that his background as a station representative helps him to understand their problems and in some cases simplifies his own. He says on occasion, he will call up a station representative and prefuse his requests with the remark, "I'd like to be so and so today..." Frank married his school sweetheart, Frederica McClellan. They have two children, Phyllis, 17, and Nancy, 13. The Reeds reside in their own home in Beverly Hills, Chicago.

When queried as to hobbies Frank insisted that he is "the finest grass cutter in the world" and that working around the house is his hobby. He used to play golf but because of the shortage of time he no longer can indulge in this game. Playing poker and seeing plays are his favorite methods of relaxation. Best of all Frank avers he likes to watch radio productions. He is a great studio fan and says "I get a kick out of watching radio broadcasts."
LET US CONSIDER TOGETHER
"You're wrong again—spot broadcasting can do any kind of advertising job!"

Shoes or ships or sealing wax, or cabbages or king-size cigarettes—yes, spot broadcasting can and has sold practically everything you can think of, and can do it again!

What's your advertising problem? Whatever it is, we'd like an opportunity to do some thinking for you, and perhaps to come up with something helpful.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Military to Confide Secret Data to Radio

Basis for Norton Curves Will Be Revealed

BY BILL BAILEY

WHAT PART classified military data on F2 layer transmission played in the FCC proposed allocations to FM and television will be disclosed at a secret session Monday morning (March 12) with Army and Navy communications officers at FCC headquarters.

Chairman Paul A. Porter opened the session on the highly-guarded data on which Dr. K. A. Norton based his controversial curves was reached last Thursday during oral argument on the future licenses for FM. All of the FM, television and standard broadcast testimony had been concluded by noon Friday, with testimony to be heard on facsimile and non-broadcast services.

Economics of Interest

Argument opened Wednesday morning before the full Commission, with Commissioner Ray C. Walker absent on an overseas assignment. Chairman Paul A. Porter presided except when Commissioner Paul A. Walker acted as chairman. Commissioners Clifford J. Durr, Norman S. Case and E. K. Jett shared in cross-examination of witnesses, with Commissioner Jett carrying the bulk on technical phases, and Commissioners Durr and Walker evincing unusual interest in the economic aspects of broadcasting. The record will be kept open until after the secret session Monday.

Developments in the oral argument last week included these: Dr. T. C. Goldsmith Jr., research director of the Allen B. DuMont Labs, Passaic, N. J., literally rocked the FM broadcasters on their respective heels with the assertion that adequate 6-mc television "allocations" will be provided "if eventually television occupies the entire spectrum between 44 and 216 mc" (see story this page).

Col. W. A. Roberts, counsel for Television Broadcasters Assn., submitted a plan of assignment of the proposed 12 channels below 300 mc, whereby 398 stations would be provided in the nation's first 140 markets, with 112 cities assured of at least one outlet.

Industry engineers were divided in their opinions of Dr. Norton's curves, with some challenging the accuracy of his conclusions and others, including T. A. M. Craven, vice-president of the Cowles Broadcast Co., and former Commissioner, lauding Dr. Norton as one of the world's foremost propagation experts.

FM interests were equally divided as to economics. Manufacturers couldn't agree on the comparable costs to the public of FM sets in the present band (42-50 mc) and receivers for the proposed band (84-102 mc).

Television interests did not oppose the Commission's proposals, but all asked for assignment of the 102-108 mc band, now pegged as unassigned. They were divided, however, over interpretation of the allocations below 300 mc. Advocates of high-definition video urged the Commission to make the lower allocations on a "permanent" basis; proponents of present-day standards called for "permanent" assignment below 300 mc.

DuMont Would Give 44-216 mc To Television, Eliminating FM

EXPANSION of the 6-mc television band to include all the area between 44 and 216 mc, thus eliminating FM unless that service eventually moves still higher, was proposed last Friday at the FCC oral argument on spectrum proposals between 25-30,000 mc by Dr. T. T. Goldsmith, Jr., research director of the Allen B. DuMont Labs, Passaic, N. J.

Dr. Goldsmith, on behalf of the DuMont Labs, approved the FCC proposals, but requested that the 102-106 mc channel be assigned now to television. The Commission proposes to reserve that band for future assignment to television, FM, facsimile, or other services, dependent upon future needs.

"While 12 channels will provide

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"While 12 channels will provide

for a limited competitive commercial service, the addition of the 13th channel will be of further assistance," said Dr. Goldsmith in a statement prepared by the Allen B. DuMont Labs. "Furthermore, it will insure that the receiver designs will be developed along lines probably capable of including all of these 13 channels, and assure ready adaptation to include other channels between 84 and 180 mc."

Additional Channels

Dr. Goldsmith urged the Commission to "take such steps as are practical to earmark additional 6-mc channels in the region between 84 and 180 mc", to be released by other services when no longer required.

(Continued on page 78)
Radio May Lose Older Men to Service

Draft Boards Expected To Call 30-33 Age Groups

By JACK LEVY

BARRING military developments which may reduce the needs of the armed services, broadcasters may be called upon by local draft boards to give up a significant portion of their physically qualified registrants in the 30-33 age group beginning about April 1, according to a spot check of Selective Service boards and draft agency personnel directors by Broadcasting last week.

While the boards were unable to estimate how many 30-33 men would be called, it was indicated that the prospects for filling quotas from the 18 through 29 groups are exceedingly poor. Should the need for replacements continue at the present rate, it appeared, it would become necessary to make progressively greater demands on the older groups.

Must Be 'Necessary'

Under new procedures announced Feb. 25 by National Headquarters of Selective Service, registrants in the 30-33 group to be eligible for deferment must be "nec-essary to and regularly engaged in" essential activities. Previously, it was only required that registrants 30 years of age or over be "regularly engaged in" essential activities to be eligible for deferment. The status of registrants in the 34-37 group is not affected.

Forms 42 or 42A should be used by employers in requesting occupational deferment of registrants over 29. A spokesman for Selective Service said that boards can be expected to give "necessary to consideration to key employees and that technical men especially will likely be granted deferment. Determination in all cases will be left to the boards.

Whether the boards will allow present deferments to continue until date of expiration before calling up men for induction will depend on local conditions. In some areas, those who have had preinduction physical examinations will be the first to be called and deferments will be permitted to stand. In other areas it may be necessary to review all deferments to furnish the necessary men to the quota, as was the city, stating only that this will depend entirely on the needs of the armed forces. A quick check of a representative sample of New York stations revealed that while many station employees are in the 30-33 group, the industry will not be hard hit by the draft unless its present "essential!" classification is withdrawn and unless there is to be a general reclassification of individuals now deferred for physical disability. Most stations reported that either they had been granted or had requested occupational deferment for all key employees. If selective service does move in on radio, the announcing, sales and technical staffs seem likely to be hit hardest, the reports indicated.

The proportion of men in the 30-33 group to total registrants varied widely with stations. One key network outlet reported 31 registrants in this group classified as 2A. An independent station had none who would be affected. Another had 60% of its operating staff in the 30-33 group.

In Chicago, one key network station reported 10% of its operating personnel in the 30-33 group while another had less than 5% and a third about 8%. One independent had 14% and another 7% in the 30-33 group.

In Washington, one key station reported 22% of its registrants in the 30-33 group classified as 2A, while another said that all of its 30-33 men were 2A(F). Another major station reported about 30% in the 30-33 group. Generally, engineers constituted about half of the total registrants in the 30-33 group.

Carter Test

STARTING off with a ten-city test, Carter products, New York, will sponsor John J. Anthony's Goodwill Hour and Mutual's "Post-Newsweek," Friday, 1:45-2 p.m., probably starting April 2. Period was the one originally planned, the network delaying a later proposal for a 9:15 p.m. across-the-board spot on the grounds that combination of the product's heavy post, the nick-hour program and program would not make good radio. [Broadcasting, Feb. 26.]

To be expanded to a regular series if the test is successful, series is scheduled for WOR WGN KJX KPFW KNBC on NBC, WFCF WWOL WKW WOL Ted Bates Inc., New York, is agency. Carter sponsors Jimmie Fuller on the Blue, for Arrell, placed by Stuart Schiffer, New York. Mr. Anthony's last commercial series was on Mutual for D. L. Clark Co., Pittsburgh.

Murine Buys Spots

MURINE Co., Chicago, on March 5 begins sponsorship for 52 weeks of transmitted spot announcements on stations KOB WCPO KVOD WHO KFOR WOW KOY KVOO KANS WEDE WMGB KBWU. Agency is BBDO Chicago.

Blue Names Huber To Top Ad Post

Appointed Kenway Successor; Murray Grabhorn Promoted

E. J. (Mike) HUBER, formerly sales promotion manager of the Blue Network center! division in Chicago, has been appointed advertising manager of the network, and business development manager for the Blue's own stations. Mr. Huber will supervise the advertising and promotion of Blue cooperative promotion and business development as well as for the network itself, Mr. Smith said.

Kenway Named

Ivor Kenway, whom Mr. Huber succeeds as Blue advertising manager, has been placed in charge of advertising and promotion for the network's owned and managed stations. He will also supervise publicity and public relations, research and agency relations for the Blue's own stations.

Murray Grabhorn, assistant sales manager of the Blue Network, has been placed in charge of the sales and promotion activities for programs built by the Blue program department. He has been temporarily relieved of his administrative duties, to concentrate on the program department. Mr. Grabhorn, who has been in the network's promotion department has been assigned to assist Mr. Grabhorn in the preparation of special promotion for these programs.

Florsheim Named

STANLEY FLORSHEIM, formerly manager of cooperative program sales for the Blue Network, has been made director of cooperative programs, Mark Woods, president, American Broadcasting Co., owner of the Blue, announced last week.

Ludwig Simmel, formerly Blue sales service manager, has been named administrative assistant to Mr. Florsheim; George Schriber of the staff has been named publicity manager of the department, and Lynnell Wilson, with the department since its inception two years ago, becomes business development manager for co-op shows.

Robert Saudek, just returned from service overseas for the OWI as manager of ABSCG has rejoined the Blue as sales service manager, succeeding Mr. Simmel. Prior to leaving the Blue last spring, Mr. Saudek had been assistant to the executive vice-president.

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BROADCASTING • Broadcast Advertising
NAB Urges 'Hitch-Hikers’ Be Abolished

May Revise Code; Presidency Studied

CALLED UPON to dispose of a welter of problems due to cancelation of the membership meeting this year in keeping with wartime restrictions, the NAB Board of Directors at a two-day session in Washington on Tuesday and Wednesday polished off a weighty interim agenda which it hopes will hold radio on even keel until the next regular board session scheduled for Omaha in May.

Highlighting the board’s actions were:

(1) Enlargement of the committee to select a president to succeed J. Harold Ryan by adding Don S. Dienner, WDRC Hartford; Paul W. Morency, WTCI Hartford, and John J. Gillin Jr., WOW Omaha, to supplement the original committee of Messrs. Ryan, James S. Linn, WLW Cincinnati and G. Richard Shaf-to, WSIColumbus, S. C. Mr. Shaf-to was named temporary chairman, succeeding Mr. Ryan.

(2) Adoption of a resolution proposed by its Sales Managers Executive Committee calling upon the networks to eliminate “cow-catcher,” “hitch-hike” and cross-reference announcements “at the earliest possible date”.

Code Report Considered

(3) Consideration of interim report of the NAB Code Committee, exploring possible revisions in the self-regulation code and augmenting the board’s code liaison committee to work out proposed amendments probably to be considered at the next annual meeting.

(4) Authorization of associate membership liaison with NAB standing committees and as first step naming three radio station representatives to consult with the Sales Manager Executive Committee. They are John Blair, John Blair & Co.; William Kno-dei, Free & Peters Inc., and Henry L. Christi, vice-president, Edward Petry & Co. Inc.

(5) Authorization of steps to strengthen employee-employer relations in radio through expansion of stations activities upon recommendations of John Morgan Davis, general counsel.

(6) Endorsement of recommendations of its news committee on handling of sponsored network news, a decision to the recommendation that it be sent to all stations for edification and guidance.

(7) Referral to publicity committee, Dr. H. Mark Zinger, prepared by Losh & Lee, Los Angeles public relations firm, for creation of a proposed Academy of Radio Arts & Sciences, to award “Oscars” for outstanding radio performance and for other public relations purposes.

Without mentioning names, President Ryan reported to the board on the search for a new president, who would take office on July 1— the deadline set by Mr. Ryan for his return to his regular duties as vice-president and directing head of the Inter-Media Co. stations. More than a dozen names originally were considered by the three-man committee and the list was narrowed down to three or four. The committee, however, requested the board to give it further instructions on such matters as tenure, salary, type of man preferred and authority to make a definite commitment within prescribed limitations.

Action at Omaha?

The enlarged committee will meet in New York March 21 for its first full meeting to submit the interim report at the Omaha meeting.

Nominations Made for Election to Fill Six Posts as NAB Directors-At-Large

FORCED to conduct its annual election of directors-at-large by mail ballot because of the cancelation of the 1945 annual meeting in compliance with Government requirements, the 17 district directors of the NAB last week nominated 18 broadcasters for the six at-large posts to take office July 1. The procedure is in compliance with revised by-laws adopted by the convention last year.

Nominated for the two large station (other than clear channel) directorships, were: Joseph O. Maland, WHO Des Moines; (incumbent); Paul W. Morency, WTCI Hartford (now district director); W. H. Summerville, WWL New Orleans; J. Leonard Reinsch, WSIBaltimore (incumbent); Lee B. Wallis, Westinghouse Radio Stations Inc.

Medium station nominations: T. A. Craven, Cowles Broadcasting Co. (incumbent); F. M. Doollittle, WDRC Hartford; Bob Pribe, KBCI Seattle; C. T. Hagman, WYCN Minneapolis; G. Richard Shaf-to, WSIColumbus, S. C.; E. E. Hill, WTAG, Worcester; George M. Burbach, KSD St. Louis. Don S. Elias, WWNC Asheville, a veteran of service, is on the board, declined nomination.

Small station nominations: Clair R. McCollough, Mason-Dixon stations in Pennsylvania and Delaware; Frank King, WMTR Jackson ville; Geo. W. Halff, KBZD Seattle, John E. Dirks, KTRI Sioux City (incumbent); Marshall Pengra, KRRN Roseburg, Ore.; Dale Taylor, WENY Elmira, N. Y.; Matthew H. Bowers, WBOY Clarksburg, WBOY Clarksburg.

Network directors at large are F. M. Russell for NBC and Dr. Frank Stanton, CBS. Blue and Musical are not NAB members. The networks designate their own directors-at-large.

Hugh A. L. Halff, WOAI San Antonio, district director from Texas, tendered his resignation effective March 15, for health reasons.

One view of the enlarged committee was that the Sales Managers Executive Committee urges the board to discuss this subject within the prescribed time and ultimately to deny to network, non-network and local advertisers the privilege of mentioning names to one program to another program on a competitive station or network.

Study Authorized

Following a lengthy discussion of the NAB code as adopted in 1939 and a report on the code committee’s meeting in Washington the preceding week from President Charles W. B. Wals, manager of Westinghouse Radio Stations Inc., the board authorized a continuing study looking toward possible revisions at the next annual meeting. The board liaison code committee was enlarged to include two additional members, with Campbell Arnoux, WTAI Norfolk, and Paul W. Morency, WTCI Hartford, added to the committee of Kolin Hager, WGY Schenectady; F. M. Russell, NBC Washington vice-president, and Don S. Elias, WWNC Asheville. The Code Committee will meet tentatively at a tentative meeting in New York for March 21-22.

The code, it was emphasized, is part of a continuing effort as a “living and virtual document.” Controversy engendered over CIO-WHKC proceedings before the FCC was reviewed and there was discussion as to whether stations should sell time to labor unions and cooperatives. One view was that

(Continued on page 68)

- 691 NAB Members

NAB MEMBERSHIP has reached an all-time high of 691, of which 685 are standard stations, 16 FM stations, one station, 75 networks, and 27 associate members. Since the last NAB Board meeting in November, 30 additional active members were enrolled, along with two associates. Among the newcomers is Comdr. E. F. McDaniel, president of WJAC Corp., which operates WWR, FM outlet. Comdr. McDonald was first president of the NAB, having served in 1923-25 when he owned WJAZ Chicago.
**Clear Group Plans Hearing Procedure**

Craig Presides at Meeting of CCBS Executive Committee

INFORMAL conferences with the FCC engaged some legal staff to determine the scope and magnitude of data to be developed for the clear-channel allocation proceedings scheduled for May 8, were arranged last week by the Clear Channel Broadcasting Service, following a two-day session in Washington and an informal discussion with FCC Chairman Paul A. Porter.

Whether postponement of the May 9 date will be sought by the clear-channel stations will depend, however, upon the outcome of the staff discussions, it was believed. At the informal sessions, efforts will be made to clarify the issues and to determine what technical evidence will be presented by the FCC and what portion the clear-channel group should supply. It was thought the group will seek postponement until fall, in any event.

Craig Presides

Edwin W. Craig, WSM Nashville, chairman of CCBS, presided over a meeting of the executive committee, which met in Washington last Thursday and Friday. Attending the sessions were a number of clear-channel station representatives on the committee.

Those present included: J. Leonhard Reisch, WSB Atlanta; B. J. Palmer, J. O. Maland, Paul Loyet and Ralph Evans, WHO Des Moines; Fred Scott, WJW Cleveland; Mark Ethridge and W. Lee Coulson, WHAS Louisville; William B. Ryan and H. L. Blatterman, KFI Los Angeles; James D. Shepard, WMCA New York; and Ralph Evans, WJW Cleveland; Hughes A. L. Half, WOAI San Antonio; W. H. Summerville, WWL New Orleans. Louis G. Caldwell, WABC New York, and Andrew D. Ring, engineer consultant, also participated. Messrs. Craig, Ethridge, Maland, Caldwell and Ring conferred with Miss Mary Porter last Friday regarding the staff conferences on issues and procedure.

engineer counsel would be retained by the regional organization. Paul D. P. Spearman, former counsel for NARBS, is regarded as the likely selection for counsel. The former engineer counsel was Dr. Greenleaf Whittier Pickard, of Boston.

Because of the ODT ban on conventions of more than 50 out-of-town people, it is doubted when the regional group will call a general meeting. Mr. Shepard said that the membership could be kept posted by mail.

FIRST public speech of Gen. Joseph W. Stillwell since his recall from China is to be made May 5 in Boston. The lecture is exclusive from Cleveland by WJW. Gen. Stillwell spoke before the Cleveland Ordnance Assn. at the Hotel Statler.
Cut yourself a piece of cake!

It's another W-I-T-H birthday we're inviting you to share in. This is our fourth. And the traditional W-I-T-H birthday cake for agency time buyers and advertisers, has been delivered or will arrive this week.

It's just a friendly way to express our appreciation to all of you who have helped our station to become one of the most successful independent stations in the country.

Many happy returns to your clients and yourselves, from the station that produces the largest number of listeners in the 6th largest market . . . for the lowest cost.

WITH
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
March 5, 1945 • Page 17
WOW Case Heard by Supreme Court

Invasion of FCC Domain by State Court Is Argued

WHETHER the physical properties of a station can be considered apart from its license became the major contention in the case between Radio Station WOW Inc. and Dr. Homer J. Johnson, stockholder of the Woodmen of the World Life Insurance Co., which was argued before the Supreme Court last Thursday by James Lawrence Fly, WOW's attorney, and Mr. Johnson, acting for Mr. Johnson. It was Mr. Fly's first court appearance since leaving the FCC last fall.

Two major questions to be decided, both hinging on the separation were: (1) if, as Mr. Johnson contends, the only issue is "constructive fraud" in granting a lease for the station for an alleged deficient inadequate protection, and (2), if as the lessee holds, the decision of the Nebraska Supreme Court setting aside the lease and transfer of license is consistent with its value.

Amount of Rental

The stockholder claimed in the original suit which was lost in the lower Nebraska court and then reversed by the State Supreme Court that the station was rented to its manager and a group of associates by their friend, the president of the insurance company, at a rental of about $4,000 a year, an amount insufficiently lower than the FCC. The question of public interest also figured in the argument.

Nets Plan San Francisco Conference Coverage; BBC Also to Air Meetings

WITH the major networks planning coverage of the United Nations Conference in San Francisco, opening April 25, the Radio Correspondents Association will be detailed by the State Dept. to pass on all radio news applicants planning to report the meeting.

Applications should be filed immediately with Michael J. McDermit, special assistant to the Secretary of State for Press Relations. Mr. McDermit's office in turn refers all applications to Earl Godwin, president of the Radio Correspondents Assn. Although plans were not completed by the association, it appeared likely that D. Harold Mcgrath, superintendent of the Senate Radio Gallery, probably would be in San Francisco to handle radio personnel.

CBS Group

CBS announced that a contingent of four newsmen from New York and one from Washington will be sent to San Francisco to work with CBS West Coast newsmen. Heading the crew will be Everett Page, assistant director of news broadcasts. From New York will go these commentators: William L. Sherrir, Bob Trout, Maj. George Fielding Elliott, Bill Henry of the Washington staff also will attend.

Members of the KQW San Francisco staff assigned to the conference include William Eilers, Don Money and Grant Holcombe, who will function under the direction of Philip Woodyatt, West Coast assistant news director. From KNX Los Angeles, Fox Case, director of news and special features, will head a group of correspondents and reporters including Harry Flannery, Chet Huntley, Nelson Fringle and Wallace Sterling. Two KNX technicians, who will work of the new vending machine, also have been assigned.

To give British listeners full coverage of the San Francisco conference, BBC will have a broadcasting booth. Louise Ryerson, in charge of facilities at the North American branch of the BBC in New York, left Feb. 26 for San Francisco to make arrangements. Alistair Cooke and Anthony Wiggins, BBC newsmen, are expected to be among the party of correspondents. Chris Cross, BBC publicity director, also expects to attend the conference at the conclusion of the tour of the West and Midwest, contacting stations, radio editors and others connected with BBC activities in the U.S.

Marlin Expands Its Spot Coverage to 59 Stations

MARLIN FIREARMS Co. New Haven, has expanded to 59 the number of stations carrying spot announcements from the firm. Their use of radio stations and the new affiliation is at the Minnesota State Fair which opens Aug. 30 and concludes Sept. 11. The first use of spot announcements was in 1943 when the firm's marketing manager, Mr. W. Long, first appeared over WLCI, Minneapolis.

WPB Reconsiders Four Applications

New Stations Authorized After Once Being Refused

AGAIN reversing itself, the War Production Board last week approved four applications for construction of new stations which had been previously denied authorization. All the facilities were not essential to the war effort. The action permits construction of two new stations in Sacramento, Cal., an additional outlet in Atlanta, Ga., and a station in Petersburg, Va., which has no primary service.

Action Consistent

The Board's reversals were consistent with overrulings by the WPB Construction Bureau early in February of denial of two applications by the Radio & Radar Division for construction of new facilities in October. In December of refusing authorizations for new stations on the basis of essentiality during wartime. Following the turnabout on these applications, the Board last week had denied authorization filed appeals and, it is understood, the Division recommended approval in the interest of consistency.

The Board also reversed its previous policy regarding applications for construction of new studios for existing stations. Two such applications by KFAB Lincoln and WGES Chicago had been originally refused authorization by the WPB Construction Bureau although the Radio & Radar Division had recommended approval. Last week, the Bureau, on appeal, approved KFAB's application.

Action on WGES is being withheld pending a report from the War Manpower Commission on availability of labor in Chicago, a critical labor area.

The four applications approved for construction are for KXOA Sacramento, 250 w on 1490 kc, filed by Lincoln Dellar, vice-president of KSFO San Francisco, KCR Sacramento, 250 w on 1340 kc, filed by Central Valleys Broadcasting Co.; WHGB Harrisburg, Pa., 250 w on 1400 kc, filed by Herbert Kendrick and G. L. Has; and WHBD Petersburg Va., 250 w on 1240 kc, headed by Jon Weiland, owner of WFTC Kinston, N. C. All of the applicants had been granted conditional construction permits by the FCC prior to its Jan. 16 freezes.

The Board also approved the application of Robert W. Rounsaville for a new station (WBAC) at Cleveland, Tenn. A conditional construction permit has been granted for this station by the FCC under the Jan. 16 policy following new facilities in areas lacking primary service. Authorization is also likely for WLAT Conway, S. C. which received an FCC conditional under the freeze provisions.
KFAB Opens the Gate to a 1½ Billion Dollar Market*

Beyond this gate...for hundreds of miles over rich rolling farmlands and into wide fertile valleys...stretches the vast 200 county area served by the BIG FARMER STATION.

Throughout this entire KFAB territory, folks enjoy a total annual effective buying income of $1½ billion dollars. Consider, too, Mr. Time-buyer, that this purchasing power is based on such solid sources of income as cattle, sheep, hogs, poultry, grains, along with payrolls from many large industrial plants.

Let KFAB “Open the Gate” to this 1½ Billion Dollar Market for you. Cash in NOW on this tremendous buying power.

*Sales Management, 1944, and CBS Listening Areas, Series 6, 1942.

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NE 1110 KC-10,000 WATTS
OMAHA, NE
BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY
Tom Joyce Quits
RCA - Victor Post
Television Authority Will Announce Plans April 1

TOM JOYCE, general manager of the Radio, Phonograph and Television Department of the RCA Victor Division of the Radio Corporation of America, at Camden, N. J., announced his resignation from the company this week after 23 years of service. Mr. Joyce will announce his future plans about April 1. He will remain in television.

Successful Campaigns

Mr. Joyce is well known as an authority on postwar commercial development of both home and theatre television. At 29 he was manager of advertising and sales promotion of all RCA products. Four years later he was made vice-president of the RCA Mfg. Co., predecessor to RCA Victor Division.

He patented the sealed radio tube carton which was the basis for a sales and advertising campaign credited with stamping out the "racket" of selling used radio tubes as new tubes. Under his direction were carried out the advertising and sales campaigns built around the "Magic Brain," "Magic Eye," "Magic Voice" and other successful exploitations.

Mr. Joyce was one of the first to foresee the come-back of recorded music. At the beginning of World War II he was given responsibility for RCA Victor's employee morale program. Out of that assignment came the company's "Beat the Promise" campaign on war production that has served as a model for industrial plants all over the U. S. Exhibits at the Chicago fair in 1933-34 and at the New York fair in 1940 were under his direction. He has been active in civic affairs, was one of the founders of the Camden County War Savings Committee, chairman of a Camden County Labor-Management "Production for Victory" committee and a leader in other community affairs.

Transfer Sought

VOLUNTARY assignment of license of WDAK Columbus and, WRLD West Point, Ga., from the present licensee partnership to a new partnership composed of present owners for and two new individuals is sought in applications filed with the FCC. Allen M. Woodall, general manager of WDAK and sales manager of WRLD, would acquire 10% interest and Margaret A. Pill, housewife and women's civic leader, would acquire 8% interest. Amount involved is $15,300. L. J. Duncan, who now is 51% owner, would hold 40% after transfer; Leila A. Duncan, now 25%, 20%; Josephine A. Rawls, now 14%, 12%. Effie H. Allen retains 8% interest. It is proposed, according to applications, Mrs. Pill would counsel stations on women's civic and public service programs.

Lee Hat Plans


Stern Giren Bust

BILL STERN, NBC sports director, guest of honor at a dinner given last Monday at Toots Shores in New York by the NBC press department, was presented with a bust of himself by Robert Healy, advertising manager. Colgate-Palmolive-Peet Co. C-P-P, which sponsors Mr. Stern's Colgate-Sports Network on NBC, commissioned Betty Seaver to do the sculpture. Agency is Sherman & Marquette, New York.
Announcing

THE NATIONAL REPRESENTATION
BY WEED and COMPANY

of

WMUR
MANCHESTER, N. H.
5000 WATTS DAYS
1000 WATTS NIGHTS
610 Kilocycles

WLAW
LAWRENCE, MASS.
5000 WATTS
FULL TIME
680 Kilocycles

"Covering the Merrimac Valley"

*effective March 1, 1945

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
RCA 1944 Earnings Show Gain Over Previous Year's Report

Net of $10,263,291 Allows for 512 Cents Per Common Share; Tax Share Large

NET PROFIT of the Radio Corp. of America in 1944 was $10,263,291 compared with $10,192,452 in 1943, the 25th annual report of the company, released Tuesday by Brig. Gen. David Sarnoff, president, revealed. The earnings are subject to renegotiation but specific provisions on a basis similar to 1943 have been made. After payment of preferred dividends, earnings on common stock were $5.2 cents per share, compared with 50.5 cents in 1943.

Taxes Large

Representing 74.5% of income, provision for Federal income taxes amounted to $29,947,900, or 14.6% more than last year. The tax provision was equivalent to $2.16 per share on outstanding common stock in 1944: $1.88 in 1943.

The year-end financial statement also shows total current assets as amounting to $190,629,493 against $189,312,778 in 1943; liabilities, including borrowings under V-Loan credit, $133,251,944 in 1944 compared with $138,977,334 at the end of the previous year. Working capital amounted to $57,377,549 compared with $50,335,444 in 1943. V-Loan credits decreased $10,000,000 during the year to $25,000,000. On Feb. 15, 1945 an additional $20,000,000 was repaid, reducing V-Loan credit to $36,000,000. After providing for dividends and adjustments, the total earned surplus was $43,645,087, and increase of $2,039,436 over last year. A chart showing the company's growth in the past ten years reveals gross income increased from $89,228,898 in 1935 to $326,421,913 in 1944.

Report breaks down gross income by source for 1944 and 1943, showing that the manufacturing division's gross of $244,245,857 is 15.5% above the 1943 total; the communications companies' gross of $227,186,428 is 21.1% ahead of 1943; miscellaneous minus intercompany transactions totaled $2,457,126 in 1944, a decrease of 30.2% from the previous year, and RCA's revenue from broadcasting, $66,994,065 in 1944, also decreased 6.7% from 1943. However, the 1943 broadcasting total included the income from nine months operation of the Blue, before its sale to the American Broadcasting Co., so when that is deducted the figures show that NBC's gross rose from $48,312,385 in 1943 to $56,994,065 in 1944, an increase of 17.5%.

New production peaks in radio-electronic equipment used in the war effort, new records in radio communications and completion of more than 100 research projects for the armed services, are claimed in the annual report.

War products delivered by the RCA Victor division during 1944 set an all-time record, exceeding 1943 deliveries by 16%. More than a thousand engineers have been engaged in research, development and production of radio and electronic equipment for the war effort, resulting in the building of more than 200 new types of electron tubes and more than 350 types of apparatus not manufactured by anyone prior to the war.

For security reasons many developments cannot be revealed but it was disclosed RCA Victor designed and produced many radio altimeters assisting more effective night operations through fog and other bad flying conditions and for other aviation purposes.

One of the major achievements in the field of electron tubes was the development of additional miniature tubes and other types to perform new functions. Many post-war radio products will be considerably smaller because of these miniature tubes and they make possible greater designing flexibility. Special electron tubes have enabled construction of a television transmitter operating at frequencies up to 300 m., a wavelength of one meter. This is the first time a transmitter with a power output of 5,000 w. has been devised for video broadcasting on a frequency so high in the spectrum. A highly efficient optical system for projecting television pictures has been designed which will, in home application, produce brighter pictures as large as 18 to 24 inches.

During 1944, NBC broadcast 2,173 programs originating in foreign countries, more than 400 over those broadcasts in 1943. The foreign staff numbered 58. It was 36 last year. RCA communications handled 150,000,000 words of radio traffic, largely related to the war. New direct circuits were established with India and Gambia, British West Africa. Direct service with Paris also was resumed. At the request of military authorities stations were established and operated in Naples and Southern France.

Stockholders at their annual meeting May 1, will be asked to approve the RCA retirement plan, adopted by the board of directors and effective since Dec. 1, 1944.

Airline Spots

MID-CENTINENT AIRLINES, Kansas City, on March 1 began three to seven spots weekly on KMOX ESD KXOK KROC WTON. Till more contracts were placed by Goodkind, Jolice & Morgan, Chicago.

PREFERRED!

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KSOO

SIOUX FALLS, SO. DAKOTA

1140 K C - 5000 WATTS

National Representatives

HOWARD H. WILSON CO.

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Broadcasting • Broadcast Advertising
Little Elmer says: "There's no need exploring the major Chicago station market when WGN's leadership in local and national spot business is already known."

A Clear Channel Station

CHICAGO 11        ILLINOIS
50,000 WATTS      220 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
7,918 Men and Women From 900 Outlets Now in Uniform

BROADCASTING stations have given more than 29.69% of their personnel to the armed services, the annual survey conducted by BROADCASTING Yearbook disclosed. This does not include employees of networks. Neither does it take in the hundreds serving the Government in civilian capacity.

On the basis of statistics compiled from questionnaires, 7,918 men and women, representing more than 900 stations, are wearing uniforms of the services. Only six stations reported no personnel in the fighting forces.

Including the several hundred with OWI, WGB, OPA and in civil capacities with the Army, Navy, Marine Corps, Coast Guard and Maritime Service, it is conservatively estimated that radio's wartime contribution in manpower exceeds 40%.

A year ago slightly more than 23% of radio's personnel was in uniform [BROADCASTING, Jan. 81, 1944]. Only 5,813 were listed in the 1944 Yearbook. Although the 1945 Yearbook, now in distribution, does not list radio personnel in service, the survey was conducted in conjunction with Yearbook information.

Casualties Double 1943

Casualties have increased more than 100% in the last year. Whereas the 1944 Yearbook listed 28 uniformed former employees killed in action or dead as a result of accidents, the 1945 Yearbook lists 57 dead, and 29 missing, as against only seven reported missing a year ago.

Three radio correspondents have met death in battle zones. They were Raymond Clapper and Frank Ghel of Mutual and Tom Treator of NBC.

Scores of radio men have been decorated or cited for bravery and activities beyond the line of duty. Heading many of the key departments of Army and Navy are radio men who left their civilian jobs to don the uniform of the fighting forces.

Of the stations reporting personnel in the armed services, KNX Los Angeles leads with 137. Second is WLW Cincinnati, reporting 29% in uniform. WGN Chicago ranks third, with 73% of its former employees in the armed services. Next is WOR New York, reporting 44.

WMCA New York is fifth, with 40. Other stations listing 25 or more in the armed services follow:

KFI Los Angeles, 38; KRO Denver, WNAC Boston, each 37; WRUF Gainesville, Fla., WCAU Philadelphia, 36; WRC Washington, NJ, 35; WTOP Washington, 30; KDKA Pittsburgh, WFJA Dallas, 29; WEEI Boston, WFBC Greenville, S. C., KJZ Seattle, KXOK St. Louis, WBFL Syracuse, 28; KNTR Des Moines, KIP Wichita, Kan., WPTF Raleigh, N. C., 27; WHO Des Moines, WCAE Pittsburgh, 26.

Average 8.45

Average per station is 8.45 persons in the armed services.

The radio manufacturing industry has given more than one-third of its employees to the uniformed services, according to a survey conducted by the Radio Manufacturers Assn. Of 86,173 employed in radio manufacturing in 1940, the RMA reported 30,974 are in the fighting forces. Of that number 34,446 are men and 1,928 women.

BROADCASTING statistics do not include the thousands from advertising agencies, production, transcription, talent and kindred allied services who are serving the armed forces.

Rationing Complexities Explained on NBC Show

COMPLEXITIES of the rationing system, and problems relating to food conservation and nutrition are explained in NATIVE'S RATIOS, a three-weekly quarter-hour public service program which started on NBC Feb. 10, with the network contributing the time, and General Mills Inc. furnishing "Betty Crocker," its home economist, as speaker, and scripts by GM's Marjory Hus- presented. Government representatives explain the product rationing and new developments in the food situation. Program originates from Chicago with pickups from Washington, and New York.

While there are no commercials for General Mills, program offers indirect promotional value as Betty Crocker and is associated with General Mills for her Friday afternoon programs for Softasilk Cake Flour, and a Saturday morning show, both on NBC. Name is used for GM products, such as Betty Crocker soup.

WMP News Policy

IN ADDITION to its recent decision to remove middle commercials [BROADCASTING, Feb. 19] WMP Memphis has announced adoption of a new policy to make news programs more interesting. In an effort to change the set format of new programs, the 8:15 a.m. news will henceforth be titled "Over the Coffee Cups," with Bob Neal and Bob Greer of the WMP staff giving the news informally, as though it were being discussed by a couple at breakfast. Stories will pass from one to the other, at all times following copy of the news dispatches.
Since late November, KYW listeners have been welcomed to "Harmony Hall" every Wednesday evening, at 7:30. Strawbridge and Clothier, one of America's great department stores, sponsors thirty minutes of delightful music by a 25-piece orchestra, a mixed chorus of sixteen voices, and guest soloists.

"Harmony Hall" is the first program of its kind to be sponsored by a Philadelphia department store. KYW was the natural choice for this production, offering as it does the usual Westinghouse combination of fine facilities... equipment, talent, producers, announcers, and engineers... for major programming. These concerts are notable additions to other distinguished local programs, as well as NBC productions, on KYW.

The living-room chair is now a front-row seat for "Harmony Hall" every Wednesday evening at 7:30, in the thousands of homes in Philadelphia and its environs served by Strawbridge & Clothier and KYW.
Look at the coverage WMT gives you with 5,000 watts at 600 kc.

1 WMT covers 126,500 square miles ... reaches 3,500,000 people ... an area whose population represents the bulk of Iowa's $1,500,000,000 yearly income.

2 You reach the listeners attracted by the powerful Columbia Network programs, plus the ingenious, personalized programming designed to appeal to the folks of this area.

3 You reach more of the important markets in Iowa ... because WMT is located approximately in the center of their concentration, covering an area 380 miles in diameter ... touching 5 states.

4 The rates? They're the lowest in Iowa per radio family!

WMT ... "The Buckle on the Corn Belt" ... the simplest, least expensive, most effective way to reach the rich "Corn Country Folks of Iowa."

Small Market Group Selling Advantages Cited by Keystone

ANALYZING the small station picture, the work of the NAB Small Market Stations Panel was praised this week in a special report issued March 5 by the Keystone Broadcasting System. The report reviews parallel findings and similar conclusions on small market stations as a result of individual studies made by the NAB Panel and KBS, and followed by a few days publication of the NAB recommendations of the Small Market Stations Panel, of which Marshall Pengra, general manager of KNRR Roseburg, Ore., is chairman.

The KBS brochure issued on the study, titled "With a Bow to the NAB Small Market Stations Panel," corroborates the NAB Small Market Panel on the questions of: 1) group selling; 2) rates; 3) programming; 4) market data; 5) selling.

Timebuyers' Difficulty

On the subject of group selling, the KBS report states that "one sore thumb to the buyers of time has always been the difficulty in dealing individually with small markets. As compared with major metropolitan outlets, the time purchased in beyond-metropolitan markets is much smaller. In the making of smaller contracts individually," the KBS report continues, "the bookkeeping and headaches and administrative expense have been out of proportion to the billing involved. The advantage is obvious. Instead of many separate matters with many discussions involving many contracts, the timebuyer may reduce the business to a single operation under the group selling plan. The group selling plan is the base of the Keystone operation." KBS report states the group selling method for small market stations is the solution of Lewis Avery, NAB director of broadcast advertising.

Regarding rates, the KBS report again parallels the NAB Panel, pointing out that the aim of KBS has been to establish a reliable standard and equitable rate scale, enabling the advertiser to purchase coverage of small towns and rural areas at costs comparable with those in larger cities.

NAB and KBS reports on programming are strikingly similar, both emphasizing the importance of local programming and the advantage of the local station in comprehending the catering to the local audience.

More and better market information data is advised both by the NAB Panel and KBS, the latter pointing out in its report that for the past four years it has provided agencies with data scientifically compiled on the small market picture generally, and specifically on the 208 KBS affiliates.

On the topic of selling, the KBS analysis agrees with the NAB sales suggestions, adding that the modern methods instituted by KBS and its affiliates, on presenting facts and presentations, has met with highly favorable response among agencies and timebuyers.

In conclusion, the KBS report states that: "If there is any Back Seat in the national radio advertising picture, it need not, it will not be reserved for Small Market Stations!"

Harrison to Capital

APPOINTMENT of Al F. Harrison as special representative with headquarters in Washington was announced last week by Hugh Baillie, president of United Press. Mr. Harrison, who arrived in Washington Wednesday, has established offices in the National Press Bldg. He will deal with both radio and newspaper activities. For the last 10 years Mr. Harrison has been manager of radio sales, with headquarters in New York. He created the UP radio wire in 1935 and built it into a nationwide service, covering all 48 states and the District of Columbia.

Canceled by Canada

AT LEAST three Canadian network shows are being canceled earlier than the expiration of their contract, on the ground of budget controls and expenditure of more advertising appropriation than allowed under Canadian regulations. The shows affected are Quaker Oats' Brewer's Boy which terminates on April 13; Hind's Cream, Double or Nothing which terminates on March 25, and Fruittatose, Double or Nothing which terminates on March 31.

$139,553.50

PROCTOR & GAMBLE Co. show Truth or Consequences on NBC last Saturday celebrated its fifth birthday. Since it went on the air March 3, 1940, under the direction of Ralph Edwards, the program has several times demonstrated radio's pulling-power in the human interest field. An appeal for contributions to the March of Dimes campaign has to date drawn a total of $26,600 mail in pieces representing gifts totaling $139,553.50—said to be the largest single contribution to the fund. Show will broadcast beginning March 17, while being filmed for a movie. Agency is Compton Adv., New York.
As a clear channel station, our job is to be heard where no other station is heard, to reach people in rural America heretofore reached only by their county weekly newspaper.

This means signal strength and programs with a purpose.

Our audience needs weather reports as quickly as we can get them.

They want market reports, stock and grain prices, news from the government, as well as news from the war fronts where their stalwart sons fight alongside other stalwart sons from the great cities of America.

Thousands upon thousands of farmers set their clocks, come and go to and from the fields in relation to the service programs WSM brings them. They've come to expect WSM service as confidently as they expect their next meal. This is the result of twenty years of broadcasting to rural America. This is, we believe, another demonstration of the need and purpose of clear channel broadcasting. This is WSM.

National Life and Accident Insurance Co.
Nashville, Tenn.

650 KILOCYCLES
Edwin W. Craig, Pres.
Harry Stone, Gen. Mgr.

National Representatives, EDWARD PETRY & Co.
Have you been asleep to the fact that Fulton Lewis, jr. is now available in 60 MARKETS all with a rating of 10 or BETTER

Worldwide Audience Hears MacArthur Turn Over Government of Philippines

A WORLDWIDE audience listened Feb. 26, 10 p.m. (EWT) as Gen. Douglas MacArthur turned the civil government of the Philippines over to their President, Sergio Osmeña. All four networks broadcast MacArthur's address and a portion of the ceremony. OWI shortwaved the broadcast around the world. CIAA beamed it to Latin America.

For 24 hours Col. Schechter preceded the ceremonies, troops guarded land lines running 150 miles from Lingayen Gulf to Manila as a precaution against Japanese cutting the wires. As an added safety measure, very high frequency shortwave was used from the palace to the radio ship Apache lying off Luzon. [BROADCASTING, Feb. 25]. To lessen the possibility of Japanese jamming the airwaves, networks were alerted for the broadcast, but were restrained from using any preannouncements or teasers until 9:30 p.m.

Beamed to U. S.

A Signal Corps mobile unit also was in operation, shortwaving directly from the scene of the ceremonies to the Apache. Press Wire- less used its transmitter for voice. Broadcast was beamed both to Press Wireless in Los Angeles and to RCA in San Francisco for a choice of the better circuit.

Lt. Col. A. A. Schechter, ex-NBC news and special events director, now radio public relations officer for the MacArthur press agency, MacArthur's staff, handled radio details from the Philippine capital. He has just been promoted to that rank. Col. E. M. Kirby, former NAB public relations director, now chief of the radio branch, Bureau of Public Relations, War Dept., contacted networks, individual stations and other radio facilities from Washington.

Arthur Feldman, Blue correspondent, introduced the General on the air, standing in for Clete Roberts, Blue representative wounded on Leyte [BROADCASTING, Nov. 6]. Roberts had been urging Gen. MacArthur to broadcast on Blue, but MacArthur pointed out that War Dept. forbade exclusive broadcasts. However, the General promised Roberts that when he made his next broadcast, Roberts could present him. As Clete Roberts is still invalided from his wounds, Feldman did the honors.

To carry the broadcast, Blue canceled the first 18 minutes of the Guy Lombardo program sponsored by cigarettes, picking up the final 12 minutes of the half-hour show. MBS also aired the Philippines ceremony for 18 minutes, killing the quarter-hour sus-

Standard Radio Speeds Current Disc Releases

UNDER new stepped-up schedule, Standard Radio Inc., national transcription library service, will provide almost immediate delivery of current popular releases to its radio station subscribers. In making announcement, Jerry King and Milt Blank, co-owners, pointed out, "This means that new tunes included in the 60 numbers Standard Radio Inc. sends out every month will get to our 400-odd subscribing stations before their listeners even have a chance to request them."

All recording of other types of music will be done to cover a period of from six to nine months and a year from date of actual recording, thus allowing processors, who are loaded with Army work, more time to get their releases out. Standard Radio Inc. is also starting policy of recording full libraries of orchestras and music in one sitting, and it has been to avoid tying up large amounts of talent money over an extended period of time.

Squibb Reappoints Agency

E. R. SQUIBB & Sons New York, has reappointed Geyer, Cornell & Newell, New York, as agency for radio advertising, the appointment involving for the present handling of Squibb's CBS program, which is being replaced with a new show, Jimmy Carroll Sings, and cutout program, and a half-hour program, Jimmy Carroll Sings, to cover a period of time.

CBS School Plan

PLANS to portray North American history and life on a program tentatively titled "The American Story" were outlined at a recent meeting of the National Board of Consultants of CBS's "America's School of the Air," to discuss 1945-46 plans for the educational series. Teachers' Manual, the program's guide book, has reached a distribution of 200,000 copies.
Now in its third year over WWJ, the Detroit Orchestra completed its 125th consecutive broadcast on February 25th.

Each Sunday, from 6 to 7 P.M., this magnificent organization has been setting a widely copied standard in sponsored public service broadcasting. (Hooper rating 8.4.)

The regular conductor is Karl Krueger; augmenting his work, many of America's leading conductors have made guest appearances. The 1945 Season brings to WWJ's podium . . .

Leonard Bernstein  William Steinberg
Vladimir Golschmann  Erich Leinsdorf
George Szell  Eugene Goossens
Reginald Stewart  Desire Defauw
Milton Forstat  Efrem Kurtz
Sir Ernest MacMillan
**SESAC Offering Library Service**

Selections of Affiliated Music Publishers To Be Included

ENTRANCE of SESAC into the transcription library field was announced last week by Paul Heinrecke, president of SESAC, which has more than 900 station licensees for the use of its music. Comprising American folk music, western, hillbilly and cowboy songs, hymns, gospel music and light concert music, the new library will be made up of selections from the catalogs of music publishers affiliated with SESAC, most of them not available in the other library services.

Vocalists and musicians performing for the SESAC Transcription Library include: Charlie Magnante, accordianist; Eddie Smith, singing cowboy; Avenir de Monfried, organist and composer; Frank Novak, master of more than 30 instruments known as the "Stokowski of Corn"; Bert Hirsch, concertmaster and first violinist of many radio orchestras; Rosalie Allen, vocalist and yodeler.

"The use of such talent on transcriptions," Mr. Heinrecke said, "affords the smallest station the opportunity to build programs comparing favorably with live talent". A low price has been set for the library service, he said, to make it available to all stations. Transcriptions are being recorded by Columbia Recording Corp.

**Casite's Big List**

CASITE Corp., Hastings, Mich., on March 14 begins an announcement campaign of 10 to 14 spots weekly, using 160 to 175 stations. Account is placed through Keeling & Co., Indianapolis.

WIP Philadelphia is canceling all singing commercials opening, occurring during, or following its newscasts.

**PIGGY Wiggly Stores, San Antonio**

(local grocery chain), has arranged for sponsorship of H. V. Kalteisborn on WOAI San Antonio. Contract is for 26 weeks.

**MUSIC has power**

**WDAS is the only Philadelphia radio station featuring three hours of classical music every day**

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

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.

**OWI CONTRADS TABER'S CHARGES**

A STATEMENT explanatory of the OWI's formation and procedure and calmly contradictory of the flagrant charges made by Rep. Taber (R-N.Y.) on the House floor Tuesday, was issued by Neal Dalton, director of the Domestic Branch of OWI.

Rep. Taber charged that NBC and CBS are "under the absolute domination and control of the New Deal administration" and that Mutual "is just hanging on". The three networks, he said, are closed to administration critics. The OWI was declared to be "attempting to destroy freedom of the press" and to be preventing the press from obtaining all possible information about the Government. He also declared FCC pressure has nearly destroyed the freedom of the press.

Mr. Dalton pointed out that OWI was created at the insistence of the Department of Commerce to carry out the directives of the President for better co-ordinated government information and that after long dealing with OWI they know it is not engaged in censorship. The letter referred to, Mr. Dalton said, was written to make procedures clear to all agencies "to insure accuracy of the greatest possible degree and to avoid confusion as far as possible. Referring to James R. Brackett, deputy director of OWI, whom the representative said wrote the letter for Mr. Davis and whom he said was inexperienced, the OWI answered it "knows Mr. Taber is mistaken".

**LENGTHEN BREAKS FOR NBC CHIMES**

EFFECTIVE April 2, all NBC stations will utilize the NBC chimes at their station breaks. On the same date the interval between NBC's network programs will be increased from 20 to 30 seconds. Changes are results of a discovery by Niles Trammell, NBC president, at an affiliates' meeting that about 30% of the network's stations did not use the chimes at all and most of the others only some of the time, because the 20-second interval did not leave sufficient time for a local chain-break announcements. Mr. Trammell acted; told the stations; they reacted. Now the network's audible trademark will be sounded from coast to coast.

**College Conference**

J. HAROLD RYAN, president of the NAB; Augustin Frigon, general manager, WGBH, and Frederic R. Gamble, president, AAAA, are among the members of the advisory committee of a Conference on Radio and Business sponsored by the School of Business, College of the City of New York, it has been announced by Harry Noble Wright, president of CCNY and chairman of the committee. Conference, to be held April 15, will feature discussions of radio-business topics. A series of awards will be presented for "skill and craftsmanship in the effective creation of a radio program or promotion plan." Dr. Robert A. Love is director of the conference; Dr. John Grey Peatman is chairman of the awards group.
in War!

From the newsroom of KGW, by special direct wire to the thousands of war-workers in the Portland area, comes lunch-hour news. This morale booster, presented by KGW in cooperation with the Industrial Incentive Division of the U.S. Navy, is another FIRST for KGW.

in Peace!

In July of 1937 KGW pioneered what was at that time a sensational new technical development — a portable short-wave transmitter bringing on-the-spot coverage to KGW's Pacific Northwest audience. A forerunner of the "Walkie-Talkie" carried by our G.I. Joes on the battlefields today, this transmitter brought the man-on-the-street into every KGW home.

in Audience Influence!

Twenty-three years of diligent effort to bring the Northwest audience in ever closer contact with the medium of radio has labeled KGW as one of the truly great radio stations of America. KGW reaches its public at work, on the street and in the home. KGW's FIRSTS in war and its FIRSTS in peace keep it always FIRST in the minds of the Pacific Northwest radio audience.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.
Microwave Tests Are Held by AT&T

Annual Report Speculates On Postwar Possibilities

CONSTANT trend of radio toward shorter waves as techniques of generation and detection are devised is noted in the American Telephone & Telegraph Co. annual report.

These microwaves can be formed into beams like searchlight beams and penetrate darkness, fog, dust and rain, the report continues. Relay stations make possible transmission along the earth's surface beyond the horizon.

Relay Tests

Communications possibilities of microwaves appear promising and their use is being explored as a supplement or alternative to wires and cables for telephone and television transmission, the report says. Bell has obtained experimental licenses to test a radio relay system between New York and Boston.

Western Electric Co., manufacturing branch of the system, last year made more than a million airplane radio transmitters and receivers as well as vast numbers of pieces of war communications and electronic equipment. Bell System operating revenues were $1,769,705,000, an increase of $121,628,000 or 7.4% over 1943. Net income was $85.64 per share compared with $8 in 1943.

Swing's 114 Sponsors

IN HIS FIRST month as a Blue cooperative program, Raymond Swing has been sold to 114 sponsors on 105 stations. Sponsors include 21 department stores, 17 grocery concerns, 11 breweries, 7 tire companies, 5 automobile distributors, 6 drug stores, 4 beverage concerns, 4 men's clothing stores, 4 dairy products companies, 3 furniture houses, 2 jewelry stores, 2 newspapers, 2 shoe companies, 2 candy stores and 14 miscellaneous concerns.

Tintex on 160

PARK & TILFORD, New York, resuming promotion of all-fabric Tintex tints and dyes after the usual mid-winter hiatus, last week started the first schedules in a spot radio campaign to cover some 160 stations in 33 States. The last drive, concluded in mid-December, included 125 stations. All types of time have been purchased with special emphasis on established local program features. Newspapers, home economics magazines and trade publications are also used. Agency is Charles M. Storm Co., New York.

KGW Backs Bond Sales

THE TAMKIN, "Bully's Hiw" was christened at Kaiser's Swan Island yard by Barbara Nelson, first grade teacher in Portland's Alameda school, representing the school who bought $18,000 worth of Bonds in the KGW Portland Drive. KGW Portland sponsored the contest over its weekly schools at War program in conjunction with the Oregon War Finance Committee. Launching was recorded and rebroadcast.

CHURCHES PROTEST NEW WPEN POLICY

WPEN Philadelphia, in a move to give greater public service and to permit the equitable apportionment of time among all church groups, has canceled all contracts for religious broadcasts effective Easter Sunday, April 1. Religious broadcasters have organized in open protest to the new policy claiming it is an abridgment of free speech and religion. New policy means loss of approximately $150,000 a year in revenue.

Entire broadcast time on Sunday 7:30 a.m.-11 p.m. now is occupied by religious broadcasts, most of them on a commercial basis and with comparatively few religious organizations represented. Under the new policy time for a substantial schedule of religious programs by all faiths will be made available without cost. The church people themselves, including some of those now on the station, will decide what programs and which types shall be presented.

Objections to the new policy have been voiced by representatives of 16 radio gospel hour workers who charged that cancellation by WPEN of their contracts constitutes a threat to freedom of speech and religion. Meeting at the Benjamin Franklin Hotel Feb. 26, the ministers formed the Asm. of Philadelphia Gospel Broadcasters and announced plans for a mass protest meeting at Convention Hall March 15.

"We do not want the Government to control religion or to control radio," the new association declared in resolution, "and for the same reasons we do not want private concerns to exercise any control whatsoever. "Free time" is a joke, because the stations are not going to give the best spots to religion. The heart of Sunday night can be had only by buying."

Ralph Weinbaum

RALPH WEINBAUM, 40, vice-president and account executive of Grey Adv., New York, died Feb. 25 in a New York hospital. He had been with the agency 14 years. He leaves his wife, son, mother, and brother.

Gratitude

EXPRESSION of gratitude, in the form of a resolution adopted concurrently by the Senate and House of Representatives of Oregon, came to the KGW Portland staff on the occasion of Lincoln's Birthday, when the station's staff journeyed to Salem to take part in the traditional Lincoln Day celebration at the State House producing a half-hour live show. On Feb. 20 those on the program received copies of the joint resolution thanking the KGW participants for their time and effort.
In FM Broadcasting

Western Electric equipment leads the way

...and here's one good reason why!

It's the Western Electric Synchronizer—announced in 1940 as a real contribution to FM—now proved outstandingly successful in years of operation.

In Western Electric Synchronized FM Transmitters, the mean carrier frequency is maintained continuously and precisely by a single low temperature coefficient crystal.

The Synchronizer compensates immediately and automatically for a change in the mean frequency of the modulated oscillator arising from any cause. It is uncannily accurate in keeping stations on frequency.

Developed by Bell Telephone Laboratories, the Synchronizer is a good example of the advanced design—and the leadership—you can count on in all equipment manufactured by Western Electric.

Buy all the War Bonds you can...and keep all you buy!
Meeting Attacks on Radio Advertising

Duane Jones Executive Points to Benefits Of Air Medium

TO COMBAT ATTACKS which threaten the welfare of radio, Ralph Smith, general manager of Duane Jones Co., one of the five most important time-buying advertising agencies, suggests that steps be taken immediately to give the industry an official voice, not only to speak authoritatively in its own behalf but to promote the best interests of radio as an advertising medium.

The crusade against middle commercials launched by the St. Louis Post-Dispatch and ardently supported by many other leading dailies is a case in point, Mr. Smith states.

As quarterback on the team of specialists that make up the Duane Jones Co., 66% of whose advertising is now placed on the air, Mr. Smith is responsible for more than 2,000 commercials that are broadcast each week, 13% of them middle commercials. Clients of the agency sell approximately $76,000,000 worth of goods annually with these commercials as the spearhead of their selling effort. In fact, every agency's current billing, according to Mr. Smith, has resulted from earned sales increases gained primarily by radio broadcasts for the 55 products its advertisers.

"Although a code of fair practices exists in radio," he said, "it has never been implemented by the appointment of either a spokesman or governing body with authority to meet current problems as they arise. Self-regulation, to be effective, must be backed by authority—especially authority to combat campaigns or movements calculated to turn the public opinion against radio as a forerunner to onerous legislation which if passed might completely destroy the value of air advertising through arbitrary rules governing commercials."

"I wonder," he asked, "if the papers conducting this campaign could be as interested in eliminating bad taste in commercials as they are in preparing for postwar liquidation of radio as an advertising medium?"

A statement issued regarding this controversy by Paul Porter, FCC Chairman, was interpreted in some trade papers as implying that if radio itself did not enforce good advertising, Congress might, since the FCC lacks authority to prescribe program content.

"So far," said Mr. Smith, "not a single voice has been lifted in behalf of radio in this present campaign, despite the code and strict network and station control of commercials. Although politically inspired censorship of radio advertising would be a direct threat to the source of revenue that inspires radio's very existence, nevertheless not one network or major executive has spoken affirmatively for advertising in this controversy. And for that reason it seems imperative that an authority be set up which can defend the industry when unfair attacks as well as undertake its wise promotion as an advertising outlet."

Attacks Sporadic

"Calling that attacks against the industry are sporadic," he said, "the main function of an industry policy-forming organization would be to advance radio's value as a public service medium, in the advertising field as well as those of entertainment, information and education. In this respect, the press has wisely set up operating machinery, and as a result there reaches the business world a constant flow of well organized, selling copy, setting forth the advantages of newspaper advertising over other media. The time has come when radio should do the same thing. Time should be purchased on the air and proselyting for postwar radio advertising should begin now, possibly with 15-minute programs, the commercials of which would tell how radio is helping to solve the world's merchandising problems."

Neither censorship nor legislation is needed to make middle commercials and other forms of air advertising complaint-free. All that is required is closer attention to local programming. No one likes, of course, to hear a Chopin concerto interrupted by a middle commercial of hillbilly music. If, therefore, agencies and advertisers would work with stations to get specific information regarding the content of programs, commercials could be tailored to fit into these programs.
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE . . .

IN AGRICULTURE

NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES

$221,768,000 \quad $133,256,000

IN INDUSTRY

NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES

$1,420.6
(MILLIONS)

$536.5
(MILLIONS)

WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

{ 50,000 WATTS ! AT 680 KC ! N. B. C. ! }

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
so that listener resistance would be nil. The real evil, then, is not bad commercials so much as it is conflict between commercials and program content. In the Duane Jones Co., we conduct program surveys to make certain our commercials fit into the shows."

Spots Everywhere
Specializing in the packaged goods field with radio campaigns that deal in the arithmetic of advertising, Mr. Smith says the agency places for its client, the Manhattan Soap Co., more than 1,000 commercials per week in 75 newscasts which that company is currently using. For Mueller's macaroni products the agency places close to 200 commercials per week on news broadcasts conducted in 18 important cities east of the Mississippi by Mueller's staff of 12 top newscasters.

Another client, Pierce's Proprietaries, is among the large users of one-minute spots, of which the agency places approximately 1,000 per week. The advertising value of these broadcasts, both news and spots, is not only indicated by sales rises for the products, Mr. Smith states, but also in the constant flow of favorable fan mail about them.

RADIO'S FORGOTTEN MAN
THE FOLLOWING is suggested by Mr. Smith as the type of commercial that might be used on sustaining or specially purchased time by the radio industry to sell its value as an advertising medium. Announcements—friends, just take a moment and look around your home for the various items that have made your life easier, happier, and really fulfilled your daily needs. Take a look at your medicine chest. Take a look at the groceries in the pantry. Take a look at the furniture in your home.

Dozens and dozens of these things, you'll find, were recommended to you over your radio. That's where you heard about them. And you're glad you did.

So you see, in addition to bringing you fine music, pleasant entertainment, latest news and valuable educational features, radio brings you another thing of value—actual radio advertising in commercials that tell valuable news about the developments of American industry for the American home—and radio advertising explains just how they can benefit you.

So today, let's tip our hats to radio's forgotten man—the radio advertiser. He not only sponsors radio's finest programs but the products he manufactures can make life pleasanter for you.

Malone Back at Home
WILLIAM E. MALONE Jr., recently discharged from the Army, has returned to American Home Products Corp., in a new position—advertising and sales promotion manager of Allied Products Inc., the cosmetic unit. Before entering the service Mr. Malone was assistant to the vice-president of AHP's Kelkam Division, and had previously served as assistant advertising manager of the Kelvinator Division, Nash-Kelvinator Corp.

Ellis On Loan
GENERAL Motors Corp. has "loaned" Ray C. Ellis, former director of the Radio & Radar Division of WPB, to the Johns Hopkins Applied Physics Lab, Silver Spring, Md., Washington suburb, for a special assignment in highly secret and specialized electronics research.

Philippine Service
PRESS WIRELESS on Feb. 25 resumed its Manila circuit, which had been discontinued Dec. 31, 1941, when the Japs invaded the Philippines. Station will handle all forms of radio communications, including radiotelegraph, radiotelephone and radiophoto, Joseph W. Chaplin, director of communications, announced.

Join Marlin List
WNOX Knoxville, WHBF Rock Island and WIBC Indianapolis have been added to the list of stations carrying the spot singing announcements for Marlin Firearms Co., New Haven, for razor blades and shaving cream. Contracts were placed through Craven & Hedrick, New York.

Proprietary Office
PROPRIETARY ASSN., of America has established an Office of Pharmaceutical Information under the supervision of Dr. Frederick J. Cullen, executive vice-president of the PAA, OPI, with headquarters in New York and Washington, will provide information on the packaged medicine field to physicians, health commissioners, health groups, teachers, drug associations and to all media of information.

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Mind if We Salute a Couple of Great Pioneers?

SOME of us here at the Blue, while old hands at radio, are new to certain phases of this network business.

Not exactly Johnny-Come-Lately's, though. The New Blood at the Blue spent many a year in the trenches, so to speak, at the agency end of radio. We played a part in helping advertisers build some of the present top-rating shows.

But now we're in the saddle of a network trying to make it more useful to more people and, at the same time, trying to build in values that will make it possible for advertisers and agencies to sell more goods at last cost.

And the deeper we dig in, the more we realize how fortunate we are that our predecessors had level heads.

Broad Vision Avoided Traps

Ever think how sour radio might have gone with the wrong handling? We figured out the other day, for example, that the amount of listening in a single week to Blue Network shows is the equivalent of 475 million people.

And that's only one week on one network. Ours. Our predecessors, who have been in the business longer, have even larger audiences, so the sum total of the three major networks will probably run into a billion and a half or two billion. That is a lot of listening. A lot of opportunities through the years to make very bad mistakes from which an end of our predecessors would have arisen and about which the Government might have had to take violent action.

But the vision of the Paleys and Kestens and Sarnoffs and Trammells kept radio from falling into that trap.

Now comes a new era. During the war radio has become a vital instrument of communication, a greater personal friend to John Q. Public than ever before. And the job of serving an economy on-the-mend after the war is going to force radio into being a still better selling medium. So, armed with a radio system that's earned a brand new pedigree and with new jobs to do, we, at the Blue, are setting out to match our ideas against the old timers, and benefit by their experience.

We feel that we are making progress—a lot of progress. We have put together what is generally regarded as the ablest program department in the network business.

We have added 8 new powerful, well-managed stations.

We have permitted broad freedom of expression to our news commentators, believing that in this way the Blue can make "freedom of the air" a reality.

We can point to the biggest ratings of any network on weekday mornings—a record that has been maintained every month for over a year.

All this progress helps build confidence and reputation and, in turn, these two ingredients help our advertisers sell more goods.

Now There Are Three Great Networks

Yes, the radio "picture" is changing—perhaps by as much as 33% per cent—for many feel that where once there were only two great networks, now there are three. Shrewd Time Buyers are becoming increasingly aware of this and many now consider it sound postwar planning to have a good time period on the Blue tucked away.

Yep—we're building on the sound and firm foundation laid by the pioneers. God bless 'em.
An ANDREW SOLUTION to an ANTENNA PROBLEM

Faced with a difficult antenna problem, E. H. Andresen, Chief Engineer of Chicago's Board of Education Station WBEZ, called on ANDREW engineers for a solution. The problem was that of coupling a 70-ohm unbalanced coaxial transmission line to the much smaller balanced impedance of the antenna. Uncertainty of the exact value of the antenna impedance made the problem difficult, and called for some kind of an adjustable coupling device.

ANDREW solved the problem by constructing a quarter wave impedance transforming section with a concentric "bazooka" for the balance conversion. Adjustments were made by varying the average dielectric constant in resonant section.

This problem is but one of many that the experienced staff of ANDREW engineers are called upon to solve. As qualified experts in the field of FM, radio and television antenna equipment, ANDREW engineers have solved many problems for military and broadcast engineers.

FOR THE SOLUTION OF YOUR ANTENNA PROBLEMS . . . FOR THE DESIGNING, ENGINEERING, AND BUILDING OF ANTENNA EQUIPMENT . . . CONSULT ANDREW

WEST DESCRIBES AD ROLE IN WAR

PAUL B. WEST, president of the Assn. of National Advertisers, speaking before the Advertising Club of Washington at the Hotel Statler last week, urged the use of the advertising medium as an aid to peace in bringing the facts before the public. Mr. West stated that the program to provide reemployment of veterans and problem of their rehabilitation will require the help of advertisers. As chairman of the War Advertising Council, Mr. West reviewed advertisers' help in selling more than $800,000,000 in War Bonds, calling it the "greatest sales job in all history." Mr. West pointed out that a public opinion poll conducted for the Assn. of National Advertisers has revealed that more than 85% of the people interviewed are aware that private business is using much of its advertising to tell people how they can help in the war effort.

Plea for Seamen

Citing as an example of radio's wartime roll last December's shipping crisis, Mr. West recalled the plea for sufficient numbers of merchant seamen to man the convoys. At one Atlantic port, Mr. West said, 150 first mates were needed, and only 14 were on hand. To help alleviate the Merchant Marine manpower problem, the War Advertising Council sprang into action, West said, and as a result all the December and January convoys sailed on time.

The Council, Mr. West said, intends to continue the volunteer organization "after the shooting stops," dedicating the forces of advertising which it represents to the public service.

Hodgson, Marshall Join Ivey & Ellington, N. Y.

HYLAND L. HODGSON, and Charles R. Marshall, vice-presidents and directors of J. M. Mathes Inc., New York, have resigned to join Ivey & Ellington, New York. Now a vice-president and member of the board of directors at I&E, Mr. Hodgson was one of the original group which organized the Mathes Agency. As vice-president in charge of service, his accounts included Luden's Inc., spot radio advertiser for Luden's cough products. Mr. Marshall who had been with Mathes since 1933 becomes a vice-president at I&E. Both will service accounts. A third Mathes executive, Charles S. O'Donnell, vice-president in charge of marketing, who left the agency in January, will shortly open a public relations firm in New York, specializing in Latin American accounts.

Following the resignations by Messrs. Hodgson and Marshall, Mathes announced the election of Hurley G. Hust, account executive, to the vice-presidency; and two new account executives—J. Edson Poyer, and Clay W. Stephenson Jr. Mr. Stephenson was at one time advertising director of Duncan Coffee Co., Houston, and president of Steele Adv., in that city. Mr. Poyer was advertising and sales promotion head of Esquire Publishing Co., and recently held a similar post at Samter Bros., Scranton, Pa.
The point we're making here is—variety, combined with quality. A mighty important consideration in the life of a program director...and a station's balance sheet.

For the number of listeners and clients you'll attract is in pretty direct ratio to how well you vary your shows, and still keep them appealing.

That's where Associated is your best bet!

From hillbilly to grand opera, from jive to popular concert, from sacred music to modern dance...Associated brings you all this and showmanship, too. Not just a few peaks and a lot of fillers, but topnotch entertainment value throughout.

The word is getting around fast: Associated offers at least hours of the best radio music! An endless stream of big-time, big-name, big-audience music...designed for maximum use, variety and sales power!

Get the facts without obligation. Write today for the Associated Library booklet!

Associated Program Service
25 West 45th Street, New York 19, N. Y.

Most Hours of the Best Radio Music...Represented by Loren Watson, 400 Madison Ave., N. Y. C.
IN
3?

REX DAVIS
8 A.M., 10:45 A.M., 12 Noon Daily

JACK FOSTER
5 P.M. DAILY

WCKY
50,000 WATTS

THE L.B. WILSON STATION
CINCINNATI
Delivered, via Radio

EVERY DAY, almost every hour of this war, history is made. Precedents topple like duckpins. Even at that swift pace, radio is adding to its laurels.

Less than a week ago, as a whole world listened, Gen. Douglas MacArthur delivered to President Osma the liberated capital of the Philippines. It was a stirring event. After three years of Japanese occupation Manila was free and MacArthur had fulfilled his promise.

All American networks, in a pooled broadcast, carried the epoch-making ceremony. O.W.I. relayed it over American shortwave stations and C.I.A.A. facilities carried it to the Latin-American nations.

Lt. Col. Abe Schechter, radio officer on MacArthur's staff, arranged the broadcast, just as he had aligned hundreds of international pick-ups while director of news and special events at NBC. Acting for the combined networks was Art Feldman, youthful Blue war reporter, who had been at Abe Schechter's elbow during those years at NBC.

That broadcast is a harbinger of the job ahead for radio in the mopping-up phases of the war—and the writing of the peace. As nations are liberated, the world will eavesdrop. And when the map of the world is redrawn, radio will be there.

After the peace is written, it will become free radio's big function to help maintain the peace by keeping the world informed, and by overtaking the lies or half-truths of upset aggressors.

Stop, Look—They Listen

THINGS ARE happening at a giddy pace over radio commercials. They may be getting out of hand. There's a lot of yipping about things that aren't germane.

Let's get the record straight. Some months ago WJR Detroit announced it would ban middle commercials in news programs. Even before that, the networks, goaded by their affiliates, had agreed to eliminate such ill-conceived devices as cow-catcher and hitch-hiker announcements (but they haven't done it). WJW Detroit later threw out singing and transcribed spots. Then the Post-Dispatch in St. Louis loosed a haymaker against middle-commercials and objectionable sponsors of news programs. Behind the powerful editorial prodding of that newspaper the crusade has snow-balled.

All these efforts in the interest of better radio are fine.

But let's not go overboard. Some folk, in getting aboard the bandwagon, are over-doing it. One newspaper chain, itself in radio ownership, objects to radio saying "brought to you by" in its news broadcasts. That's getting to the below-the-line region. Certainly no one properly can claim radio doesn't label news as to its source. Even the press associations and major newspapers now credit the networks for war news gathered by radio correspondents—top-flight newsmen in their own right. Stations credit their press associations (which they pay handsomely) with appropriate "by-lines", not only because it's a good practice, but because it has prestige value.

The fact is that American radio is the best and the most progressive in the world. Radio advertising and copy techniques are better today than they were five years or five months ago. They'll be better five months from now.

Measure newspapers and magazines by the same standards and you'll get results by-and-large, that are no better, if as good. There are many accounts on the best of the printed pages that can't get on the air. Mutual, newest of the networks, has just turned down a million-dollar contract from a national proprietary account. The money probably will be spent in newspapers and magazines.

Let's improve radio service. But let's do it on the basis that the great job now being done can be done a little better. Let's not be stampeded by zealots who don't know or don't care where to stop.

Write-of-Way

LELAND STOWE, the distinguished war observer, reports that a script he prepared for broadcast and submitted to the Army Review Branch in accordance with his commitments as an accredited correspondent was held up five days before release.

This in itself is lamentable, but possibly can be understood if one conceives that a military censor's forelock is a difficult one in the face of that inexorable "chain of command." But Mr. Stowe states also that during the period he was awaiting action on his piece, he was visited by a British army officer who asked him not to use the material.

The script was Mr. Stowe's comment on the Great Britain starts an account, predicated on his personal observations in the beleaguered land. It did not deal gently with the British position in the matter.

It is apparent from this circumstantial evidence that our respected Ally was intent upon a project of political censorship. The practice does not belong to Great Britain or any other nation which is in this year to unshackle the peoples of the world. This is not an isolated instance, nor does the cloak hang only on the shoulders of Great Britain. American officers heretofore have taken liberties in the name of military security.

Censorship, as we see it, is a two-edged weapon of war. It can supply information to assist our armed forces in prosecuting our cause; it can delete material which harms that effort by aiding the enemy. This is the line which has been followed by Byron Price, Director of Censorship, and it is granted generally that his administration of the difficult task has been an informed one.

This policy merits study because the precedents established now may have far-reaching and serious effects on the availability of news at the peace conference. It must be, most agree, an open conference, with free discussion of the issues. The purpose of censorship in wartime is a noble one. It saves lives. It saves materials. But intolerable and misdirected censorship cannot save the world. Let's look now, as there is ample evidence that our leaders are looking, toward the time when the victors will foregather in an attempt to chart a better world.

Let's look and remember that a lasting peace cannot be written with a censor's blue pencil.

--*

Our Respect To

CLYDE MORTON JOICE

WITH 20 years in advertising work but no radio experience, Clyde Morton Joice in the beginning of 1940 left the agency he was connected with to form Goodkind, Joice & Morgan. He immediately became immersed in the firm's radio activities and by the end of the same year the agency received an award from the Chicago Federated Advertising Club for producing the best local program in Chicago.

Today, Clyde supervises the creative radio efforts of the agency originated in 1938 by Lew Goodkind who had previously handled radio for Lord & Thomas for nearly a decade. Clyde had left Mitchell-Faust after 20 years to go into business for himself. Raymond R. Morgan, operating his own company in Hollywood, completed the new triumvirate, managing its operations on the coast.

Born in Wells, Minn., Dec. 23, 1889, Clyde was graduated from Hyde Park high school in Chicago and then spent a year and a half handling inquiries for a correspondence school. His earnings enabled him to enroll at the U. of Chicago where among his fellow-students were Paul Hoffman of Studebaker, Ralph Rosenthal of Arthur Meyerhoff and Hilmar Backhaus.

After graduation from the University, Clyde entered law school but before finishing the so-called "Wilson depression" forced him to return to work. He entered merchandising—and stayed, first selling typewriters and then, in the spring of 1915, joining the advertising department of The Fair, Chicago department store.

Within a few months he was producing the greater part of the store's newspaper and di-rect mail advertising. Some two years later, he was made advertising manager, responsi-ble for an annual budget of close to $500,000.

Clyde entered the Mitchell-Faust Adv. Agen-cy in 1920, soon becoming associate copy chief. In 1927, he was made copy chief, supervising such accounts as Armour & Co., General Mo-tors Truck, Ward Baking Co. and Dr. West's Tooth Brush. He was named vice-president in 1933.

As president of Goodkind, Joice & Morgan, Clyde supervises an assortment of accounts including Planters Peanuts, Goldenrod Ice Cream, Hooker Glass & Paint, Iowa Soap Co. and Jewel Tea Co. The agency's success in radio after its first year has acted as a spur on its activities. Each of the partners has gone after business, travelling nearly 50,000 miles in a year, visiting radio stations, working with sales crews, mak-ing radio expenditures pay.

Clyde is the father of two children. His son, Lt. John Alden Joice, is with the Army Air (Continued on page 44)
Two "down in front"... for History!

November 19th, 1919—10:30 p.m. The Senate galleries were jammed by tense crowds. Hundreds overflowed into the corridors outside, unable to get into the Senate Chamber.

Four months of fiery debate on the League Covenant and the Versailles Treaty. Millions sat at home—wondering what their representatives had to say.

Today, the very same legislative body faces the very same momentous task. But today, in the Metropolitan area alone, hundreds of thousands of people have, in effect, front-row seats for the drama of democracy as it unfolds in the halls of Congress.

Because, through stirring re-enactment each Sunday from 3:30 to 4:00 p.m., WMCA takes its listeners—for the first time in radio—into those chambers where today's and tomorrow's history is created.

WMCA's "Halls of Congress" is based directly upon the Congressional Record. With "chaff" removed by skilful editing, with human interest supplied by a special reporter sitting in on each session and with roles of legislators performed by professional actors... the pages of the Record spring to life.

No radio play can surpass, in vividness and meaning, these dramatizations of the week's debates in Congress... no "documentary" program can perform a greater service for Americans.

"Halls of Congress" is available for sponsorship. Available to an advertiser who wants to be identified with a program that already occupies a unique place in radio... and in the minds of its listeners.
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

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

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

COMDR. YODER BACK AS KOA MANAGER

LT. COMDR. Lloyd E. Yoder has resumed his post as general manager of NBC's Denver station KOA. Frank E. Mullien, NBC vice-president and general manager announced last week that Mr. Yoder, who took up his former duties at KOA last Thursday, relinquished the post over two and a half years ago to assume active service in the U. S. naval reserve. Jan. 6, 1945, Mr. Yoder has been elected assistant manager in charge of all commercial activities. Robert H. Owen continues as assistant manager in charge of engineering.

Wishing Mr. Yoder back to the company, Mr. Mullien said, "It will be a great pleasure indeed when hostilities cease that we are able to bring back into the service of the company so many men and women now in the armed forces."

A graduate of Carnegie Tech, and a member of its football team, Mr. Yoder served successively as radio editor of a Pittsburgh newspaper, station manager of WHN New York; staff announcer; chief of NBC's West Coast press department, becoming KOA general manager in October 1939.

William J. Cord

WILLIAM J. CORD, 58, son of Errett L. Cord, owner of KFAC Los Angeles and former automobile manufacturer, died last Sunday after an accidental fall from a penthouse balcony. Police said the young man called to friends, "see how strong I am," attempted a hand stand on the balcony railing and fell 28 feet to the marble floor.

SOT. RICHARD B. WESTERGAARD, on leave from the vice-president of Broadcast Radio Inc. and general manager of WERSC Knoxville, is now "on leave in France," attached to an engineering combat battalion.

TOM GILCHRIST, manager of WTMC Orlando, Fla., is the father of a girl.

KEITH KIGGINS, Blue vice-president in charge of station relations, New York, is in Hollywood for conferences with DON SEARLE, western consultant and general manager of that network.

ARTHUR H. CROGHAN, vice-president and sales manager of WJJK Detroit, has resigned from the station, retaining his interest as minority stockholder. He plans to spend a month in Mexico, arriving in Los Angeles around the first of May.

DON NORMAN, manager of NBC western division spot sales, has been transferred to New York.

JAMES A. KENNEDY, general attorney of All American Cables and Radio Inc., affiliate of International Telephone & Telegraph Corp., has been elected vice-president. Mr. Kennedy was with the FTC from 1934-1941, serving the last four years as assistant general counsel.

MAJ. EDNEY RIDGE, general manager and owner of WHIG Greensboro, N. C., has been named commander of the North Carolina division of the Sons of Confederate Veterans.

HENRY P. JOHNSTON, vice-president and general manager of WSBN Birmingham, Mich., has been reelected to the board of directors of the Planters & Merchants National Bank. Mr. Johnston also has been appointed class agent for the 1952 class of Washington & Lee U., Lexington, Va.
Pride of the West. Solid timbers up to 136 feet long for Navy boat keels help speed the eclipse of the Rising Sun. After the war, thin boards from the world's largest stand of White Pine will be glued into giant beams to extend prosperity into the post-war era.

Pride of the West—truly descriptive of KHQ. Its 828-foot tower, a landmark in this area; its ideal wave length; its powerful signal; its high Listener Rating; its complete coverage; its one-medium cost; all these make it a "must" in every well-planned sales campaign.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

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

National Representatives; EDWARD PETRY & CO., INC.
Today and Tomorrow

In war or peace, business booms in Winston-Salem, Great Industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its solvability! WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

Mahoney to Chicago

JAMES MAHONEY last week became head of Mutual's new station relations department in Chicago, established in keeping with the network's policy of expansion and service to affiliates. Mr. Mahoney's office has been headquarter ed in New York as manager of the western division station relations. Plans for the Chicago office were announced last month by Adolph N. Hult, western sales manager (BROADCASTING, Feb. 6). Mr. Mahoney's offices are at 441 N. Michigan Ave. Carl Havelin is vice-president in charge of station relations.

Roemer Appointed

H. C. ROEMER, former vice-president in charge of the Federal Telephone & Radio Corp., has been appointed executive vice-president and director of the company, an IT&T affiliate. T. M. Douglas has been placed in charge of operations in the radio, telephone and general manufacturing divisions. E. N. Wendell, vice president, assumed direction of the radio division while R. E. Smith, vice-president, continues to head the telephone division. Directing the general manufacturing division is C. E. Freid.

Hays OPA Consultant

HERMAN S. HAYS, manager of field service engineering for Radio & Television Corp., Philadelphia, has been appointed a consultant to the Service Trades Price Board of OPA. Mr. Hays will advise OPA's national office chiefly on matters relating to radio and household appliance repairs.

LISTENING post to receive foreign broadcasts has been constructed for the engineering department of WNT Des Moines. Special programs, analyzing foreign broadcasts, are to be presented.

Reinsch Is Named NAB Large Station Director

J. LEONARD REINSCH, managing director of the Gov. James E. Cox radio stations-WSB Atlanta, WHIO Dayton, and WIOD Miami—last week was elected director-at-large of the NAB for large stations. He will complete the unexpired term of Hugh Felts, who resigned following his election to the presidency of Broadcast Measurement Bureau in January.

A veteran of 20 years in radio at 36, Mr. Reinsch was radio director of the Democratic National Committee during the last Presidential campaign. He has served on the NAB legislative committee.

Mr. Reinsch was named large station director by the board, because of his identity with WSB, a 50,000 watt clear channel station. He makes his home in Atlanta.

CAROL IRWIN, who has been in charge of daytime radio for Young & Rubicam in New York, has joined the Blue Network as chief of programming of the development division, program department. Miss Irwin primarily will be concerned with directing programming with regard to problems at the Blue.

ROY PORTER, NBC news correspondent, has recovered from the effects of a tropical disease contracted while covering for NBC in the China-Burma- India area, and is expected to leave momentarily for the European area. Mr. Porter returned to this country five months ago from Chungking.

W. W. BLAIR, night traffic manager of the Blue Network central division and chief engineer of United Broadcasting Recording Studios, Chicago, has resigned both positions to become program manager of WHOB Hartford, Pa. Replacing him is CLARENCE HEIDER, NBC Chicago engineer.

DEN CAVITT, formerly announcer at WTMJ Milwaukee, has joined WCLF Chicago.

HARRY CHRISTIAN, formerly in an auteur theatricals work, has joined the announcing staff of WCLF Chicago.

ALEX DRIEX, NBC commentator, is the father of a girl.

JACK STODER, formerly with KFDM in Corpus Christi, Texas, and now on the Barksdale Field, Louisiana staff, has joined KOY Phoenix as network announcer. Mr. Stodder succeeds ALAN WOOD, who has moved to his new home in Phoenix.

HUNTER L. SCOTT, former advertising and sales promotion manager for the Sinclair Broadcast Group, Philadelphia, Pa., has been appointed manager of the new and special events department of KFQ San Francisco, succeeding CHARLES COONEY, resigned.

RICHARD OLDS of Cleveland has joined the announcing staff of WMAN Mansfield, O.

WILLIAM E. CLOSE Jr., formerly with WOOL Columbus, Ohio, is now a member of the announcing staff of WWVA Wheeling, W. Va.

JACK WILSON has been added to the WFOR staff as an announcer. He will probably be announced on WFOR's afternoon program for serving 4½ years in the RCN.

He was aboard the HMCS Ottawa when it was torpedoed. He suffered a leg injury.

JAMES J. MCKENNA, former WFIL Syracuse, has been named an announcer in the Navy after completing his V-12 training. He is now aboard the USS Preble, a landing craft, in Casablanca, Morocco.

WILLIAM R. BLACK, western manager of WTOP Washington, has been re-elected to a second term as radio representative to the standing committee of Mrs. Roosevelt's Press Conference Assn. Mr. Black has been named the new member of the announcing staff of WTOP Cos Cob, N. Y.

LT. JOHN GAULT, former Washington and Kansas City radio producer, has been assigned to Armed Forces Radio Service, Hollywood, and will be married to Virginia Drake of San Francisco.

Heads Service Programs

MRS. HARRIET PRESSLY is new director of public service programs at WPTF Raleigh, Manager Richard H. Mason has announced. She will maintain and strengthen station relations with public service groups including all branches of the Armed Forces. Mrs. Pressly is a graduate of Goucher College, Baltimore, and came to Raleigh in 1919 as faculty member of the science department of Peace Junior College. She married Dr. W. C. Fresney, president of Peace, in 1921. She is the mother of five children, and her radio debut in 1939 doing a 15-minute women's and children's broadcast once a week. She now writes and produces "We the Women."

ROBERT T. PRICE, writer on NBC Bob Hope Show, is the father of a girl.

FORDYCE W. COWING, assistant executive officer of Armed Forces Radio Service, Hollywood, has been promoted to captain. Prior to his entry into the Army, Capt. Cowing was announcer of WHBQ Rocheester, N. Y.

ROBERT B. MacDOUGALL, president of Region 1 of the Education By Radio, has joined WAAT Newark as director of educational activities. Now radio lecturer at Newark State Teach ing College, Mr. MacDougall is first vice-president of the Radio Council of R. E. Other staff additions are ROLAND CLAYMAN, new to radio, as director of war activities; and RICHARD CLAUSS, as assistant director of education by radio.

DAVE MOORE, formerly on the editorial staff of Billboard, on March 6 becomes publicity director of KKMX St. Louis. On Jan. 27 Mr. Moore married SHRILEY OAKS, former major league secretary of the Blue Network department of the Chicago, Blue.

ROBERTYN YOUNG has been named Mutual traffic manager of WIP Philadelphia, succeeding THOMAS CONNOLLY. Program continuity coordinator is ALICE HYAM.

JOAN KESSLER of the program department of WFL, Philadelphia on Feb. 18 returned to New York after returning to New York after leaving her radio job in Hollywood to marry Howard Miller in Raritan, N. J.

JACK GULLER, formerly at WBTM Nashville, is now director of the announced department of WDBO Salisbury, Md. as announcer.

OTT ROUSH of Jackson, Tenn., has replaced JACK WOLFEY as program director of WIX Nashville and JACK O'BREY has joined the WIXX announcing staff.

BILL TALBOT, formerly of KSLM Seattle, joined the staff of KCOG Omaha as newscaster and will also announce on KOIL Omaha.

FRED ALBERICH of WJR Detroit, has joined the announcing staff of WWDC Washington, D. C.

L. T. COL. EUGENE H. CURTIS has been appointed a member of the Armed Forces Radio Service, Hollywood, has been appointed a member of the Armed Forces Radio Service, Hollywood, and has been appointed to duty at WOR in New York.

KSEI

POCATTELIO IDAHO

GO AHEAD SIGNAL FOR IDAHO SALES

BROADCASTING • Broadcast Advertising
Here's Power That is Making A GREATER INDUSTRIAL KNOXVILLE!

WBIR covers more than 75% of the populous, concentrated Knoxville Market ... most efficiently! Ask a John E. Pearson man about us.

This is but one of the many TVA dams and electric plants at Knoxville's "back door" that is furnishing industrial Knoxville with power—POWER THAT IS MAKING KNOXVILLE ONE OF AMERICA'S FASTEST GROWING INDUSTRIAL MARKETS. Knoxville has set nation-wide records in sales increases during the past few months. It is also a great distribution center for East Tennessee. The population of greater Knoxville is now over 201,000 people. Let WBIR supply you with up-to-the-minute data on this important market.

- KNOXVILLE IS THE HOME OF TVA -

Blue WBIR Network

KNOXVILLE, TENN.
JOHN P. HART, MGR.
MRS. DOROTHY HELM, formerly of WJLP Panama City, Fla., has joined the continuity staff of WJLP Birmingham, Ala. DAVID GOODMAN, formerly of WJLP, has been named program director of WJLP.

LARRY KEITH, announcer at WSGN Birmingham, has been named program-production manager.

RICHARD HUBBELL, broadcasting producer of Crosley Corp., Cincinnati, is author of a new book "Television: Programming and Production." WRCN network has been named program director.

DOUGLAS W. OLIVER, former announcer at WILX Lawrence, Mass., has joined the announcing staff of WJHP Jacksonville, Fla.

HARLEY WEST, formerly with WMEN Marion, O., has been added to the WXYZ announcing staff.

TONY PARISH, former announcer at WATR Norfolk, Va., has joined WTOP Washington as announcer.

JOHNES STEEL, commentator on WNOX Nashville, Tenn., has been appointed associate editor of Read and Facts magazine.

JANE DUNBAR, former scriptwriter at WLS Chicago, has joined WMEN Marion, O., as music director.

MAXINE KEITZ, radio and television consultant and conductor of From Me to You Mutual, has joined the American Women's Voluntary Service as head of the national radio department.

GORDON HEATH, announcer, heard on several CBS and Mutual networks, has been associated with WOBC and WOBS, and has joined the announcing staff of WMCA.

BILL CORUM, who has been handling the business end of the Gillette Safety Razor Corp. Friday night boxing bouts on Mutual, has been replaced by Steve Ellis, who in addition to sports and boxing work for Mutual, has been selected to handle play-by-play coverage of the Gillette Games.

PAT BRENNAN and ALICE FELLER have joined the promotion-publicity staff of WOR, Washington, as assistants to TOM MEANS, director of promotion and publicity.

ROSALIE GRAASER has been named manager of KFI Los Angeles' commercial transcription department.

VIOLET HELM, head of the KNX sister station, has been named manager of the KNX sister station.

LEON BLUM, former assistant director of KNX, has been named associate director of KNX.

BOB KELLEY, sports editor of WGN Chicago, has been inducted and assigned to the Navy.

BALDWIN SULLIVAN, NBC Hollywood photo editor, has been named head of the news network western division photographic department.

KALE Names Osborne

CLAY OSBORNE, formerly chief of the Japanese section, overseas division of OWI, has been named program director of KALE Portland, Ore. Prior to joining OWI in 1938, Mr. Osborne was with KFI Los Angeles as production manager and later became West Coast manager of Russel M. Seeds Co., Hollywood.

STERLING ADV., New York, has been appointed to handle WHDE Boston. Enmanuelle Levine is account executive.

HERE IS the famed "Voice of Savannah," Pvt. Clifford M. Clarke, of the American Forces Network, reputedly the most decorated announcer in the European Theatre [BROADCASTING, Feb. 26]. The former WBAV Savannah announcer has been awarded the Silver Star, the Bronze Star, and the Purple Heart with Oak Leaf Cluster.

V-D Program Survey

INDICATING an elevated standing on formerly taboo health problems, approximately 40 stations when queried by the OWI Domestic Radio Bureau about carrying a program on venereal diseases with very few exceptions agreed they would if the program were in good taste, presenting well-known experts and not in dramatized form. The query was a sampling to gauge the overall reaction. At the request of the Public Health Service a 15-minute disc has been prepared using one authority each from the Army, Navy and Public Health Service. It will be distributed to a large list of stations throughout the country.

Kaplan Now Major

PROMOTION of Ben Z. Kaplan to the rank of major has been announced by Mediterranean Allied Air Forces Headquarters, Chief of the home station section of MAAF public relations, Maj. Kaplan, 26, was formerly on WOA1 San Antonio as a news reporter.

WTMV PURCHASED BY JOHNS FAMILY

PURCHASE of WTMV East St. Louis, Ill., by the Johns family of St. Paul and Chicago for $105,000, from Carlin S. French, owner and general manager, was announced last week, subject to FCC approval. The station operates on 1490 kc with 250 w and provides service in the St. Louis market.

Under the agreement, Mrs. Penrose H. Johns would acquire 60%; Mr. H. Johns 20%; Lt. William F. Johns Jr. 10%. Myles Johns would be executive director and Michael Henry, formerly assistant manager of WTMV, would be station manager. St. Louis is the hometown of Mrs. Penrose Johns.

The transaction touches the pending 10 kw FM application of WTMV as well as all other assets. Myles Johns controls WSHI-Oshkosh, holding 65% interest and William F. and William F. Jr. are identified with the ownership. William F. and John Sr. is president of WTCN St. Paul and is president of the Ridder-Johns Co., Chicago newspaper representatives. Myles F. Jr. is in the Army Air Corps.

Butler Acquires Control of KTUC Tucson, Ariz.

ACQUISITION of control of KTUC Tucson, Ariz., by Burridge D. Butler, president and director, through purchase of 23.5% of treasury stock for $2,300, was granted by the FCC last week to Butler Broadcasting Co. licensee.

Butler, president of WLS Chicago and also major owner of KVO Phoenix, already owns 158 shares (46.5%) of the stock.

Consent also was granted by the Commission to voluntary assignment of license of KQV Pampa, Tex., from R. C. Hoiles, sole owner, to his three children, Harry, Jane and E. H. Hoiles, doing business as Radio Station KDPN, an equal partnership. Monetary consideration was $1, Mr. Hoiles stated that he no longer was able to care for the station.

At the same action the FCC granted assignment of license of KQV Pittsburgh from KQY Broadcasting Co. to Allegheny Broadcasting Corp. as owner of all stock of assignor. No money was involved.

Allegheny Broadcasting, composed of a group from Pittsburgh previously had purchased the station from Hugh J. Brennen [BROADCASTING, Aug. 21, 1944].

24 years of profitable peach fuzz

Each year over 2 million bushels...10% of all the peaches produced in the whole South...picked in Spartanburg County alone!
Today's
BEST BUYS
10
EAST
WHN—New York
50,000 Watts
SYDNEY WALTON, COMMENTATOR
10:45—11:00 P.M.
Mon. thru Fri.
Sincere! Factful! Experienced! 14 years in radio! Can deliver his loyal following in this great market.
Complete $550.00 per week.

WNBH—New Bedford, Mass.
250 Watts—Blue
LOCAL NEWS
8:30 A.M.—12:45 P.M.
6:15 P.M.—10:00 P.M.
Fifteen years of telling the local folks what happens locally. Participation—$4.00 day-time—$3.00 evening.

WATR—Waterbury
1,000 Watts—Blue
SHOPPERS GUIDE
8:15—9:00 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eight years. Participation—$37.50 per wk.

WEJ—Hagerstown, Md.
250 Watts—Mutual
SADDLE PALS
11:15—11:45 A.M.—2:15—2:45 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise. Participation—3 per week—$18.98. 6 per week—$30.24.

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

WJAS—Pittsburgh
5,000 Watts
LEE KELTON'S ORCHESTRA
5:30—6:00 P.M.
Mon. thru Fri.
A half-hour of appetizing, easy-to-listen to music by one of Pittsburgh's leading orchestras.
Participation—One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue
1450 CLUB
7:00—8:00 A.M.
Mon. thru Sat.
Bridgeport's best bet for breakfast.
Daily participation—$32.40 per week.

WHIC—New Haven
250 Watts
ALARM KLOCK KLUB
7:00—8:00 A.M.
Mon. thru Sat.
An hour of breakfast music on New Haven's newest station.
Daily participation—$26.00 Wk.

WOCB—Cape Cod, Mass.
250 Watts—Blue
WORLD NEWS
7:00 A.M.—12:00 P.M.
6:00 P.M.—11:00 P.M.
Mon. thru Sat.
From the four corners of the earth by Associated Press Wire. Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue
MEMORY MATINEE
3:30—5:00 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.00 Wk.

WEST
KBUF—Burlington, Ia.
250 Watts—Blue
THE BURLINGTON BUGGY RIDE
11:00—11:30 A.M.
Mon. thru Sat.
It's homey, and the home folks love it.
Participation—$35.00 Wk.

WCLO—Janesville, Wis.
250 Watts—Mutual
THE HOMEMAKERS
9:00—9:30 A.M.
Mon. thru Sat.
11/2 EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$77.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts
VILLAGE RAMBLERS
11:15—11:30 A.M.
Mon. thru Fri.
Old time music at its best, on the Leather-Jacket station of the great Northwest.
$160.00 per week, complete.

KMYR—Denver
250 Watts
BEN BEZOFF
6:00 to 7:00 A.M.
Mon. thru Fri.
Denver's most popular commentator.
Just returned from a tour of France and England.
Complete at $200 per week.

WJOD—St. Louis
250 Watts
THE BREAKFAST CLUB
7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C., makes this one outstanding.
Minutes or 1/4 hours at Card Rate.

WDM—Duluth-Superior
250 Watts—Blue
TWILIGHT TIME
5:15—6:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Otumwa, Ia.
250 Watts—Mutual
FARM & HOME PROGRAM
11:30—12:00 Noon
Mon. thru Sat.
A new farm program in the state where the tall corn grows.
Daily participation—$10.20 Wk.

KFWB—Los Angeles
8,000 Watts
MAKE BELIEVE BALLROOM
11:00 A.M. to 2:00 P.M.
Lowest cost per listener in Los Angeles. According to an agency conducted audience study!
$50.00 per 1/4 hr.; 50 word spots—$11.00.

KJBS—San Francisco
850 Watts
ALARM KLOCK KLUB
6:30—8:00 A.M.
Mon. thru Sat.
Surveys prove its the best dollar buy in the Bay area. Spot participation—$90.50 base rate.

KFWB—San Diego
250 Watts—Blue
MORNING MIDDLIES
8:00—8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $20.00.

KYTC—Fresno-Visalia
5,000 Watts—Blue
ALL STAR DANCE PROGRAM
2:15—2:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEV—Seattle
250 Watts
BREAKFAST PLATTERS
7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and who doesn't) this is where they get it.
Participation—$25.00 each.

SOUTH
WHQB—Memphis
250 Watts—Mutual
JITTERBUG HALL
2:00—3:00 P.M.
Mon. thru Fri.
Seven years at the same time. It's lively —it's musical—but—in fact, it's the highlight of the day down Memphis.
Minute participation—$7.50 each, base.

WTAW—College Station, Texas
1,000 Watts—Blue
FARM FAIR
12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggie Station with farm news for Texas Farmers.
Spot Participation—Base Rate $6.00.

WTSP—St. Petersburg-Tampa
1,500 Watts—Mutual
WOMEN IN THE NEWS
10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU
CHICAGO • NEW YORK • HOLLYWOOD
Robert Bellin, producer of Ruth & Ryan on the weekly NBC Jack Benny Show, and Mary McLean, secretary to Kate Tuttle, Hollywood vice-president of that agency, were married in Denver Feb. 12.

Duffy Merrick, former radio publicity director of Campbell-Ewald, New York, has joined David O. Atkin Assoc., New York publicity firm, as account executive.

STANDARD Adv. Agency, Chicago, which has been under the management of George J. O'Leary, president, since its inception in 1943, effective March 1 has changed its name to O'Leary Adv. Agency, Elizabeth Beckman, former of Theia & Stimpson Co., newspaper representative, has joined the agency as media director.

STEWART-LOVIK Ltd., Vancouver, has opened a Toronto office at 35 Scott St., with Thomas E. Backstraw, former radio director of James Fisher Co., as manager. Telephone: Toronto 44814.

Nora A. Fitz, former assistant research director of Dancer, Fitzgerald, Sample, New York, has joined Doherty, Clifford & Shenfield, New York as a research associate.

Bob Pendergast, for seven years associated with Campbell Mithun, Inc., Chicago and Minneapolis, as media director, has opened his own advertising agency, located in the First National Bank Bldg., St. Paul. Telephone is Cedar 6351.

Humphrey Bourne, formerly vice-president of Dan B. Miner Co., Los Angeles, has joined Culbuth Studier Co., Los Angeles, in a similar capacity. Cliff Muto, for many years associated with the latter agency, has been made a vice-president.

FRANCES KEITH, former advertising and promotion manager of Donnelly & Parnell, Inc., Los Angeles, as account executive.

Grove Must Pay Kastor $15,000 in $75,000 Suit

U. S. DISTRICT Judge Rubey M. Hallon on Feb. 22 awarded H. W. Kastor & Sons Adv. Co., $15,000 for services rendered Grove Labs. during the period from April 5 to July 30, 1943. Damages of $75,000 were denied. Through the winter of 1943 the Grove firm spent $1,414,000 advertising the new Four Way Cold Tablets. On April 2, 1943 the agency testified it solicited a $500,000 advertising budget for the 1943-44 season. Kastor charged that although it was authorized to proceed, on July 20, 1943 ended the agreement and notified Kastor that another advertising firm had been engaged. By that time 98% of its work on the promotion campaign had been done, the plaintiff declared. The court ruled that the agency had not completed a third of its services.

Thomas A. Crabbe has resigned as copy and contact executive of MacFarland, Avery & Co., New York, to join Roy S. Dunlop Co., New York, opening a new package production house. He came to MacFarland from Colgate-Palmolive-Peet Co., where he served as assistant advertising manager. Ralph E. Decoster, formerly assistant director and account executive at MacFarland Avery, has joined as assistant director of the new firm.


Earl C. Douglass, group head in the service department of McCann-Erickson, New York, has been appointed a vice-president.

William Bolton Jr., for 15 years with McCann-Erickson, has joined the Philadelphia office of K. W. Ayer & Son, as account executive. Edward Ford, formerly with the Chrysler Co., joined Ayer copy department.

R. H. Becke, who recently resigned as director of advertising for the National Cash Register Co., Dayton, Ohio, has become a partner in the advertising firm of Hogen, Wagensell & Assoc., Dayton agency.

Grant Forms Firm

Gene Grant, for many years account executive of NBC San Francisco and more recently of the Blue Network, has opened a new advertising firm, Grant & Co. at 1561 Colinmo St., Hollywood. Telephone is Hillside 7874. Firm will operate under name of Grant & Co.

Mr. Grant has been in radio since 1929, having started with KFI Los Angeles, and later going to NBC San Francisco. Upon separation of the Blue from NBC, he continued with the former network, transferring to Hollywood last August.


dated December 9, 1945
Philadelphia's
MAN OF THE HOUR
(and a half)

Doug Arthur

* FROM 6 TO 7:30 P.M.
MONDAY THROUGH SATURDAY...

Doug Arthur spins records
and chats informally with
his great unseen audience
— selling such diversified
commodities and services
as liquid shampoo, beer,
furniture, dentistry and
a correspondence school.

And by all three surveys
(Crossley, Pulse and
Hooper) this "Danceland
Program" enjoys the
highest consistent rating
for a full hour and a half
of any program in Phila-
delphia!

* TOP RATINGS (CROSSLEY, PULSE)
TOP SALES (DIFFERENT SPONSORS)

...increased number of applicants
is highly gratifying, indeed
surprising. — LAVENSON BUREAU

...producing sales at a lower cost
than anywhere in the Eastern
District. — AMERICAN SCHOOL

...one of the best in Atlantic's
nine years of football
broadcasting. — N. W. AYER & SON

...the most important factor
enabling us to get workers.
— INTERNATIONAL RESISTANCE CO.

...the work you have done on our
behalf has materially aided us.
— WILLIAM GRETZ BREWING CO.

REPRESENTED BY
(In New York) JOSEPH LANG
(Nationally) SPOT SALES INC.

WIBG
10,000 WATTS • DAY & NIGHT
Philadelphia's
Most
Powerful
Independent
... were the Egyptians “hep cats?”

Although it is not known when the first clarinet was made, ancient Egyptians used a simple clarinet made from a hollow cane, with part of the cane forming the Reed. Today, low-caste Egyptians play a double clarinet, similar to the earlier instrument, but fashioned of two canes glued together. This same instrument, without any changes, dates back at least 5,000 years.

Learning “by ear”

The triple clarinet, a later variant of the Egyptian instrument, is still used in Sardinia. A current flow of air is necessary to play the Sardinian Clarinet, and instruments have devised a unique method to teach breathing. The prospective virtuoso blows through a straw into a glass of water. If the bubbling stops while the pupil inhales, his master boxes his ears.

Enter the “licorice stick”

The modern clarinet was developed from the French chabanneaux, a short, cylindrical wind instrument, in the late 17th century. Shaped like a jointed oboe with a bell and two keys, it was never played at the same time as the oboe—for the simple reason that both were played by the same artist.

In 1836, Adolphe Sax straightened out this oboe of the oboe, and introduced the present day “licorice stick.”

The Clarinet

Radio Advertisers

AMERICAN HOME FOODS, Inc., here- before a management unit, has become an operating company producing and distributing all food productions of American Home Products Corp., parent organization. Newly elected officers of AHP include A. D. Brush, chairman; H. W. Roden, vice-president; W. P. Sil- berstadt and R. E. Shiley, vice-presidents in charge of sales.

Dr. W. R. CAILLÉLL, Inc., Montesollu- li, renames sponsorship effective March 5 of Morning Musical, 9:30-10 a.m. Monday through Friday, on WCN Chi- cago. Contract for 52 weeks was placed by Sherman & Marquette, Chicago.

WILBERT Products Co., New York, for No-Rub floor wax and polish, will sponsor Prescott Robinson’s news program thrice-weekly on WGN New York beginning March 5. Agency is Duane Jones Co., New York.

COWLES, Inc., New York (Cook Magazine), has signed to sponsor Dave Morgan’s Inquiring Microphone five weekly quarter-hour program for 52 weeks on WOR Jersey City, the Cowles station. Deal was placed direct as a regular business connection. Magazine’s various features will be high- lighted in commercials as it promotion on WOR New York, through a thrice- weekly news program placed by Reger & Brown Ad., Des Moines.

ASA BROS., Philadelphia (wallpaper), has named Stewart-Jordan Co., Phila- delphia, as agency to handle its adver- tising and promotion. Contract goes to INA DE CRIS, New York, (perfumes), has named Donahue & Co., New York, agency.

ELMER CANDY Co., New Orleans (can- dy), has appointed Walker Saussy Ad., New Orleans, as advertising counsel.

LA MAUR PRODUCTS, Minneapolis, (shampoo), has named McCann-Erick- son. Chicago, agency. Plans are said to include radio.

GROLIER SOCIETY, New York, has reorganized its advertising department to handle advertising for Book ofKnowl- edge. Weekly plans will not be set for several months.

RAY C. BABCOCK, member of the advertising department of General Electric Co., New York, distributors, has been named as assistant advertising and promotion manager, concentrating on the promotion of appliances and promotion of electrical communica- tion and appliances. New position, promotion and advertising manager.

MAIER BREWING Co., Los Angeles, has appointed Milton Weinberg Ad., Los Angeles, to handle its advertising. Radio may be used.

WALTER M. BOYSEN Co., Oakland, Cal. (paints), on March 3 started spon- sorship of Fulton Lumber Co., with 6-8-30 p.m. (PWT) on KPRC San Fran- cisco. Contract is for daily commen- taries. Contract is for 52 weeks. Agency is Emil Bernhard Adv., Oakland.

ROSENAU BROS., Philadelphia and New York (Cherry Hill), has placed its $300 a week advertising in the form of daily commentary in a 52 week contract effective Feb. 4, on WIBB Chicago. This contract includes all Chicago stations where the station is among the top ten in the city. Agency is Bosaly & Jacobs, Chicago.

MCLAUGHLIN & Co., Chicago, begins sponsorship March 5 of 52 week weekly program on WBMF Chicago. Contract for 52 weeks was placed by Sherman R. Ellis & Co., Chicago.

CENTRAL REPUBLIC Co., Chicago, (in- vestment bankers), started sponsorship Feb. 9 on WGN Chicago of a half- hour series based on American music called “Waltz Rembering” 3-30-10 p.m. (CT) Sunday for 52 weeks. Agency is Wallace-Ferry-Hanly, Chicago.

N. C. VAIQUETTE Ltd., Montreal (fur- niture), has started daily five-minute news commentaries in French on CKAC Montreal, one-A-Day vitamin tablets, has started a daily five-minute radio program, on CHIC Quebec, three times weekly. Account was placed by Cock- field Brown & Co., Toronto.

CIE BEE Chemical Co., Los Angeles (pharmaceuticals), has started daily par- ticipation in combined “Sunrise Salute” and “Rosewell Protective League on KXX Hollywood, Contract for is 52 weeks. Agency is H. H. Hoefer, New York, Inc., Los Ange- les, has account.

SUNNY SALLY Co., Los Angeles (pack- aged and canned fruits), has started sponsoring 7:15 a.m. three times weekly three-hour program breaks on KKN Hollywood, Contract is for 52 weeks. Agency is Hofs, New York, Inc., Los Ange- les, has account.

PARAMOUNT PICTURES, Hollywood, to promote local theatres as well as cur- rent RKO, on Feb. 15, started pro- moting thrice-weekly quarter-hour program of ground-breaking feature star guest, on KMPC Hollywood. Film is sponsored quarterly-three programs. Los Angeles, Contract is for 52 weeks. Schools Adv. Service. Los Angeles, has account.

20th CENTURY-FOX Film Studios, Los Angeles, to promote national showing of new features, has placed with Garber-Brown-Russell, “Hangover Square” and “Thunder on the Hill.” Contract is for 52 weeks. Agency is in Los Angeles.

CINEMA распростер, Los Angeles, has placed with Garber-Brown-Russell, “Hangover Square” and “Thunder on the Hill.” Contract is for 52 weeks. Agency is in Los Angeles.

CONFECTIONS Inc., Chicago (Snucks), started sponsorship March 1 of 2 spots weekly on WGN Chicago. Contract is for 52 weeks. Agency is E. B. & B. Chicago.


HELENA Rubinstein, Toronto (cos- metic), has begun limited spot announce- ments on a number of Canadian stations, in the provinces of Quebec, Ontario and New Brunswick, for 52 weeks. Agency is Cecil & Prebys, New York.

J. W. LAWRENCE has been appointed exclusive advertising and sales co- ordination for the Borden Co., Toronto, for all Borden operations in Canada. He has been advertising and sales di- rector of all Borden’s ice cream and milk divisions in Canada.

RICHARD RUDY, Inc., New York, the Rudn-Bal-Way Success Sales Company, has announced that a new weekly program will be placed in New York, for WOR New York, £m. Advertising Agency, New York, handles account. Contract is for 52 weeks.


KERR GLASS Mfg. Corp., Los Angeles (Mason jar), on March 18 starts three- times-weekly newspaper advertising, in the Art Baker’s Newspaper in KF Los Angeles. Contract is for 27 weeks. Firm on May 15 for 18 weeks sponsors Greame Fitchett. One-column advertisement on B NBC Pacific stations, Mon.-Wed.-Fri. 7-7:15 a.m. (PWT). Other seasonal radio will be on 52. Market is national. Agency is Raymond R. Morgan Co., Chicago.

TONI Inc., St. Paul (Toni cold wave), has Begun sponsorship of 52 spot announcements weekly on KFEL Denver, Contract is for 52 weeks. Account is handled by W. Frankel Co., Chicago.

SOL LEMBERG, Buffalo (food products), is handling its advertising account with Bowman & Block, Buffalo. Radio is said to be considered.
Have you "GOT THE COMBINATION"?

**WKZO**
CBS - FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

**WJEF**
CBS - FOR GRAND RAPIDS AND KENT COUNTY

*Turn right to your Standard Rate & Data listing for WKZO, Kalamazoo. Look at the rates. Then *turn back* to WJEF, Grand Rapids—and look at the rates “in combination with WKZO”.

Gents, that IS a combination!

WKZO gives you *eighteen* Western Michigan counties including Kalamazoo and Battle Creek—630,762 people, daytime. . . . WJEF gives you a *quarter-million* Grand Rapids people (with the best frequency in the market, *AND CBS*). . . . Together, they do an unbeatable coverage job in Western Michigan, and at an unapproachably low cost!

May we send you all the facts—or will you ask Free & Peters?

Owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., Exclusive National Representatives
AND NOW TO THE NIGHT CLUB!

Of course that's not Farmer Bill's destination, but don't think he couldn't afford any entertainment he wants. The average Iowa farmer made $7,672 in 1943. In 1944, it was up about 20% more.

And while we at KMA know he doesn't wear a top hat and white gloves, perhaps some of the alleged "farm stations" aren't aware of the fact. Else they wouldn't offer him hot-spot jive recordings, Broadway wisecracks, and suave big-city announcers reading meager farm-news bulletins.

We say a farm station should be a farm station. Announcers and news editors should know the farming business. Market reports should be not only read but interpreted. Entertainment should be of the homey sort that farmers enjoy. And the proof that we're right lies in the fact that we get more than twice as much listener-mail as any other station in this 80% rural area.

Let us—or Free and Peters—tell you more about the amazing results which are rewarding our policy. Write!

**KMA**

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES

AROUND SHENANDOAH, I.A.

**Free & Peters, Inc.**

Excelsior Tractors Representers

---

**The Business of Broadcasting**

**Plans Expansion**

THE NEW YORK World Telegram plans to expand its spot radio circulation drive with sponsorship of the quarter-hour Warm-Up period on WHN New York before all baseball games of the Brooklyn Dodgers. Series is not assured however until government officials give official go-ahead for the games and station schedule can be arranged. Commericals will follow same pattern used for three-weekly participations on Breakfast with the Fitzgeralds on WOR New York, started by the Telegram late December on a six-week basis. Agency is L. E. McElvane Inc., New York.

New Production Firm

ALL-AMERICAN Radio Productions has been established in New York by Basil Loughrane, independent producer, and three associates. New firm will produce package programs for both video and radio.

**Forum Anniversary**

SEVENTEENTH anniversary broadcast of The Forum of Cleveland from the Forum of the Air on Mutual Tuesday 9:30-10:15 p.m. was heralded in Washington D.C. by President Harry Truman commenting that the program has been outstanding in its field, presenting "to the American people discussions of vital concern to them in the finest American tradition of freedom of speech." He stated that the "radio industry can be proud of this pioneer in the field of public service programs."

**Sail-Off Expands**

SOIL-OFF MFG. Co., Glendale, Calif. (point cleaner), on March 5 starts daily participation in combined Sunrise Service and Homemakers Protective League programs on WBBM Chicago. Contract is for 52 weeks. Firm is heavy user of daily local newscasts and regional network time in eleven western states and is now expanding to other areas. Agency is McCann-Erickson, Los Angeles.

**New Michelon Series**

NEW quarter-hour recorded program series titled A Date With Music has been prepared by Charles Michelon, Jr. (musician and music producer), Anchorage, Alaska. Series, on March 3 starts sponsorship of Hawthorne House on KICA Los Angeles, expanding to eight stations on the California-blue chain including KGO FBKB FKHB KFTH KMBX. Originating and sponsored by Shell Oil, program will be produced by KICA Los Angeles and broadcast nation-wide. Shell plans an annual series.

**Guillard Places**

G U I L L A R D C O., San Francisco (chocolates), on March 3 starts sponsorship of KOMO Seattle and KPNW Portland. Series begins on Tuesday and continues for three weeks.

**The San Francisco Radio Picture**

**Look up Blue's KGO in your latest Hooper!**

**5000 WATTS**

**It's THE Bay Area Buy!**

**NBC IN RICHMOND, VA.**

BROADCASTING • Broadcast Advertising
It was in 1933 that Pierre J. Huss, INS correspondent, tracked Adolf Hitler to Berchtesgaden. He got his interview,—the first granted to a foreign newspaperman after Hitler’s rise to power. But “Pete” Huss’ journalistic career is marked by a long string of beats.

Born in Luxembourg, speaking several languages fluently, Europe is a familiar stamping ground to Huss. For nearly two decades, he has represented INS—in Mexico, London, Madrid, Paris, Berlin and elsewhere on the continent. He is an authority on central European affairs.

After eight years as INS Berlin bureau chief, Huss returned to the United States. In this interlude, he wrote the best seller, “The Foe We Face”—a lucid account of the rise of Hitlerism. The outbreak of war, shortly thereafter, again took him abroad.

Huss covered the campaign of our forces in Africa and the Mediterranean theaters. He reported the Roosevelt-Churchill conference in Cairo. He was with the American forces during their training for D-Day, covered the invasion of Normandy from the bridge of H.M.S. Scylla, landed in France with the Allied forces. At the invitation of the chief of staff, Pete joined General Patton’s famous U. S. Third Army, graphically describing its drive up to the Saar Valley. From the 20th U. S. Army Corps, he received a citation for his “fearless activity” in covering American army movements across Europe.

Like those of other INS reporters, Huss’ eyewitness accounts from spots where the fighting is hottest have consistently made front pages in the nation’s newspapers. Radio news editors have found these stories admirably suited for news broadcasts.

The INS wire, day in and day out, remains in the forefront with lead stories and top headline stories. In specialized news and feature writing, too, INS leads in local, national and world-wide services.
LETTER in answer to ticket re-
gen bullets for Glamour Manor, myth-
ical hotel program on Blue, Mon-
day through Friday, features a letter-
head picture of Cliff Arquette, pro-
prieter, and the $2-room, 2-bath hotel.
Letter is typed on lined paper and
written in the style of the program.
"Postively every room equipped with
Crico & Ivory Snow" is legend at
bottom of page. Program is sponsored
by Procter & Gamble Co., Cincinnati.

Talent Contest
UNCLE DON, who conducts a chil-
dren's program on WOR New York,
is presenting his fifth annual "Uncle
Don Child Talent Contest" to pick
the "boy and girl" in the East. Final
winners, to be selected May 2, will
be interviewed by film talent scouts
and will receive a spe-
cial clothes outfit, visit Governor
Dewey and attend theatre and radio
broadcasts. There are over 5,000
entries.

DuMont Brochure
"TIME, Tubes and Television" is the
title of a brochure issued by DuMont
Leads, Passaic, N. J., which traces the
development of electronics from the
dawn of history to the present day.
Pictures of the DuMont Labs, the
telecasting station WABD New York,
and key personnel in the DuMont
organisation are shown.

KMBC Folder
IN FURTHER recognition of the
25th anniversary of radio, KMBC
Kansas City is distributing a mail
piece relating the progress of KMBC.
Piece is illustrated with photos of
key personnel of the station and is
headed "This Institution Called
KMBC of Kansas City."

NBC Fellowship
NBC for the second year is offering
fellowships to ministers and religious
educators, especially those with radio
experience. The Fellowship Foun-
dation is responsible for the win-
ners. The fellowship includes travel
and hotel expenses for three
months, and "的认可"
by the Board of Directors of
the Fellowship Foundation. The
fellowship is open to clergymen
and religious educators who have
had at least five years of con-
tinuous religious work and who
have a record of achievement in
their work. Applications must
be received by April 1.

WBNS Brochure
"From mush and milk to mink and
sables" is title of promotion brochure
issued by WBNS Columbus, O., to
promote the program of Fern Sharp,
director of women's activities for
WBNS. Copy states that Miss Sharp
is available to her listeners "around
the clock" and is not content to serve
her listeners with broadcasts alone.
A copy of a charcoal sketch of Miss
Sharp is attached to this brochure.

KGO Prospectus
KGO-Blue San Francisco has issued
a four page prospectus with an inside
double page spread as the first of
a series of promotion pieces titled "You
Should Know."
The idea is to acquaint
the trade with the station's announc-
ers, what they are doing and why
they are worth consideration when
selecting announcers for transcribed
spots, etc. Inside spread and back
page gives advance program schedule.

LEARN Booklet
LEAR Inc., Piqua, O., manufacturer
of aircraft radio equipment, electric
and mechanical controls for aircraft,
which has recently announced plans
to enter the home radio field after
the war, has issued a 12-page book-
let describing its contributions to ra-
dio development and its current manuf-
acturing activities. The booklet is illus-
trated with pictures of plant facilities
and products. Agency is Arthur Hud-
ner Inc., New York.

Tall Tales Told
KATE SMITH is offering $250 weekly
for the best tall tale written by a
serviceman in an Army or Navy hos-
pital. Winning stories also will be read
on her Sunday program on CBS, T
with $10 additional and awards of $10 each. On the past pro-
gram of her present series, June 10.
the "tallest tall tale" will be read
and $1,000 presented to the writer.

WGBK Success Story
A NEW green, black and white card-
board promotion brochure has been
issued by WGBK Youngstown, with
a reprint of a letter from the Squire
Shop in Youngstown, attributing
increase in sales to the sponsorship
of 11 p.m. News of the World on
the station.

WFBL Cook Book
LISTENERS upon request will re-
ceive from WFBL Syracus copies of the
1945 edition of the "WFBL Cook
Book of the Stars," a 64-page book
containing 150 photos of the artists
who are heard over WFBL, a story
about each and his favorite recipe.

CFAR Film
CFAR Film, Inc., one of Canada's
more isolated stations, is dem-
strating the growth of the north-
er mining community in a color film
made by G. B. Quinney, manager.

"My wife wants to know—can we
exchange this for one of those
baby carriages you're advertising
over WFDF?"
The Most Powerful High-Frequency Tube

200 Kilowatts—developed especially for high-power, high-frequency broadcast and industrial applications.

Into this development has gone all the knowledge and experience of the tube-building art that make the name Federal stand for dependability—a reputation earned by more than 35 years of service in the electronics field.

Federal tubes are built for long life... produced with all the care and precision of fine craftsmanship.

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

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP</th>
<th>AFF.</th>
<th>IND.</th>
<th>AFF.</th>
<th>IND.</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>V-Mail</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>Medical War</td>
<td>X</td>
<td></td>
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<td></td>
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<tr>
<td>The Job Ahead - Japan</td>
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<tr>
<td>Ccr Pooling</td>
<td>X</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Paper Salvaige</td>
<td>X</td>
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<td></td>
</tr>
<tr>
<td>Planned Saving</td>
<td>X</td>
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</tr>
</tbody>
</table>

See OWI Schedule of War Message 153 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

A slight exaggeration, yes—but all fooling aside, the crops up here in the Red River Valley are gigantic. It's a cinch to raise almost anything in this fertile valley... including sales quotas! For our busy hayseeds make plenty of money—and spend it (an average of more than $7250 each, during 1944)!

WDAY is the only chain station that covers all the Red River Valley. It's one of the most productive smaller stations in the entire U.S.A. If you want the PROOF, just write us. We've got some facts to show you!

**WDAY, INC.**

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES... 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

**HARDY STRESSES USE OF LOCAL PROGRAMS**

INSTEAD of stations "trying to 'out-network' the networks," Ralph W. Hardy, program director of KSL Salt Lake City, said at the NAB 14th District meeting in that city, (Broadcasting, Feb. 8) "it would be wiser to augment network programs with features conceived and handled throughout from a local point of view and thus do a job the networks are not in a position to do."

Another point Mr. Hardy brought out, with the program department especially in mind, is that "we encourage our public service units to use small segments of time and to use them well, particularly where we are appealing to only a small section of our audience." He also suggested a more frequent reviewing of the total weekly broadcasting schedule, with special focus on programs that have been running "year after year without any particular direction or analysis as to their aims or achievements."

"May we re dedicate ourselves," he said in closing, "to providing more excellent program facilities for the public, and may we discriminate the difference between serving the public's convenience and that of serving interest and necessity."

**Ad Club Award**

THE WOMAN'S Advertising Club of St. Louis is sponsoring the Erma Proetz award in memory of a member who died Aug. 1, 1944. The award will be in recognition of the outstanding creative advertising work done by a woman during the period from March 1, 1944 to March 1, 1945. The contest is open to any woman in the advertising profession. Four $100 bonds will be awarded, one each for advertising copy, advertising art work, advertising photography, and creative radio writing which advertises a specific product or service. The award will be made at a dinner in St. Louis May 21, 1945. Mrs. Norrie Passino, 7850 Stanford Ave., University City 14, Mo., will supply detailed contest rules.
KTSA was designed and built to serve this 64-county sales area. Every recognized standard of measurement and survey proves that it DOES THE JOB! Get the complete KTSA story of the specific job it is doing for sales now and in the postwar era.

Represented Nationally by: TAYLOR - HOWE - SNOWDEN RADIO SALES - Dallas, New York, Chicago, Los Angeles, San Francisco, Seattle

*Broadcasting* • Broadcast Advertising

March 5, 1945 • Page 59
Vigoro in Four Markets
SWIFT & Co., Chicago (Vigoro), on March 1 will begin sponsorship of spot announcement campaign for four weeks, six to nine spots weekly, in four markets. Agency is J. Walter Thompson Co., Chicago.

CBC’s Shortwave Station Takes Air
By JAMES MONTAGNES
CANADA’S FIRST government-owned shortwave transmitter went on the air officially February 25 with a one-hour feature program to Canadian troops in Great Britain and western Europe. Prime Minister Mackenzie King and Justice Minister Louis St. Laurent spoke during the dedication ceremonies, and programs from all parts of the Dominion were broadcast.

The transmitter has been two years in the building, at Sackville, N. B., by Canadian Broadcasting Corp., engineers, at a cost of about $1,000,000. Two RCA 50 kw transmitters are housed in the shortwave transmitter section of the modernistic building, which also houses the broadcast band transmitter of CBA Sackville, N. B. Canada started late in the shortwave field, but its transmitter has been in use now since Christmas Day with broadcasts in English and French to Canadian troops and in German with war news to Germany. Now Dutch, Czech, and Flemish language broadcasts are to be added, with Spanish and Portuguese programs for Latin America to follow later this year.

Three antenna arrays are used to feed programs to the various zones. One beam now in use is directed at Great Britain, western Europe and a part of Soviet Russia. In reverse it will be used to send programs to Mexico, Central America and New Zealand. A second beam will be directed to South America, and in reverse to eastern Asia. The third beam goes to Africa and Australia in reverse.

CBC is operating the transmitter for the Canadian government, with a committee from the Department of External Affairs working with CBC on program policy. Later it is expected the Department of Trade and Commerce will have a voice in program policy as the station becomes a Canadian trade envoy. CBC has formed an international service division with offices at Montreal, where programs will be built and produced. Offices are located at 1255 Crescent Street, Montreal. Peter Aylen, formerly liaison officer at Ottawa, is in charge of the international service division. CBC international service is working with OWI in programming.

Shortwave broadcasts will be carried eventually on 11 frequencies. One transmitter will use 6.09 mc with call letters CKOB, 9.63 mc with CKLO, 11.705 mc with CKX, 15.19 mc with CKC, and 17.82 with CKNC. The other transmitter will be heard as CHAC on 6.16 mc, CHLS on 9.61 mc, CHMD on 9.64 mc, CHOL on 11.72 mc, CHFA on 16.22 mc, and CHLA on 21.71 mc.

DOMINATING ITS COMMUNITY IN PUBLIC SERVICE!
**Hands that Capture the Future**

FOR THE RADIO OF TOMORROW

War-trained hands... fingers educated in accuracy and speed... guided by new facts wrested from the widening frontiers of electronics research... hands that will create unsurpassed values in "Detrola-built" Radio Receivers... Television Receivers... Automatic Record Changers, and other electronic instruments.

KEEP YOUR EYE ON DETROLA

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION

HEAD OFFICE AT CHATTERTON, DETROIT 5, MICH.

KEEP ON BUYING AND KEEP THOSE WAR BONDS
Joyce Jordan McM.D. had the largest number of women listeners per set (1,357); Metropolitan Opera, in increasing its broadcast per first; and Stars Over Hollywood, second.

Aunt Jenny has the highest sponsor identification index—79.8. Some 6.8% gave the wrong identification of the sponsor, and 20.6 couldn’t name the sponsor.

Average daytime audience rating is 5.5, up 0.3 from the last report, down 0.1 from a year ago; average daytime sets-in-use is 16.8, up 0.4 from last report, down 0.1 from a year ago; average daytime availability is 72.0, down 0.7 from last report, down 1.2 from last year.

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

<table>
<thead>
<tr>
<th>Program</th>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two Mutual-WGN</td>
<td>1.00</td>
<td>1.22</td>
<td>1.14</td>
<td>3.36</td>
</tr>
<tr>
<td>The Humas Adventure</td>
<td>1.00</td>
<td>1.22</td>
<td>1.14</td>
<td>3.36</td>
</tr>
<tr>
<td>Northwestern</td>
<td>0.84</td>
<td>1.22</td>
<td>1.14</td>
<td>3.20</td>
</tr>
<tr>
<td>The科學-12</td>
<td>0.84</td>
<td>1.22</td>
<td>1.14</td>
<td>3.20</td>
</tr>
<tr>
<td>The Science-12</td>
<td>0.84</td>
<td>1.22</td>
<td>1.14</td>
<td>3.20</td>
</tr>
</tbody>
</table>

The most men listeners (0.53); and Jack Armstrong the most child listeners per set.

TWO Mutual-WGN educational programs, The Humas Adventure, Wednesday 7:30-8 p.m. and Northwestern University Renewing Time, Sunday 10:30-11 a.m., are presented every week via transmission over the lawson, General Hospital's public address system as a part of the reconditioning program for more than 2,000 oxygenation casualties.

ITPICANS FORMATION of a new society, known as the ITPICANS, designed to improve upon any improvements suggested for radio by their elders, has been announced by Miss Gale (Scop) Russell, president (center).

Miss Russell is surrounded by her ITPICANS Board of Governors (1 to r), ring-around-the-rosy-wise; Judith Lee (Duchess) Glasscock; Craig Smith, Jerry Fisher, Mahlon B. (Duke) Glasscock and Adeline Roberta Terrell.

Occasion for formation of the society was the first anniversary of Miss Russell, daughter of Frank M. Russell, NBC Washington vice-president. Board members are the children of these WRC Washington dignitaries: Mahlon B. Glasscock, general manager; Carlton D. Smith, general manager; Donald Fisher, announcer, and Robert Terrell, operations supervisor.

ITPICAN, Miss Russell explained, is a contraction of the term: "In the ITPI, Integrate, Plan, Involve, Envision, and Necessity" which she said, was a popular dinner-table topic in her home.

KFRE News Policy FALLING in line with other stations nationally, KFRE, Fresno, Calif. has started eliminating middle commercials from newscasts, according to Paul Bartlett, station manager. Mr. Bartlett said, "All KFRE news sponsors have enthusiastically endorsed this new policy, which we said and they believe to be a real step forward in the presenting of news broadcasts. News programs originated by the network (MBS) will continue as before, pending adoption of a similar policy by the network companies." General adoption of such a policy by the industry has been urged by the St. Louis Post-Dispatch owner at KSD. Other stations to join the move are WJB Detroit and WTMJ Milwaukee. KMPC Hollywood effective March 19 will use only live commercials on newscasts with opening announcement limited to a 15-word maximum.

Moley on Blue RAYMOND MOLEY, newsweek associate and author of the Newsweek feature "Perspective," will be heard on the Blue Sunday, 8:15-8:50 p.m. beginning March 11. Program will not be available for sponsorship for the present according to the Blue. Sunday period has been occupied by Dorothy Thompson, who moves over to Mutual for Tri-mount Clothing Co. beginning March 25.

Five American Programs Lead on Canadian Nets FIVE AMERICAN network programs led the February national evening program popularity ratings on Canadian networks, according to the latest survey released by Elliott-Haynes Ltd., Toronto. Charlie McCarthy led with a popularity rating of 41.6, followed by Fisher & Molly with a rating of 38. Third place went to Radio Theatre, fourth to Bing Crosby, fifth to Bob Hope. Treasure Chest with a rating of 23.4 was the first Canadian program in popularity. Others of the leading Canadian network shows were in order, Album of Familiar Music, NHL Hockey (Canadian origination), Our Gang, The Family, Green Hornet (Canadian origination), Frank Morgan, L for Love (Canadian origination), Blind Date, and John & Judy (Canadian origination).

On French programs the leading five evening shows were Le Grand Ami with a rating of 34, Secrets du Dr. Morinhas with a rating of 33.4, Le Poulailler de Rive, Le Coeur au Tresor and Metrople. Eighteen American network programs, 14 Canadian English language programs, and 19 Canadian French language programs are listed in the monthly evening time survey.

TBA Committee FORMATION of an engineering committee for the Television Broadcasters Assn., was announced last week by F. J. Bingley, TBA director and chief television engineer of Philco Radio & Television Corp. Members of the TBA Committee are: W. J. Purcell, General Electric Co., Schenectady; Dr. Thomas T. Goldsmith, Jr., Allen B. DuMont Labs; Passaic, N. J.; David B. Smith, Philco; O. B. Hanson, NBC, New York; Robert Shelby, NBC (alternate) and Hughes Productions, Los Angeles; George Lewis Federal Telephone & Radio Corp., Newark; Harry Lubcke, Don Lee Broadcasting System, Hollywood; H. L. Blatterman, Earle C. Anthony Inc., Los Angeles.

THE JOHN WANAMAKER organ in the firm's Philadelphia store, was to be featured in a program over WING Philadelphia 10-05-10:30 a.m. beginning March 5 (today). Contract was placed direct.
Strong Bill Sought To Curb Petrillo

Chairman Lea Wants Broader Measure Than S-63

PROBABILITY of further hearings before the House Committee on Interstate & Foreign Commerce to provide the basis for legislation to prevent interference with freedom of the air was seen last week by Rep. Clarence F. Lea (D-Cal.), chairman of the Committee. Chairman Lea told Broadcasting that testimony heard Feb. 22-23 on the Vandenberg bill (S-63), passed by the Senate, which is intended to preclude broadcasting of noncommercial cultural programs, demonstrates the need for a broader measure.

Chairman Lea revealed that he has sent out letters to interested organizations for suggestions for dealing with the problem precipitated by James C. Petrillo's demand on broadcasters, insofar as they concern freedom of communications. He said that Chairman Paul A. Porter of the FCC had laid down broad principles for action in the matter [Broadcasting, Feb. 25] and "we feel the necessity for getting more complete facts".

Cites Petrillo Ban

Referring to the Petrillo ban against broadcasts of the National Music Camp at Interlochen, Mich., on which the Committee heard testimony, Chairman Lea said: "In principle, it applies to the right to restrict communications over the air. That's quite a fundamental principle there. The airwaves belong to the public and no one has a right to interfere."

Chairman Lea said the Committee may forego its current consideration of railroad legislation long enough to devote another day to the Vandenberg bill. A broader measure would in all probability be worked out in executive session, he said.

Meanwhile, the first major reorganization of the royalty system enacted by Mr. Petrillo from the recording industry developed with the demand by John L. Lewis, president of the United Mine Workers, for a 10c per ton payment to the UMW on all coal produced in the bituminous industry. Like the recording agreement, which requires that the fees be used for an "employment fund," the Lewis proposal provides for a "participating fund" to be awarded royalty, which would be "anti-inflationary" and which "seeks only to promote the physical welfare of the miners, thereby increasing their productivity."

The plan of Mr. Lewis, according to the bill, would not violate the Government's stabilization policy, or any wage formula.

When the recording dispute was before the WLB the royalty fee system was held as not opposed to wage stabilization policy.

BROADCASTING • Broadcast Advertising

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OCCUPATIONAL HEALTH

Many Foreign Language Shows on Air in 1943

DURING LAST year, 146 of the 1,517 AM or FM broadcast stations in the country carried foreign language programs. The total number of hours broadcast for various languages is estimated at about 7,000,000. The most popular non-American language was German, with 1,714 hours of programming broadcast. The second most popular was French, with 1,230 hours. Italian followed with 1,070 hours, followed by Spanish, with 994 hours, and Chinese, with 767 hours.

The most popular time of day for foreign language programming was between 8 and 10 a.m., with 5,983 hours of programming broadcast. The second most popular time was between 3 and 5 p.m., with 1,797 hours of programming broadcast. The third most popular time was between 5 and 7 p.m., with 1,020 hours of programming broadcast.

The most popular language for foreign language programming was German, with 1,353 hours of programming broadcast. The second most popular language was French, with 1,024 hours of programming broadcast. The third most popular language was Italian, with 751 hours of programming broadcast. The fourth most popular language was Spanish, with 541 hours of programming broadcast. The fifth most popular language was Chinese, with 294 hours of programming broadcast.

THE QUEBEC PONDERS

PROVINCIAL control of broadcasting is envisaged in a bill tabled in the Quebec Parliament at Quebec City Feb. 27. The bill calls for creation of a provincial Broadcasting Board, to be charged with expenditures for land, buildings and radio stations limited to $6,000,000. It would be funded by broadcast licenses, which would be sold for $9,000 annually. Receipts from operation would go to pay salaries, operating costs, and interest and amortization of loans with any surplus going to the provincial treasury.

The board would be called Radio-Quebec and come under the jurisdiction of the provincial premier. It would prepare programs and also approve all commercials and broadcast news, carry commercial, as well as supporting programs, and feed its products to other stations.

HOOPER RATINGS PUT HOPE FIRST

ROB HOPE heads the list of "first fifteen" programs in the Feb. 28 edition of the Hooper Ratings. Issued by C. E. Hooper Inc., Fibber McGee & Molly places second followed by Joseph 3021, Dusty River (Helicon Radio Institute), Radio Theatre, Charlie McCarthy, Screen Guild Players, Bing Crosby, Walter Winchell, Mr. District Attorney, Jack Benny, Abbott & Costello, Take It or Leave It, Kay Kyser (1st half-hour), Your Hit Parade, Eddie Cantor. Average evening figures are as follows: Rating, 10.5; sets-in-use, 328; available audience, 80.1. Radio Theatre has the top sponsor identification index.

Josephy Award

BRONZE STAR Medal has been awarded S/St. Alvin M. Josephy, Marine Corps combat correspondent, who was chief of special events with the Radio Bureau of the OWI and prior to that assistant director of news and special events with WJZ, New York, covering the operations on Iwo Jima. SGT. Josephy received the award for his work at Iwo Jima in recording the action there [Broadcasting, Aug. 14, 1944]. "With commendable disregard for his personal safety," the citation states, "he made a recording of the historical significance which when rebroadcast in the United States vividly brought home the essence of Pacific amphibious warfare."

WHBC Names Hershey

RETIREMENT of Felix Hinkle, manager of WHBC Canton, O., and appointment of William I. Hershey, of the executive offices of Brush Moore Newspapers Inc., Canton, as temporary manager were announced by the station last week. Mr. Hinkle was formerly business manager of the Canton Daily News until 1941. In 1939 and 1940, managers of the WHBC staff tendered a farewell dinner in Mr. Hinkle's honor at the Hotel Onesto.

TOULALLEY, formerly account executive and copy chief of Doremus & Co., has joined the Blue Network in a sales capacity with Weiss & Gall, has joined the Blue Network as sales promotion manager.

NAB Board

(Continued from page 15) such matters should be left to the judgment of individual station management. In any event, it was concluded that the code itself requires membership, rather than board action, and that no change could be made in the warrant. A favorable sentiment can be tapped until there is another annual meeting possibly 18 months hence.

The board heard a report from Hugh Feltis, president of the Broadcast Measurement Bureau, on the current campaign to enroll stations in the project. An average of about 80 stations per session is expected at NAB district meetings thus far held has signed contracts, with the aggregate in the neighborhood of 300. Mr. Feltis had resigned from the board by virtue of his resignation as general manager of KFAB Lincoln to accept the DMB post. J. Leonard Latham, who served as acting chairman, was elected his successor by the board as a director-at-large for large stations.

Progress Reports

Following a report from Mr. Davis on labor relations, the board recommended expansion of labor activities, particularly in the light of postwar prospects. The labor executive committee has scheduled a meeting in New York for March 6-7 to pursue Mr. Davis' recommendations.

The board heard progress reports on legislation and the Petrillo parcel-turner issue, among others. It adopted a resolution proposed by the public relations committee concerning the Ann. of Women Directors of NAB and Mrs. Dorothy Lewis, NAB coordinator of listener activity, on its work and more particularly its campaign entitled "Women of the United Nations". This campaign was launched Feb. 17 at a conference and luncheon in New York attended by representatives of many nations and including Mrs. Franklin D. Roosevelt.

All members of the board were present except for William B. Way, KVOO Tulsa, who had a previous commitment. Those present were: Mr. Morency; Mr. Hager, Roy F. Thompson, WFBG Altoona; Mr. Arnoux; John C. Bell, WBBR Birmingham; Hoyt B. Wooten, WREC Memphis; Nathan Lord, WAVE Louisville; John E. Fetzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island, Ill.: Mr. Gille; E. L. Hayek, KATE Albert Lea, Minn.; Hugh A. L. Half, WOAI San Antonio; Hugh B. Terry, KILZ Denver; Arthur Westund, KRE Berkeley, Cal.; William B. Russell, WHBN, KIWW, KLB; J. L. Kott, WDAY Little Rock, Arkansas; WHO Des Moines; T. A. M. Craven, WOL Washington, D. C.: Mr. Ellis; Dietrich Dirks, KTRI Sioux City; Frank King, WMBR New York; Mr. Russell; Harry R. Spence, KXRO Aberdeen, Wash.

Latham Joins OWI

JOHN R. LATHAM, vice-president and director of Roy S. Durante Inc., New York agency, last week joined the OWI Domestic Branch, Washingtion, as program manager mainly in charge of OPA liaison. Mr. Latham formerly was president of the American Cigarette & Cigar Co., a subsidiary of American Broadcasting Co., and assistant sales manager of Mutual.

Mr. Latham
FCC Allocation Hearing  
(Continued from page 19)

evidence be submitted. Mr. Price of AT&T, complained of the lack of certainty as to the number of frequencies which would be assigned and requested a "reasonable" number for common carrier service exclusively. He also asked if the company's three existing radio services must be moved that five years be given for the adjustment. Others scheduled on the subject declined to testify. 

Also testifying on Coastal, Marine Relay, Ship, Mobile Press and Fixed Public Service in Alaska, Mr. Pratt suggested higher frequency ranges (above 1000 mc) for obstacle detection for ships at sea. Frank Dunbar Jr., appearing for the Lorain County Radio Corp. which operates a ship service on the Great Lakes, specified that the bands assigned be adjacent and that they be moved up slightly from the 30-40 mc range to 40-44 mc.

Smythe Describes Production of FM
Dallas W. Smythe, chief of the Economics Division, FCC Accounting Dept., opening the FM phase of the argument, testified that in a survey of 101 manufacturing plants conducted by the Commission, it was learned that 386,755 FM units have been made in this country. Of that number 365,648 were combination FM-AM receivers, 13,388 were exclusively FM and 16,719 were FM adaptors.

He estimated total retail value of the 386,755 sets at $76,083,063, divided as follows: Combination sets, $71,908,278; FM exclusively, $3,965,861; FM adaptors, $807,204. Mr. Smythe cited figures submitted by the Philco Corp., Philadelphia, which he said manufactured 40% of the total combined FM-AM sets. Philco estimated the aggregate retail value of the 171,994 units sold at $19,791,812.

Of those sets, however, Philco estimated that the retail value of the FM band in combination sets averaged $12.50 per set, making the overall public investment in Philco sets $2,149,025. Arbitrarily doubling that figure for the remainder, Mr. Smythe arrived at the figure of $4,841,275, for an aggregate of $6,991,275 for the FM units in combination sets. Including exclusive FM sets and adaptors, the total public investment in FM is $11,165,460. Mr. Smythe estimated in an alternative computation, based on Philco's estimate of $15.50 for unit in combination sets and $48.28 per unit in all others, Mr. Smythe submitted the estimated

DISCUSSING FM allocations was this trio of RTFB Panel 5 executives at the FCC oral argument last Wednesday. Conferees are (1 to r): W. R. David of General Electric, vice-chairman of Panel 5 and chairman of the transmitter committee; Dr. Ray H. Manson, vice-president of Stromberg-Carlson Co., chairman of the Panel 5 receiver committee; C. M. Janosey Jr., Washington consulting engineer, chairman of Panel 5. All three testified in favor of retaining FM in its present band.

As for depreciation, under the first method of estimation, the depreciated retail value in 1945 attributable to FM would be: 5-year life, $4,466,184; 10-year life, $6,375,477; 10-year life, $7,615,823. Depreciated retail value in 1947 (on the assumption that it will be two years before FM gets into mass production): 5-year life, scrap value only; 7-year life, $5,182,156; 10-year life, $5,673.

Under the alternative method of computation Mr. Smythe listed depreciated values as follows: 1945 — 5-year life, $6,269,490; 7-year life, $8,949,696; 10-year life, $10,971,608; 1947—5-year life, scrap value only; 7-year life, $4,467,012; 10-year life, $7,836,883.

FM Stations Licensed  By FCC Reviewed
Mr. Smythe estimated that the original cost of total technical broadcast property involving FM was $1,923,332 and the depreciated value, $1,334,756. His estimates were based on financial reports to the Commission for 48 licensees and construction permit holders as of Dec. 31, 1945, which gave an average cost per station of $40,970.

Investments by power were given as follows: 1 kw or less, $357,081
Fenced in? Far from it—they're now a feature of 'Thesaurus'

- It's a pleasure to announce that Slim Bryant and his Wildcats are now available to NBC Thesaurus subscribers for local sponsorship.

Slim and his gang are specialists in every field of cowboy and hillbilly entertainment—ballads of the old Wild West, hoo-downs, novelties, square dances, close harmony, popular songs, originals and comedy skits. Not only specialists, but they're skilled entertainers—and they're good. People take them to heart—respond to their warmth, sincerity and whimsy.

In the past five years in which they have ranked as a top presentation on America's pioneer station KDKA, Pittsburgh—won friends by the thousands in KDKA's broadcast area—they have fulfilled demands for 800 personal appearances, regretfully declined many more.

Slim and his likable colleagues are available now on Thesaurus to fill a wide variety of sponsorship requirements. Soon they will be featured in a well-tailored script series designed to lend favorable and distinctive product or institutional identity.

The versatile entertainment of Slim Bryant and his Wildcats is another step in the NBC Thesaurus new five-point plan for more well-rounded programs...a service especially designed for radio, music exclusive to the subscriber...enough selections by every performer to make programming worth-while...plus "network quality."

[Image of a cartoon featuring Al Azorro, accordionist, comedian; Loppy Bryant, bass fiddler, emcee; Slim Bryant, guitarist, comedian and handy man; and Ken Newton, fiddler, tenor soloist, comedian.]
for 18 stations; 1.1/3 kw, $28,781 for 12 stations; 10 kw, $546,827 for 11 stations; 10.1 kw and over, $730,648 for 7 stations.

C. M. Braum, chief of the Nonstandard Broadcast Application Section, Broadcast Division, FCC Engineering Dept., testified that as of Feb. 20, 1946, there were 46 FM stations licensed, seven for which construction permits are outstanding, and two of the seven under active construction. Considering 48 stations, he said four are operating under wartime experimental or developmental licenses, leaving 44 whose requirements and coverage have been determined.

Of the 44 stations, 33 have installed full transmitter power and two have installed the antenna system authorized. Only 10 FM stations have completed full construction and testing; he added, while 32 of the stations are authorized on a wartime basis to operate without their regular transmitter power or with temporary antenna systems or both; six other stations are complete except for minor items.

Should FM be moved upward, he said, one licensee of a 50 kw station estimated the transition cost would be from $20,000-$25,000 or about one-third of the list price of the transmitter, which cost $67,000. Using the one-third as a factor, Mr. Braum estimated the aggregate cost to broadcasters of modifying transmitters would be around $300,000. He didn't hazard a guess as to cost of changing antennas, since little information was available.

**Jett Asks Estimates Of Potential Losses**

Commissioner Jett asked that witnesses supply estimates of the potential losses if transmitters are modified. Chairman Porter suggested that industry witnesses "bear in mind Mr. Jett's suggestion." He made it plain the Commission wants all the facts possible to guide it in its decision.

Mr. Jansky told the Commission that on Tuesday Panel 5 met in Washington and voted 21-1 to reaffirm its original stand at the hearings last fall and to support the brief submitted by the chairman and vice-chairman of Panel 5 (BROADCASTING, Feb. 26). Dr. T. T. Goldsmith, representing the Allen B. DuMont Labs, he said, cast the only dissenting vote, while five members did not vote.

He submitted a memorandum by Maj. Armstrong, Dr. H. H. Beverage of RCA Labs, and Dr. Charles R. Burrows, based on propagation studies conducted by the three in collaboration with Dr. G. W. Pickard, Dr. H. T. Stetson and Stuart Bailey. Challenging conclusions by Dr. Norton, submitted in the closing days of the fall hearings, Mr. Jansky said:

"The basic data available to Mr. Norton—and it was available also to our members—does not justify such wide conclusions as he has drawn. . . . The most important issue is one dealing with propagation. Men can overcome whatever temporary obstacles may exist. . . . That memorandum concludes that the evidence on which you based your opinion was unsound."

Mr. Jansky admonished the Commission they must "believe Norton and the errors he has made" or "Dellinger, Beverage and Armstrong." Questioned by Mr. Denny as to quantitative data showing interference in the maximum sunspot cycle, Mr. Jansky said such data means little at 80 mc unless in contrast equally quantitative data is available in other frequencies.

**Manson Says Costs Based on Moving Band**

Dr. Ray H. Manson, vice-president of the Stromberg-Carlson Co. and chairman of the Panel 5 receiver committee, testified that his committee, composed of manufacturers, agreed that receivers could be built for the 84-102 mc band, but such a change "imposes important technical difficulties, such as receiver drift and the attainment of the requisite sensitivity and selectivity, which will have a bearing upon the quality of service to be rendered to the public."

The committee agreed also that at least six months additional engineering time will be required to prepare for receivers at 84-102 mc, that the increased cost involved to the consumer would range from $4-$32 per set, with the majority opinion tending toward $32.

Adequate filed testing and design revisions for the 84-102 mc band would entail an additional three months. The committee recommended that a firm allocation commitment be made by the FCC so "unnecessary delay and increased cost to the public can be avoided".

Dr. Manson testified that the
"I'LL BE RUINED if FM moves up," Leonard L. Asch (1), president of the Capitol Broadcasting Co., Schenectady, licensee of the nation's only independent FM station, WBCA, told Dr. W. R. G. Baker of General Electric Co. and chairman of the Radio Technical Planning Board, during a recess at the allocation oral argument before the FCC last week. Mr. Asch testified that if FM is moved up, his business would be a "washout." He operates the country's only FM station in competition with AM.

increased cost estimates were based solely on moving the FM band and not on other factors.

W. R. David of GE, chairman of the transmitter committee, said his group, meeting Feb. 24 in New York, agreed that transmitters could be built for 78-105 mc operation, but the change imposes "very important technical difficulties particularly in the matter of high frequency tubes, transmitter circuit, antennas and transmission lines".

Considerable engineering time will be required, up to six months for lower powers and 1-3 years for higher powers, he said. It was the opinion of a majority of his committee that transmitters for the higher frequency band will cost more, particularly the higher power ratings, he added.

Mr. David submitted a letter from the Radio Manufacturers Assn. transmitter tube engineering committee on tube availability as follows: All tubes, 250-50 kw power level available for FM in the band 42-50 mc; tubes of 250 and 1,000 kw available in the 84-102 mc band, but those of 3 kw power level and higher would not be available for periods ranging from 6 months to 5 years.

Maj. Armstrong submitted correspondence kept by an amateur broadcaster in Phoenix, Ariz., who reported receiving F2 layer reception during the maximum of the last sunspot cycle, dating from October 1936 to March 1938. He heard Maj. Armstrong's station, once picked up the NBC television sound channel, picked up stations in South America and a few others, but the NBC sound channel, operating at 49.75 mc, was the only one above 43 mc which he received.

On the other hand another station, five miles away and equipped with better facilities than the Phoenix station, experienced none of the F2 layer transmission, Maj. Armstrong explained.

Sunspot Interference Called Unpredictable

Maj. Armstrong told the Commission that if FM moves up, as proposed by the FCC, it would be delayed at least a year. To offset this idea that he might be interested financially in keeping FM in its present location, the inventor told the Commission that if it retains FM in its present band, he will turn over all his royalties for one year to a board to be appointed, the money to be expended as the board sees fit.

He asserted "we can't predict sunspot interference" and drew a comparison between "actual experience" and "theory," declaring that the Commission should base its conclusions on "the years of experience of those in the FM field" rather than theory. Maj. Armstrong said he wasn't worried as to the ability of the manufacturing industry to expand with FM. As the art progresses new designs will be created and the transmitter and receiver manufacturers will keep pace. He pointed out that it would be some time before a maximum number of transmitters could be in operation and by that time the receiver manufacturers would be ready to expand.

Maj. Armstrong questioned Dr. Norton's calculations, saying his predictions based on frequencies twice as high as those on which standards were made and the recommendations of those "who have had actual experience" were so different it seems something must be left out... some errors were made.

The Commission's staff was confused in two places and "misunderstood" testimony of three witnesses," said the inventor. He listed the three main sources of interference as F2 layer, Sporadic E and Tromospheric. He dwelt at length on F2 layer, explained its characteristics and told the Commission that during the last sunspot peak amateurs operating on 56-58 mc attempted to establish coast-to-coast transmission on F2 layer, but didn't succeed. He concluded that "Norton's predictions were based on assumptions, not facts".

"I think our vast experience dur-
ing the sunspot cycle and Dr. Delinger's predictions which I'm sure were based on the hop, probably will be our best guide through the next sunspot cycle!"

Maj. Armstrong discussed Sparadic E. disagreed with some of Dr. Norton's conclusions and touched briefly on the tropospheric wave. He offered the following proposed positions in the band 69-108 mc: amateurs 44-48 mc; FM 48-66 mc; TV 69-75 mc; wire television channels 78-108 mc.

He would leave the two 3 mc bands unassigned, the space ultimately either going to FM or television, depending on which service demonstrates the greater need. He suggested it could go to television by moving the No. 1 band down to 66 mc or it could go to FM. Maj. Armstrong suggested that a temporary deviation from his arrangement could be adopted pending adjustments in all services.

Cyrus T. Read, director of sales engineering of Hallicrafters, Chicago, concluded the first day's testimony by supporting the proposed allocations. He estimated the cost of converting present-day FM sets to higher frequencies would be $10-$15.

Thursday's session opened with Commissioner Walter B. Porter in the chair. The Senate Appropria tions Committee, Mr. Shepard, chairman of the board and general manager of the Yankee Network, recommended that FM be allocated, either 44-62 mc or 46-64 mc and that high-powered stations be assigned to the upper portion of the band.

He listed these three factors leading to Yankee's opposition to the FCC proposals: (1) delay provided by FM service; (2) loss of incentive by pioneer FM broadcasters; (3) obstruction of receiving sets and loss of investment made by broadcasters to date.

Mr. Shepard said information from transmitter manufacturers indicated it would take from two to three years before a transmitter of 50 kw could be delivered complete. Therefore, a period of three to four years would elapse before full production of FM receivers could be attained. He estimated the average life of receivers now on the air to be seven years, an assumption on Dept. of Commerce statistics.

"I am convinced that FM reception by the great majority of the public would be delayed for approximately five years based on the facts we have just outlined," said Mr. Shepard. "This would be in addition to the delays which FM already encounters due in part to unavoidable circumstances."

**Fears FM Will Be Adversely Affected**

"Our conclusion, therefore, is that the assignments proposed by the Commission put too much faith, FM as a broadcasting service will be put back to where it was in 1936; and it will take very sizeable FM as a broadcasting service, probably on its death bed." Mr. Shepard cited statistics gathered by Ernst & Ernst, New York, showing that 37,976 FM receivers were manufactured at an aggregate cost of $88,195,000. The Ernst & Ernst survey was not as extensive as that conducted by the FCC and introduced on Wednesday.

Mr. Shepard made three recommendations: (1) That FM be assigned to the lower part of the 44-108 mc band; (2) that present operators be given permanent new assignments immediately; (3) that the matter of operating on both the old or the new frequency be left to the discretion of the licensee until such time as there are a sufficient number of sets in the hands of the public to justify operation on the new frequency exclusively; and that the educational interest requires the use of these frequencies in any given locality; that the Commission take cognizance of the millions of dollars which have been invested in the development of an FM broadcasting system.

On the basis of another survey Mr. Shepard said the total FM investment on the part of broadcasters is $5,961,872, of which he placed the cost of transmitters, transmission lines and antenna at $1,442,642. Under cross-examination by Commissioner Jett, Mr. Shepard said if from an engineering standpoint the Commission finds FM should be located above 50 mc and that such a move would "improve it right away", he would agree that FM should be moved. He agreed with Mr. Jett that economics should not outweigh engineering factors but added that economics should be considered along with other factors.

Commissioner Jett said it was his understanding that 50 kw FM equipment has been developed and is ready to start the minute freezes are lifted, though he added it might take two or three years to produce the equipment.

Mr. Shepard, under cross-examination by Mr. Denny, said that the FM bands would oppose the Commission's proposals was concurred in by the six members who signed it. They were, besides Mr. Shephard, Theodore Streiberg, Cecil M. Das tin, C. M. Janksy, Jr. J. E. Brown, comprising a committee on behalf of oral argument, and Walter J. Dem, FMBC president. He added that the FM bands was not unanimous in its views.

**Cranen Supports FM Move Upward**

T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and former Commissioner, said Cowles would oppose any changes in the Commission's allocations. He expressed the view that F2 layer and Sparadic E interference would be such that FM in the 42444 mc portion could not perform a good service.

Comr. Craven said "The people on FM made no quantitative study" of skywave interference. He agreed with the views of Drs. Wheeler and Norton whom he lauded as two of the foremost propagation experts in the field and told the Commission, "I see no reason whatsoever in doubting their judgment".

Supporting his contention that FM should be moved upward, the veteran engineer said the FCC must protect the outer regions of service areas to afford service to those living outside of cities. "I think it's the duty of the Commission to take

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**WHBF**
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS
Howard H. Wilson Co., Nat'l Representatives

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**KOXY**
OKLAHOMA CITY
A MUTUAL Station
Ask the Walker Co.
any step whatsoever to protect serv-
ices in all areas," declared Comdr.
Craven. On the predicted delay, if FM is moved up, the Cowles execu-
tive said he thought manufacturers
are ready now to turn out 50 kw equip-
ment for the higher frequen-
cies. "If we have the war, it won’t take
very long," he said. "If television trans-
mission in sound can be produced and
in the 108-130 band, can FM. There’s no
trouble about it. . . . I’ve been impressed
that the attitude of industry is negative. If
industry took that attitude in war we
wouldn’t get anywhere. We just take
things as they come," he added.

Comdr. Craven said he thought
to-channel interference was more
important than shadowy inter-
ference. He urged the
Commission to think in
international terms in allocating
and pointed out that the change
follows Dr. Wheeler’s fore-
cast at the last sunspot cycle peak,
FM should not be allocated in the
40-60 mc region because there
would be untold interference not only
from stations in this country but other
countries. He told the Commis-
sion to “give paramount weight
to a technical data” and consider
all other factors in the picture with
the view it’s in the interest of the future
of FM for the Commission to consider
to-channel interference.

Dr. Jolliffe, vice-president of RCA,
was elected vice-president of RCA,
Mr. Schairer, who
consultant and advisor on matters per-
taining to research, development,
patents, trademarks and license.

The board authorized Ewen C.
Anderson, commercial manager of
RCA Labs, to execute license
agreements under domestic patent
rights to utilize the
activities of RCA Labs.
with those of the RCA Victor
Division.

Dr. Jolliffe will
consultant and advisor on matters per-
taining to research, development,
patents, trademarks and license.

Jolliffe is Elected V-P
In Charge of RCA Labs.
DR. C. B. JOLLIFFE, chief engi-
neer of the RCA Victor Division,
was elected vice-president of RCA
in charge of RCA Labs., Brig. Gen.
David Sarnoff, president, an-
nounced Friday following a meet-
ing of the board of directors. Dr.
Jolliffe will suc-
cceed Otto S.
Schairer, who
was elected staff
vice-president of
RCA. Mr. Schair-
er will be con-

change in the operating frequency.
GE estimates its cost of manufac-
uring sets in the higher frequen-
cies would be $24-$30 more per unit
to the consumer. He said the in-
creased cost was mainly due to the
big increase in expenses materials and
declared "it will be everybody’s en-
deavor to pull cost down in the
future," he said. GE estimates were
based on receivers sold in 1940 for
$35.

Lodge Describes
Interference Factors
William B. Lodge, CBS direct-
or of general engineering, said he
had studied Dr. Norton’s testimony
and failed to find any discrepancies. He
referred to an article he wrote for
BROADCASTING, Aug. 14, 1944, as
setting forth his views and as-
serted that he had not changed his opin-
ion. He said some of the apparent
discrepancies in propagation op-
inions were caused by “different ob-
jectives.”

He said Dr. Norton was a highly
qualified expert in the field of prop-
gation and that he agreed with
Dr. Norton that long-distance in-
terference frequencies below 50
mc made it necessary to move FM to
higher frequencies if a general
service is to be provided. Mr. Lodge
doubted there would be any delay in
broadcasting with power up to 10
kw and declared that when a
broadcast goes to a manufacturer
with a definite order “he can gen-
erally get a better delivery date
than he reports to committees.”

Frank Marx, technical advisor,
engineering department, American
Broadcasting Co. (Blue) restated
the Blue’s position as set forth in
its brief, that the network believes
the Commission’s proposal should be
adopted.

Leonard L. Asch, president of
the Capitol Broadcasting Co., li-
cense of WBAC, Schenectady, only
independent FM station in the coun-
try, opposed the allocation move
on the grounds that it likely would
force him out of business.
He said WBAC has been
on the air commercially since July 17,
1941, operating 16 hours daily, and
although gross time sales have been
$55,000 the company has operated
at a loss of $70,000. Nevertheless
his firm believes the investment was
good, inasmuch as it looks forward to
wide service in the present band.
Mr. Asch attempted to insert in
the record a letter from a listener
threatening to complain to Congress
if the Commission moves the FM
band but Chairman Porter, who ar-
rived shortly before noon recess,
overruled the letter as irrelevant.
Mr. Asch also attempted to insert
in the record a telegram from CBS
which he said refused him network
service because his was an FM sta-
tion but the Chairman also refused
to admit it on the point that it had
nothing to do with allocations.
Dr. Manson, recalled to the
stand, said he did not believe the Com-
mission should decide allocations
on the problem of receivers. “All
the others being equal, however,”
he said, “the Commission should
consider receivers in the hands of
the public.” He said that while it
would cost more to manufacture
sets for higher frequencies he had
no doubt that all manufacturers
would build receivers regardless of
where the FM band is finally
located.

“At the present moment postwar
is war dead,” he said, “We are fighting
a war and everything else is sec-
ondary. When we get engineers we
can make sets. Outside the mili-
tary. We must get results, but we
must make sets that the public can
use.” He said WWFM, the 100kw
Carlson FM station in Rochester,
N. Y. had received good reports
of interference.

David B. Smith, director of re-
search, Philco Corp., said that Phil-
co believes the FCC would
move FM to 80-100 mc and
the cost to the consumer would be
nothing but the average price of a
receiver, $25.

Mr. Smith urged the
Commission to take care of
yourself—dear as you are. When
you get a chance. If there’s any-
thing we can do for you—either placing
any business—just let us know.

Tuba, Aug.

WCHS
Charleston, Va.

IN BOSTON IT'S
WHDH
850 on your Radio Dial
5000 WATTS

National Sales Representatives: SPOT SALES; INC., NEW YORK; CHICAGO; SAN FRANCISCO

March 5, 1945 • Page 69
co., largest manufacturer of FM receivers for the home, is in agreement in general with the Commission's proposals for FM and television. Considering the magnitude of the problem, he testified, the Commission has done "a splendid overall job" in reconciling the claims of the various services.

Mr. Smith supported the Commission's predictions that the present band would cause interference which he said "would seriously impair the value of FM broadcasting and reception." He said the primary purpose of FM "would be defeated if any substantial amount of interference develops due to vagaries in transmission."

He testified that a shift to the proposed FM band would not impair the usefulness of the 170,000 combination sets sold by Philco for standard broadcast and shortwave reception although it "will have the effect of obsoleting the FM band of most FM sets now in the hands of the public."

He estimated a shift of frequencies from 60 mc to the region of 80 mc would add from $2.50 to $5 to the list price of receivers and a similar increase in cost if the band width is increased from 90 to 150 channels. With experience the cost differential will tend to disappear, he added.

He asserted that "if it is necessary to pay a bit more in the form of increased receiver cost for the higher frequencies in order to obtain interference-free service, then the cost should be incurred. On the other hand, the shift should not be made unless it seems that there will be substantial interference in the lower frequencies where FM now is.

Daniel E. Noble, appearing as an engineer interested in the FCC proposals, said that if the FM engineer "would sit tight for a while, the television engineer would solve his problems for him." Supporting the 84-102 mc recommendation, he testified that it will be conducted among engineers showed a substantial majority favoring the higher band.

**Engineers Testify on Interference Studies**

Archer Taylor, representative of the Paul Godley Co., Montclair, N. J., consulting engineer, submitted data based on studies he conducted while at the Bureau of Standards which supported the contention regarding interference in the present band.

Ralph J. Renton, chief, Engineering & Projects Section, Field Division, FCC Engineering Dept., testified regarding field strength surveys made near Louisville, Ky., over different terrain at both 45 and 91 mc which, he said, demonstrated that shadows over this area do not appear to be noticeably different at either frequency.

E. W. Allen Jr., chief, Technical Analysis Section, Technical Information Service, FCC Engineering Dept., testified regarding correction factors applied to Mr. Renton's surveys for making the data applicable to a broadcast service and for comparing the data with the distance ranges predicted by the signal range curves of the FCC standards of good engineering. Mr. Allen supported Mr. Renton's interpretations.

Dr. Norton gave a resume of his studies on propagation characteristics which provided the basis for his determination that excessive interference would develop in the present FM band and that there would be relatively low interference in the 84-102 mc band. Since these studies were carried on in conjunction with military operations, Chairman Porter ruled that in the interest of security a closed session would be held at which technical witnesses would be permitted to cross-examine Dr. Norton.

**Sees Increase in Primary Service Area**

Dr. Norton said the studies made by Mr. Renton and Mr. Allen further substantiated his conclusion that FM will have larger primary service areas at the higher frequencies. He pointed out that if shadows were relatively more important at the higher band this would have been encountered in Mr. Renton's analysis. He noted also that the expected increase in primary service area will be realized even if the protected contours are kept the same as in the present standards applicable to the present band.

He asserted that if the Commission...
Be Seated

THERE'S a return to normalcy in one respect at the FCC. For the first time since 1939, the unwritten "stand up" rule enforced by former Chairman James Lawrence Fly is out of vogue. When Mr. Fly assumed the chairmanship, he required all present to remain standing until the Commission membership filed in. Then he rapped the gavel. At the oral arguments on allocations which began last Wednesday, Chairman Paul A. Porter presided at his first public hearing. He eschewed the "stand up" practice. He doesn't require it of the Commission staff at meetings either. He also permits smoking by the staff at Commission meetings.

Subscription Radio Asks Channels

Later, he said, after digesting Dr. Wheeler's data on sporadic E skywave field intensities he realized that this interference would substantially reduce the service area of stations in the present band "for what I consider to be significantly large percentages of the time and that this sporadic E layer interference alone would produce a degradation in the new FM service comparable in some respects to the interference problem we now have in the standard broadcast band."

Commissioner Jett said for the record that Dr. Norton is probably the world's outstanding expert on wave propagation. Chairman Porter commented that the statement, coming from the only technical member on the Commission, merited considerable importance.

Joseph L. Weiner, appearing for Subscription Radio Inc., urged the Commission to provide as many FM channels as possible "so there won't be so many objections" to his proposed service. He presented results of a survey conducted, which, he said, indicated the majority of those questioned are willing to pay for subscriber radio.

He challenged the NAB's brief, which did not object to subscriber radio but recommended that it be treated as a multiple-address service and be allocated in the band elsewhere than channels reserved for broadcast services. The expected opposition from the NAB did not materialise but the suggestion in its brief is more damaging," he said.

Mr. Weiner challenged the CBS brief which opposed subscription radio as not in accordance with broadcasting as specified in the Communications Act, and asserted that the people want interference-free radio and "interference-free from advertising". He said under the present system of broadcasting the listener has no choice whether

he prefers to "listen to advertising matter" or "pay in another way" for his entertainment.

Questioned by Chairman Porter as to whether rivalry would be permitted in the same areas, Mr. Weiner said he believed interest in subscription radio would lie in new fields rather than competition in established fields.

Dr. R. E. Lowdermilk of the U. S. Office of Education, said his department could take no position in allocations, but left it entirely to the FCC. Confusion among educational broadcasters resulted, he explained, from "educators seeing two groups of people in whom they have confidence, in disagreement." Some schools recommended that FM remain where it is and others supported the FCC proposal, he said, but the majority opinion was advanced in a possible compromise.

David B. Smith, appearing as chairman of RTPB Panel 6, endorsed the Commission's proposals. Then he assumed the role of director of research, speaking for Philco Corp. Again he endorsed the proposals on behalf of his company and said Philco feels that the proposed 12 channels below 300 mc will provide for several hundred stations, while proposed allocation of experimental frequencies above 400 mc will make possible developmental work in that region. Mr. Smith added, however, some years would be required to develop television at the higher frequencies. He expressed the belief that television in the upper frequencies would supplement that of the lower area and
that there would be no conflict between the two.

Thomas E. Harris, appearing for NBC, said that organization would rest on its brief, which supported the FCC proposals. O. B. Hanson, NBC vice-president and chief engineer, said NBC had made inquiries to the Commission regarding a station on the proposed Channel 4, 66-72 mc, because the network wanted to be "in the middle of the band" rather than in the end since the extremes are "vulnerable.

Pressed by Commissioner Jett and Mr. Denny as to whether possible skywave interference from the 44-50 mc channel influenced NBC's decision to ask for Channel 4, Mr. Hanson said: "I don't think so." Later he said in answer to a direct question, that if the FCC gave NBC the first channel "we'd take it."

Joseph H. Ream, CBS vice-president, supporting that network's brief, which concurred in the proposed allocations, said technical considerations make it clear that it's necessary to establish, "as soon as possible postwar, wideband television in the ultrahigh frequencies." He said there seems to be no longer any question that better service can be provided in higher frequencies.

The question as to when new television can be proved still is unanswered, he continued, but surmised that if maneuver and materials are available within a reasonable time CBS could give demonstration "before the year is out." He urged that the 12 channels proposed below 300 mc be tagged as "temporary" and Commissioner Jett interjected to clear a statement he had Jan. 15 at a news conference prior to release of the proposals.

The Commissioner said his reference to "temporary" allocations below 300 mc did not specify any time, or even months. "It might be very much longer than anyone to take that phrase 'temporary' too seriously."

"We believe a freezing of standards as proposed by Col. Roberts (W. A. Roberts, counsel for TBA) is as good a way as any of postponing the day when high-definition television is proven," said Mr. Ream. "We suggest the Commission in the first instance allocate the six channels temporarily, two, make wide channels in the ultrahigh frequencies permanent, and three, encourage the efforts of the industry to develop high-definition television."

Armstrong Details FM Operations

As Friday's session opened it was announced that the secret session with military Experts of complaints, Monday would be confined to F2 layer transmission, inasmuch as engineering generally were agreed on other propositions. Mr. Allen was recalled to the stand to elaborate on his testimony of Thursday.

Mr. Armstrong, again taking the stand, corrected his testimony of Wednesday and gave detailed information regarding operations of FM stations on frequencies of 110 and 117 mc. "From the Alpine transmitter we were always able to test testdemodulation in the Cows, etc. and the FM from the Yonkies transmitter at 117 mc," he said.

A. A. Allen, facilities engineer of the American Broadcasting Co., operator of the Blue Network, supported the Commission's television proposals and said it is felt that the lack of sufficient low frequency channels to establish a nationwide television service will provide impetus to the immediate development of commercial wideband television in the high-frequency experimental bands.

Comdr. Craven, returning to the stand to testify for television, said the Cowies Broadcasting Co. intends to start high-definition video in the near future, and he is "entirely possible and that he had been assured by Westhouse officials that delivery could be made on a high-definition transmitter, the first of "six months of some date in the future."

"Within a reasonably short time after VE Day I think we can give Washington a demonstration of high-definition television," he asserted. "Cowes will be very anxious to demonstrate the new television as quickly as possible after the war." Comdr. Craven said Zenith felt it could manufacture receivers "to meet our specifications in a reasonably short period."

Col. Roberts, who didn't submit the TBA brief and DuMont statement until last week because he was out of Washington, said that TBA urged prompt adoption of a nationwide television frequency assignment plan, such as he outlined. The channels below 300 mc will permit a widespread and "satisfactory" service but at least six additional channels are needed for "complete competitive service," the TBA brief suggested.

Points to Plans for Color Television

TBA called for immediate allocation of the 102-108 mc band to television and pointed out it is possible to allocate a 14th channel immediately below 102 mc to television for a temporary period of five years, because "color" service and other must be "closely controlled and subordinate to all television use," the brief continued.

Col. Roberts said "every member of the association plans to go into color television in the wide band and perhaps very much higher frequencies" than proposed by the FCC, but he added it would be some time before high-definition video can be accomplished. He called on the Commission to allocate the television channels below 300 mc on a "permanent" basis to insure "security" to manufacturers, broadcasters and the public.

Allen B. DuMont, head of the laboratories bearing his name and first president of TBA, introduced letters from several listeners tending to show that the DuMont television service had gotten wide re- cognition of complaints. In the investigation disclosed that receiver antennas had been improperly installed and when changes were made the complaints stopped.

Paul J. Larsen, of Johns Hopkins U., representing the Society of Motion Picture Engineers, presented the CBS brief attacking the network television. He contended that their service is not a broadband casting service, that it could not utilize wire lines such as Muzak, that the service should be classified as private communications to differentiate it from broadcasting. SMPE asked the Commission to "freeze" the experimental allocation of frequencies for the service of "theatre television" in the band from 1900-3000 mc.

Paul M. Segal, counsel for the American Radio Relay League, said the proposed allocations are "entirely acceptable" to the ARR. K. B. Warner, ARR secretary, said the amateurs would prefer their present assignment 66-80 mc.

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

The Travelers Broadcasting Service Corporation, a member of NAB and New England Station Corp., and a subsidiary of Westinghouse & Company, New York, Boston, Chicago, Detroit, San Francisco and Hollywood.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation & Member of NAB and New England Station Corp. KFBK, Sacramento, California was the first channel "we'd take it."
DuMont Plan
(Continued from page 18) required and to “then be assigned to television service as the commercial television service demands further expansion.”

“Adequate 6-mc television broadcast allocations will be provided if eventually television occupies the entire spectrum between 44 and 216 mc, but this entire spectrum can be assigned as needed by normal expansion of the service having begun with the present 12 proposed channels,” Dr. Goldsmith continued. “As to frequency modulation broadcasting, the range from 84 to 102 mc can probably be incorporated in television receiver designs to provide both television reception and frequency modulation sound broadcast reception. Then as television commercial operation expands it can, if necessary, absorb these frequency modulation sound broadcast channels if that service no longer receives public demand in view of the superior television service providing both sight and sound.”

The DuMont Labs. would solve the congested FM band problem by restricting the channels to 40 kc, rather than 200 kc, as proposed by the FCC, contending that under its proposal “450 clear channels will be provided.” From its experience in AM and FM transmission at 83.75 mc, the corporation is “thoroughly convinced that the narrower band amplitude modulation can provide an excellent broadcasting service.”

Division of Channels
If the FCC proposal should prove inadequate to accommodate all qualified stations applicants, then

DuMont suggested “it would be wise” to plan a division of the channels so as to accommodate both FM and AM in this region of the spectrum between 84 mc and 102 mc.

Television in the region from 44-84 mc is “more sound technically than FM” in the same area, the statement continued. DuMont opposed earmarking the 440-600 mc region, now proposed for experimental television, for commercial use, contending “there is no indication at the present time” that the high-definition service will prove feasible commercially.

Allocation of the proposed 12 channels below 300 mc should be on a “permanent” basis, the DuMont statement admonished and that the FCC should issue an “official statement” to the effect that they would “remain assigned for this purpose over a period of at least ten years.”

Born in a Foxhole
The Marines’ new marching song . . . composed under shell-fire on Hill 660

GET YOUR GEAR ON
We’re Moving Out Again!

WOR-MUTUAL discovered and introduced the song on a special Marine broadcast

WNEW dramatized the story . . . gave it an exciting presentation

CBS featured it on “Report to the Nation”

BMI has published GET YOUR GEAR ON . . . write for your copy

WATCH THIS BATTLE SONG BUII
**Decisions**

**FEBRUARY 27**

1348 kc KPDN, Pampa, Tex.—Granted vol. assign. license from R. C. Holmes to H. C. Hodge and C. E. Holley d/b Radio Station KPDN.

1400 kc KQV, Pittsburgh.—Granted assign. license from KQV Broadcasting Co. to Allegheny Broadcasting Corp.

1400 kc KTUC, Tucson, Ariz.—Granted acquisition of control from present stockholders collectively by Burridge D. Butler through purchase of 23 sh. treasury stock for $2,500.


1320 kc KPPA, Helena, Ariz.—Adopted order granting petition for reharing filed by KOH directed against FCC grant without hearing 1-16-45 of application of KPPA for CP change 1400 to 1320 kc; set aside said grant and designated application for hearing.

1400 kc WKBZ, Muskegon, Mich.—Adopted order denying petition of by WKBZ for hearing, rehearing and other relief directed against FCC action 3-8-45 granting without hearing application of WJEF for lisence.

1110 kc WBT, Charlotte, N. C.—Granted further extension of license on temp. basis only pending determination of license renewal application in event no later than 5-1-45.

**ACTIONS ON MOTIONS**

**FEBRUARY 28**

WCHS, Charleston, W. Va.—Granted motion for continuance of hearing on lisence renewal application now set 3-5-45, to 4-9-45.

The Press Co. Inc.—Granted request to participate in oral argument on lisence renewal application of WOKO now set 3-28-45.

Magic City Broadcasting Service, Patterson Broadcasting Service and Thomas N. Beach, Birmingham, Ala.—Granted joint petition for 30 days extension from 3-3-45 to file proposed findings re applications for new station.

**ACTIONS BY ADMIN. BOARD**

**FEBRUARY 28**

Ohio Broadcasting Co., Marion, O.—Placed in pending file application for CP new FM station.


Lester Valley Broadcasting Co., Allen, Pa.—Same.

Brownsville Herald Publishing Co., Brownsville, Tex.—Same.

Valley Evening Monitor Inc., McAllen, Tex.—Same.

**Applications**

**FEBRUARY 26**

1400 kc WATW, Ashland, Wis.—License to cover CP authorizing increase in power.

**FEBRUARY 27**

1260 kc KYSO, Ardmore, Okla.—Mod. license to increase power N to 250 w.

1348 kc WNBD, New Bedford, Mass.—Vol. assign. license from E. Anthony & Sons Inc. to Bristol Broadcasting Co.

1400 kc WOCH, Near Hyannis, Mass.—Same.

**FEBRUARY 28**

590 kc KTBC, Austin, Tex.—Mod. license from State Capital Broadcasting Assn. to Claudia T. Johnson.

NEW-1410 kc Fred O. Grimwood, Bloomington, Ind.—CP new standard station 100 w unlimited.

NEW-1410 kc Raytheon Manufacturing Co., Wilkes-Barre, Pa.—Petition for immediate hearing under FCC Policy 1-16-45 of application for CP new standard station 1600 kc 250 w unlimited.

**Tentative Calendar**

**APRIL 9**

WCHS, Charleston, W. Va.—License renewal.

**KAND Quits MBS**

Affiliation between KAND, Corvallis, Tex., and Mutual will end March 31 of this year at the close of current business. Station is operated by Navajo Broadcasting Assn. with 250 w on 1340 kc, and owned by the makers of Wolf Brand Chiles and Tamales. No word of a new network affiliation had been received late last week according to Hal Holman, New York, station representative.

**1945 Radio Outline Map**

**NEW • COMPLETE • UP-TO-DATE**

- Showing station locations in the U. S., Possessions and Canada. 40c per map. 30c each in quantities of 25 or more maps.

**SEND FOR YOUR SUPPLY TODAY**

**Broadcasting** • Broadcast Advertising
Promoting Cohama

April the Cohn-Hall-Marx-vented run, the stores securing singing reports.

WJXN Debuts Delayed

WJXN Jackson, Miss., was prevented from going on the air as scheduled March 1, and instead will make its air debut as a Mutual affiliate March 11, according to the network. New station is located on the Pearl River, which reached a height of eight feet, and transmitter, when flooded, is in a swamp, flooded, according to reports.

In the Control Room

PIERRE C. VERSEPLOT, transmitter supervisor of WMCA New York, has been named chief engineer, replacing FRANK KNAACK, who resigned to take a similar post at WABC New York. JAMES BELOUNGY, chief engineer of the CBS central division, is at home recuperating from chicken pox. HERSCHEL STARK, transmitter engineer of WOR, Washington, is the father of a boy.

ROYAL ARCH GUNNISON, MIS war correspondent, left for the Philippines last week; returned to New York last Friday, where he was guest of honor at a press cocktail party, given by Mutual.

Named to CBS Board

F. C. EIGHMEY, WTAD Quincy, Ill. and KGLO Mason City, la., has been elected 1945 representative of District 6 on the CBS Affiliates Advisory Board and Edward E. WILLIAM, Worcester, Mass., was elected to represent the first district for the coming year in elections held by CBS stations in each of nine geographical divisions of the country. Other board members for 1945, who were reelected, are: Arthur W. Church, KMBC Kansas City; Clyde Coombs, KARM Fresno; L. B. Lounsbury, WKBW Buffalo; C. T. G. Worcester, Mass.; Clyde W. Rembert, KLDR Dallas; John M. Rivers, WSCS Charleston; W. H. Summerville, WVL New Orleans.

Processing Unit Plan

THE NAVY has just completed plans for a special processing unit to be set up in the Navy Public Relations Office, Radio Section, Washington, to handle "hometown" recordings of Naval personnel. Public relations officers aboard ships and at advanced bases will interview, enlist and men, and record the interviews on Amertype films recorders. Films will be forwarded to Washington headquarters where they will be transferred to discs and distributed to stations nearest the home of the men interviewed.

Advertise with the \ resultant results

ROYAL ARCH GUNNISON, MIS war correspondent, left for the Philippines last week; returned to New York last Friday, where he was guest of honor at a press cocktail party, given by Mutual.

Service Directory

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants


More RF Kilowatt Hours

Watts experienced continuity writer who can write selling copy. Permanent position for qualified man or woman. Include in your letter full background, references, and required starting salary.

50,000 WATT MID-WEST STATION

Broadcast Advertising

Broadcast Advertising - Broadcast Advertising

WRC

Washington

March 5, 1945 - Page 75
Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. No change made. Address box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer, FM class radio station looking for experienced announcer. About April 1st. Family man preferred. $50.00 weekly. Must have minimum of 10 years experience. All replies held in confidence. Box 252, BROADCASTING.

250 watt, Blue Network station looking for male announcer about April 1st. Famly man preferred. Good public service, full time position. Reply in care of newspapers. Box 326, BROADCASTING.

Good combination man with first class lis- cence. Has worked for many different stations. Well known throughout radio field. Reply Box 182, BROADCASTING.

Announcer—Progresive midwest sta- tion. $150.00 per week. Most desirable is someone who wants announcer-producer or announcer on location. Chest type box will be held to right man. Applicant must be prepared to support volume.avors all kinds of city. Reply Box 277, BROADCASTING.

Needed—Man with average an- nounce- ment ability. Must have broadcasting References required. Box 247, BROAD- Casting.

Announcer—Have complete local news cover- age. If you can handle program on air okay, but not essential. Give all details from present position. Reply in care of newspapers. Box 322, BROADCASTING.

Announcer—Wanted announcer with good lis- cence. Must have some experience with the right man with local Virginia station—also good salary. Box 328, BROAD- CASTING.

First class engineer and one announcer for southeastern Blue Network station. Experience necessary. Must be able to handle all studio programs. Salary expected. Box 323, BROADCASTING.

Wanted—Lad or lady man interested in enter- tainer work. Experienced. Essential. Must be able to write. Details. Box 326, BROADCASTING.

Announcer—Progressive midwest sta- tion. Salary $600.00. Needs more. Would want some experience. Must have announcer-producer or announcer on location. Reply Box 182, BROADCASTING.

Excellent opportunity for announcer to work with Blue Network. South Florida. Salary. $184.15 to start, periodical service raises. Apply Box 155, BROADCASTING.

Wanted—Two radio operators and re- production men. Positions available immedi- ately. Must have first class license. Reply Box 218, BROADCASTING.

Wanted—Reliable man with average an- nounce- ment ability. Must have suitable references. Reply Box 247, BROADCASTING.

Chief Engineer

Announcer—Progresive midwest sta- tion. Salary $600.00. Needs more. Would want some experience. Must have announcer-producer or announcer on location. Reply Box 182, BROADCASTING.

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Announcer—Progresive midwest sta- tion. Salary $600.00. Needs more. Would want some experience. Must have announcer-producer or announcer on location. Reply Box 182, BROADCASTING.

Excellent opportunity for announcer to work with Blue Network. South Florida. Salary. $184.15 to start, periodical service raises. Apply Box 155, BROADCASTING.

Wanted—Two radio operators and re- production men. Positions available immedi- ately. Must have first class license. Reply Box 218, BROADCASTING.

Wanted—Reliable man with average an- nounce- ment ability. Must have suitable references. Reply Box 247, BROADCASTING.

Chief Engineer

Announcer—Progresive midwest sta- tion. Salary $600.00. Needs more. Would want some experience. Must have announcer-producer or announcer on location. Reply Box 182, BROADCASTING.

Excellent opportunity for announcer to work with Blue Network. South Florida. Salary. $184.15 to start, periodical service raises. Apply Box 155, BROADCASTING.

Wanted—Two radio operators and re- production men. Positions available immedi- ately. Must have first class license. Reply Box 218, BROADCASTING.

Wanted—Reliable man with average an- nounce- ment ability. Must have suitable references. Reply Box 247, BROADCASTING.
Chief engineer. Four years broadcast experience, all in major broadcasting. Good station management and executive duties. Now an assistant superintendent at 50 kwatt. Best of references. Box 335, BROADCASTING.

VERSATILE, prepared to accept position as station manager or general manager of broadcasting station. Developed with extensive background in all phases of broadcasting—languages, research, promotion, advertising, etc. Box 331, BROADCASTING.

Now employed as a stage announcer and radio station room operator, third class. Age 26. Want permanence, preferably with station to prefer west. Box 333, BROADCASTING.

WOMAN, 3 years secretarial and production experience, was workshop grad, Vassar A.B., '41. Knows French, Spanish, can type. Box 334, BROADCASTING.

Woman, promotion director, 2 years midwest regional, formerly secretary and general managers name station. Experienced, capable of handling all phases of announcing, continuity, Third class engineer. Prefer large station, east. Box 325, BROADCASTING.

Commercial manager interested in change, with earnings commensurate with production. Good references and record as planner and producer. Will go with any reliable station or agency presenting opportunities for betterment. Write Box 336, BROADCASTING.

STATION EXECUTIVE: Do you want to build a hillbilly audience? Capable, experienced, 2 years as station manager and can manage complete staff, including engineers, composers and permanent announcer. North Carolina Artists Bureau. Can give close and effective cooperation with station promotion department. No experience? No problem! Married with three children. Draft status 4A. Excellent references with any reliable employer. Also experienced announcer, sales manager, and commercial manager. Best voice in the world, but I can sell listeners. Prefer New York or wire F. O. Box 272, Red Springs, North Carolina.

ANNOUNCER—THOROUGHLY EXPERIENCED AND AVAILABLE. RADIOTALK GUARD, INC., BALTIMORE, Md. RATES PER WEEKLY. CASH ADVANCE NO CHARGE. Box 337, BROADCASTING.

Continuity writer—guy. Excellent radio background. Commercial copy and script writing. Experience in advertising, management. Wishing change for better opportunity. Box 330, BROADCASTING.


There's no substitute for experience—fifteen years of it! Available for all manner of special events, programs, continuity, commercials, specials, voice-over, any and all, no restriction. Now managing local station. Good references at your command. If your deal is really good, I might even cut your rates. Write F. O. Box 238, Rochester, New York.


No substitute for experience—fifteen years of it! Available for all manner of special events, programs, continuity, commercials, specials, voice-over, any and all, no restriction. Now managing local station. Good references at your command. If your deal is really good, I might even cut your rates. Write F. O. Box 238, Rochester, New York.

ANNOUNCER—THOROUGHLY EXPERIENCED AND AVAILABLE. RADIOTALK GUARD, INC., BALTIMORE, Md. RATES PER WEEKLY. CASH ADVANCE NO CHARGE. Box 337, BROADCASTING.

Continuity writer—guy. Excellent radio background. Commercial copy and script writing. Experience in advertising, management. Wishing change for better opportunity. Box 330, BROADCASTING.

Chief engineer—Ohio or Indiana, any power. Eighteen years all phases radio including modulation, microphones, filters, cables and antennas. Has worked leading metropolitan stations as well as network programs. Will not consider less than $85.00 per week. Box 371, BROADCASTING.

Top sports announcer—with big league baseball announcing experience, available for coming season. Box 372, BROADCASTING.

Announcer—Three years experience. Who can handle news, edit it, announce commercials—handle control board, write own continuity, desires job in small 250 watt station. Will go anywhere. What is your offer? Box 362, BROADCASTING.

Program director—announcer 8 years radio—married—4P. programming all phases. Talented. Prefer regional or local station. References. Have 3rd phone number? Box 364, BROADCASTING.

THOROUGHLY EXPERIENCED SALES ENGINEER looking for ANNOUNCER, DEPARTMENTAL, TALENT SELECTION & PROMOTION. Will assist in station promotion, sales, and announcing. Must live in area for 3 months minimum. Box 339, BROADCASTING.

Wife overseas engineer—minutes away from becoming permanent resident California. Desires opportunity in radio producing, writing, acting. Job application abstract, photographs, scripts and half-hour recording of program written and produced by applicant available. Husband's return won't terminate career. We must remain in Bay Area or West Coast and have spot for me, I can be of better service to your station. Box 367, BROADCASTING.

Operator—14 years radio, 5 years broadcasting, including super power. Experienced in all phases. Partial college education. Want chief's job in 1 kw or larger. Draft status 2B. Box 376, BROADCASTING.

Competent young woman continuity director—knows permanent position in west coast area. Boston-Washington, D. C. Address Box 377, BROADCASTING.

Radio station manager of commercial station—ten years experience. Selling, managing, announcing, programming. Draft exempt. If interested, write 1065 Relden Street, Elizabeth City, N. C., Cell 402W.

Announcer—Congenial all-around announcer available for suitable southern station. Box 378, BROADCASTING.

Station manager needed. Be a good play-by-play baseball announcer for this coming season. For details contact Box 379, BROADCASTING.

WANTED TO BUY

Wanted—PCF approved frequency and modulation monitor. Also, tower and other equipment for 250-watt station. Call or write Box 381, BROADCASTING.

WANTED—Controlling interest in local or regional station. Box 383, BROADCASTING.

Wanted to buy—Ground wire and WE 300A tubes. Box 150, BROADCASTING.

Hey! You gentlemen with those extra turntables and speech input stuff—yes, even frequency and modulation monitors and consoles you bought a couple of years ago when all of us figured the war was over? Why not consider the way Berlin and Tokyo look now, and with Manilla back in the picture and Berlin calling, some of that material to a lady who really needs it to get on the air? Box 323, BROADCASTING.

Require two 270-foot insulated towers, preferably metal, but will consider other types. Box 324, BROADCASTING.

Wanted—Federal or Presto portable recorder and/or motor turntable, cutting gears and head. Box 346, BROADCASTING.

Experienced engineer, 15 years in radio, wants opportunity to buy into progressive station. Desires suitable location, high sales record strictly clean, know how to build booster. Prefer independent station. Box 320, Midwest or east coast. Will consider all proposals in confidence. Box 395, BROADCASTING.

Wanted—One approved frequency monitor and one broadcast monitor. J. A. Elliot, 509 Mulberry Street, Macon, Georgia.

Transcription Machine—Complete, new or used. Box 343, BROADCASTING.

Wanted to buy—Local radio station. Box 384, BROADCASTING.

WANTED—PCF approved frequency monitor. Send complete information. Box 386, BROADCASTING.

Wanted to buy—250-watt equipment, including tower. Box 385, BROADCASTING.

For Sale

Commercial radio broadcasting station for sale, located in Mexico City, with operating license and now in service. Leaves a wide margin of profit for more details write to Mr. G. Hohn, 2305, Joaquin Aragón 14. Tacubaya, D. F. Mexico.


RCA diamond head transmission pickups complete with filters, cables and switch assembly. Good used condition. Two for $165.00. Jensen Imperial Smadue direct modulation units, 3000 watts. Cost $250.00, perfect $125.00. Jensen SH directional horns for any 12" speaker. Fine reproduction, 1 perfect, 1 damaged, 2 for $35.00. One B 24-cell broadcast microphone fine quality low level. A rare bargain, $75.00. Four 813 tubes. RCA FM Mark V, signal meter, very good condition. $20.00. One Webster Hi-Def-

ity hi-imp. magnetic pickup head, only $5.00. Complete, new. 1212 Baltimore, Kansas City, Missouri.

250-watt composite transmitter, just rebuilt, fine condition, ready for PCF approval. $2,600.00. Regional Radio Sales, 521 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

For Sale—Best offer takes new pair of RCA 813, 820. Full guarantee. Box 240, BROADCASTING.

109-watt composite transmitter, suitable for PCF approval, $2,000.00. Regional Radio Sales, 231 W. Wisconsin Avenue, Milwaukee 3, Wisconsin.

New high frequency broadcasting tubes. No. 99, 99A, 99B, 500-2, 500-3, 500-4, 500-5, 500-6, 266, 1210 Parnass Street, Omaha 2, Nebraska.

250 watt RCA transmitter. Commision approved. Wire or phone, Tingley, 4-4723, Birmingham, Alabama.

For Sale — RCA recorder. 78 RPM. Excellent condition. Two microphones. If priority needed. Write Jack Murray, Waycross, Georgia.

Have on hand a limited number of CA A-730 and CA A-731. For commercial andег, write Box 369, BROADCASTING.

THE SCHOOL OF RADIO TECHNICAL

Exclusively to Radio Broadcasting
(American's Oldest School Dedicated 63 Years Ago)
MARCH 5
8-Week Evening Course
MARCH 6
Exclusively to Radio Broadcasting
(American's Oldest School Dedicated 63 Years Ago)
MARCH 5
8-Week Evening Course
MARCH 6

N. C. Circle 3-0193

RADIO CONSULTANT for a LEADING NETWORK SPONSOR

The man chosen for this assignment should be capable of research in radio program technique and light tower designs. Box 341, BROADCASTING.
NAB Blasts WNEW's Claim That BMB Needs Safeguards

Research Committee Answers Six Points Raised by New York Station for Independents

FOLLOWING a two-day meeting of its Research Committee in Washington, the NAB last week blasted the network radio station WNEW in New York which had proposed special safeguards for independent stations in "problem markets" as a basic part of the industry-wide audience measurement program.

In its exploratory study, results of which were announced last month, WNEW employed procedure recommended in the original NAB coverage plan, forerunner of the BMB. The Research Committee, in its response, challenged the conclusions.

In a letter dated Jan. 25, 1944, Miss Bernice Curtis, research director of the New York independent, asked that the findings in the study be considered in two different ways: "In a report to the audience measurement plan the chances of the BMB to satisfy some prospective members, or as difficulties which might be ironed out." The letter was addressed to Peter K. Clipp, New York NAB Director of Research and secretary of the Research Committee.

Six Points for Study

Miss Curtis' letter, briefing a 50-page report of the WNEW survey, listed six points which, she recommended, merit further consideration by the Committee. The report was studied by the committee and the six points were answered in a letter signed by Mr. Peter and Roger W. Clipp, president, WFIL Philadelphia and chairman of the Committee.

Miss Curtis' six points, paraphrased (in italics) and the NAB responses:

(1) Since there are certain weaknesses in the BMB Plan which are pertinent only to large stations and small stations, there might be a permanent sub-committee of the BMB's research committee set up to represent them. In order to insure operation in the best interests of all parties, the BMB has created a committee of the Board of Directors consisting of Robert Elder of ANA, D. E. Robinson of AAAA and Frank Stanton of NAB, each of whom represents one of the three cooperating organizations and all of whom are qualified research people. In addition it has been recommended that a research committee be appointed having equal representation from each of the three associations. With this structure, the interests of the independent and small stations are protected.

(2) This station (WNEW) would like to have a clear-cut statement by the BMB of what the Bureau is measuring, and the relationship between this and other audience measures. The BMB will measure the total number of the audience with WNEW in New York, with separate figures for large stations and where those families reside. BMB circulation, engineering cooperation in program ratings are each different measurements for different purposes.

(3) The specific provisions in the BMB Plan for the even representation of different economic groups are of interest to us (WNEW). It is a question whether it is enough to set a minimum figure of 50% to be obtained from all levels since there could still be over-representation of high income groups if the highest income group returns 80% and the lowest 50%. There is a definite bias that could probably be overcome in part by enclosing with the ballot a list of stations and dial positions in counties where the audience measurement plan.

The conclusions . . . are not warranted from the material submitted. The report reaches conclusions through answers obtained by personal interview with an "atypical sample", using the question, "Do you buy fair regularly to any of these programs?" In order to reach a comparison there would have to be established a definite correlation between once-a-week and "fairly regular" listening. Technically the BMB measurement properly applied to any station will always show BMB circulation higher than the actual audience to any one program in a station's normal schedule.

(4) This study disclosed that a considerable proportion of the low income group still finds it too complicated . . . we felt that still further tests should be done to come to the simplest form possible. The BMB will pre-test all questionnaire copy and instructions before they are put into actual use. The BMB technique has not indicated that any great difficulty of understanding or comprehension will be encountered in actual practice.

(5) The inconsistencies in station call letters listed by the same family on two different occasions (original ballots) for the same station might be overcome in part by enclosing with the ballot a list of stations and dial positions in counties where the number of stations with inside coverage exceeds ten.

Inconsistencies Not Borne Out

The significance of inconsistencies of station call letters listed by the same family is not supported in the survey work performed by WNEW. . . . The suggestion that a list of stations be included with the ballot is not warranted and does not exist that it is only means which could properly determine what stations should be included in a roster.

(6) The data on program listing in this study suggests that the audience of certain programs exceeds the total circulation for the station. The BMB would consider procedures for establishing correction factors.

The conclusions . . . are not warranted from the material submitted. The report reaches conclusions through answers obtained by personal interview with an "atypical sample", using the question, "Do you buy fair regularly to any of these programs?" In order to reach a comparison there would have to be established a definite correlation between once-a-week and "fairly regular" listening. Technically the BMB measurement properly applied to any station will always show BMB circulation higher than the actual audience to any one program in a station's normal schedule.

Concluding her letter to Mr. Peter, Miss Curtis stated: "I hope that this study will contribute in some measure to the development of the BMB's operations. Our own understanding of the plan has been clarified, and that was our purpose in trying to get the picture for ourselves.

Mr. Clipp, in presenting the NAB's views on the WNEW survey, invited WNEW to present any further suggestions it might develop as a result of the study. Miss Curtis had presented her views in person to the Technical Sub-Committee of the NAB Research Committee Feb. 20.

Miss Bernice Judis, manager of WNEW, announced that the full 50-page report on her station's exploratory survey would be released this week.

All Texas Stations Sign

Sutliff announces with release of the NAB coverage plan of the WNEW study, it was announced by Hugh Felts, BMB president, that all Texas stations would attend the NAB meeting in Dallas (District 13) now had signed with the Bureau, first area to subscribe 100%.

Mr. Felts, in a press release, outlined the following committees of the BMB:

Advertising Industry Relations: Linneen Nelson (J. Walter Thompson), chairman; Carl Franco (Young & Rubicam), Frank M. Kinnick (American Brewing Co.), Arnold Maland, general manager, WHO Des Moines; Donald B. Stetler (Standard Brands Inc.) and J. A. Miller (Standard Diaphones), research director.

Research: E. D. Robinson (Pedlar & Ryans), chairman; Frank Stanton, vice-president, CBS; Robert F. Elder (Lever Bros. Co.) and J. M. Bush (Compton Advertising Inc.). A third member is being named.

By-Laws and Rules Procedure: Joseph B. Allen (Bratisl-Mays Co.), chairman; Melvin Breyer (Newhouse, Lewis & Brokaw Inc.) and Harold Grose (NAB).

Financial: Mr. Clipp, chairman; Leonard T. Bush (Compton Advertising Inc.). A third member is being named.


drawn for broadcasting by Sid Hinn

YOUNG GILLETT IS KILLED IN ACTION

ANNOUNCEMENT was made last week that Pvt. David Lester Gil- lett, son of Glenville and Betty Gillett, was killed in action in Italy last fall in Italy.

Young Gillett went into combat in Italy last summer and was killed by machine gun fire on Sept. 16 while leading his squad in an attack on a hill position.

He was born July 8, 1924, and was a student at Norwich U. in 1942, when he joined the Army. His older brother, Robert, is on active duty with the Army in a communications company at an Air Force wing station in Belgium. His younger brother, Richard, is in the Navy serving in a catapult group aboard a cruiser.

The elder Gillett, well-known consulting engineer in Washington, for the past year has been in charge of development supervision at the Columbia U. Division of War Research under the direction of the Sound Laboratory in New London. He recently joined the Operation Analysis Group of the 20th Air Force in communications work and after an orientation period in this country, he will be attached to the staff of one of the bomber groups based in the Pacific.

Adams Named

JACK ADAMS, radio producer and recently appointed executive assistant in charge of the concert and radio division of W. O. Colcord Inc., New York, will lecture and concert bureau. Mr. Adams has been with Colston Leigh as radio division head since 1945 when George Lawrence returned to "Your Hit Parade. A pioneer in radio, Mr. Adams created and sold the first network radio program, "The Atwater Kent Hour" on NBC, later establishing a bureau to manage contracts for creating and commercial programs. Business was merged in 1928 with Concert Management headed by Arthur Judson.

WBW, WOCB Transfer

VOLUNTARY assignment of the licenses of W. O. Colcord Inc. and WOCB West Yarmouth, Mass. from E. Anthony & Sons Inc. to Bristol Broadcasting Co., a holding company owned by the owners of the paper publisher, is requested in applications filed with the FCC last week.

Page 78 • March 5, 1945
By The Company
They Keep, So Shall
We Know Them—

"The company," to which we refer, can be this encircling list of topflight advertisers and radio stations — all subscribers to

"The Texas Rangers"
—America's finest transcribed library of western tunes.

ARTHUR B. CHURCH PRODUCTIONS
George E. Halley, Pickwick Hotel
Kansas City 6, Mo.
EIGHTY YEARS OF NEWS EXPERIENCE are represented in the scene above taken during the busy period of editing a vast news staff at KLZ. The addition of an outstanding news commentator and winner of an Ohio State award, speaks volumes of excellence. KLZ also operates one of the finest mobile transmitters in the west, covering all major news events on the spot.

KLZ Gives the Denver Region Unequaled News Service!

NEWS, as KLZ gathers, edits and broadcasts it, is a major service feature of the station operated by a full-time staff of men trained and experienced in the profession.

KLZ gets coverage of the news fronts all over the world through INS; covers Colorado through its own string of correspondents; and maintains its own reporters for city coverage. Before each broadcast, the news from all these sources is carefully edited to appeal to the interest of the maximum number of listeners in the Denver region.

The news-minded management of KLZ has concentrated relentlessly on this phase of service and, as a result, has made an inimitable record of scoops and beats to establish KLZ firmly in the consciousness of listeners as the most reliable, thorough, and complete news service in the Denver region.

KLZ puts extra effort, extra know-how, extra enthusiasm in every phase of its operation to do the best possible job of serving Colorado listeners. In doing this kind of a job for listeners, it does the best possible job for advertisers.

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