Would you believe that any radio station could so dominate its outside zone as to win as much as 66.9% of the audience in eight “Outside Zone” cities ranging from 30 to 115 airline miles away?

That's what WHO does! From 8 a.m. to 6 p.m. (Monday through Friday) the figure is 60.0%. From 6 to 10 p.m. (Sunday through Saturday) it’s 66.9%! And those figures aren’t “blue sky”—they’re from an actual Hooper Survey!

Space on this front cover doesn’t permit tabulation of the details. But either we or Free & Peters would be glad to show you the full report. You’ll be missing something if you don’t see it. Write or telephone for the proof that “Iowa loves WHO”!
We've been busy here at KLZ... busy with business... busy with all the familiar wartime operational problems... busy with questionnaires and reports... busy... busy. Yet, not too busy to fulfill our obligation as a public servant... not too busy to continue creating good programs of local flavor and interest... not too busy to keep promoting KLZ programs among Rocky Mountain listeners... not too busy to attend to our public relations in this area... not too busy to continue making friends and influencing people.

It is satisfying and encouraging, therefore, that four times in recent months impressive recognition has rewarded our efforts in these fields. It is indicative, too, of the kind of station KLZ is, and the job it is doing for advertisers as well as for listeners.
STATIONS FLOCKING TO TELLO-TEST, RADIO'S MOST SENSATIONAL LOCAL SHOW!

Program's Freedom from Lottery Angle, High Hooper Rating and Big Results for Sponsor Stimulate Terrific Station Response

ANNOUNCEMENT that "Tello-Test" was for sale to one station in each market brought a flood of requests from broadcasters all over the country. During the first week, over 150 stations wired or wrote Schwimmer & Scott, many urgently asking for a program pending sale to a local sponsor. Many inquiries were expected, but response has far exceeded our highest expectations. Quick action is urged if you want to secure exclusive rights to this remarkably successful program.

Here is a résumé of "Tello-Test" facts for those who missed our first advertisement:

"TELLO-TEST" is a telephone quiz money give-away program with a unique formula that insures tremendous audience appeal without lottery headlines for the station.

Originated and produced by Schwimmer & Scott for their client, the Hirsch Clothing Company, operators of a chain of neighborhood stores, "TELLO-TEST" went on the air for the first time last November.

Phenomenal Listener Interest

The program proved a smashing success almost immediately—not only in audience appeal but in results for the sponsor.

Its rating has been climbing steadily ever since.

Three months' average, just completed, gives the program an amazing 10.3 Hooper! This, mind you, for a local program facing stiff competition from other major stations—two of them having excellent network shows.

Here's the breakdown:

**Comparative Hooper Ratings—Chicago**

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>KN—Hirsch Tello-Test (MBS Local)</td>
<td>10.3*</td>
</tr>
<tr>
<td>WICN—News of the World (NBC Com.)</td>
<td>4.7</td>
</tr>
<tr>
<td>WBBM—Nessitt Passing Parade (CBS Com.)</td>
<td>4.5</td>
</tr>
<tr>
<td>WR—Happy Jack Turner (BN Local)</td>
<td>1.4</td>
</tr>
</tbody>
</table>

*15% of all radio sets are in use at this time. Based on this figure, the program has 41.5% of all listeners tuned in at 6:15.

Unlike Any Other Money Give-Away Program Idea

Basically, "TELLO-TEST" seems like all the old sure-fire money give-away telephone quiz programs. But don't confuse it with any other program of this type. It is absolutely original, unique, different! The idea may be the same. But the method makes the BIG DIFFERENCE!

"TELLO-TEST" differs from all others in three important respects:

1. Nobody has to listen in order to qualify for a prize. No consideration is involved. That makes it entirely a contest of skill. Therefore...
2. The lottery angle is eliminated.
3. A smart "gimmick," deftly planted in the program, impels the audience to tune in even though listening is not necessary or required. What this is, how it operates and other confidential production details will be revealed only to interested prospective purchasers.

Most programs of this type offer little of interest aside from the lure of the money give-away. At last here is one so smartly produced, so packed with showmanship, so interesting as a quiz alone, that thousands listen to it for entertainment. Proof of this is the flood of letters received from outside of Chicago where no one can hope to win a prize because telephone calls are not made there.

A Package of Sales Dynamite for Sponsor!

The Hirsch Clothing Company has long been one of Chicago's leading local radio advertisers. But nothing they have ever sponsored approaches "TELLO-TEST" in results.

The selling impact of this program is so immediate, so terrific, that Hirsch seldom dare advertise their usual special sales events over the air. Almost every such announcement has resulted in long lines waiting to get into the stores; entire stocks have been cleaned out before noon. The power of the program to bring people from all over the city and suburbs flocking to the three Hirsch neighborhood stores is something that has to be seen to be believed!

Act Fast if You Want "Tello-Test" for Your Station!

What it has done in Chicago—as a station listenership booster, as a powerful sales producer for the sponsor—can easily be duplicated in your market.

The "TELLO-TEST" program, with all rights fully protected, is owned by Schwimmer & Scott. It is for sale to one station in each market throughout the United States on an exclusive franchise basis.

With the program rights go complete production instructions, the benefit of Schwimmer & Scott's experience and all other assistance necessary to insure resale to a local sponsor and immediate success on your station.

For Price and Further Details, Including a Sample Recording of an Actual Broadcast, Wire or Write—(Don't Phone)

SCHWIMMER & SCOTT Advertising Agency
75 East Wacker Drive • Chicago

August 28, 1944 • Page 3
With these charts before you, it is easy to see why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

"THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST"
OAI's enviable position in its market is graphically portrayed by the three sets of charts below. Percentages for San Antonio (left) and for San Antonio and eight other cities within a radius of 4 miles (center) are from the C. E. Hooper survey—Spring, 1944. Percentages for the rural field (right) were compiled from a postcard-questionnaire survey covering 78 counties, which was conducted by Ernst & Ernst—Spring, 1944.

**URBAN CENTERS**

<table>
<thead>
<tr>
<th></th>
<th>Afternoon</th>
<th>Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOAI</td>
<td>5.4%</td>
<td></td>
</tr>
<tr>
<td>OTHER NBC</td>
<td>11.2%</td>
<td></td>
</tr>
<tr>
<td>WOR (CBS)</td>
<td>16.3%</td>
<td></td>
</tr>
<tr>
<td>ALL BLUE MBS and BLUE-MBS</td>
<td>17.1%</td>
<td></td>
</tr>
<tr>
<td>WOAI</td>
<td>47.2%</td>
<td></td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td>7.7%</td>
<td></td>
</tr>
<tr>
<td>OTHER NBC</td>
<td>5.9%</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Others</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOAI</td>
<td>52.4%</td>
<td></td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td>7.4%</td>
<td></td>
</tr>
<tr>
<td>OTHER NBC</td>
<td>18.2%</td>
<td></td>
</tr>
<tr>
<td>WOAI</td>
<td>54.1%</td>
<td></td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td>4.3%</td>
<td></td>
</tr>
<tr>
<td>OTHER NBC</td>
<td>21.5%</td>
<td></td>
</tr>
</tbody>
</table>

**RURAL FIELD**

<table>
<thead>
<tr>
<th></th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
</tr>
<tr>
<td>WOAI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER NBC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOAI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER NBC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WOAI</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Represented Nationally by EDWARD PETRY & COMPANY
Through the pages of the past...

and the record

Western Electric looks to the future! Out of its wartime job as the nation’s largest producer of communications equipment for the armed forces, has come an invaluable storehouse of experience in electronic research and development.

This knowledge plus improved manufacturing techniques and increased production facilities will assure still finer

75th ANNIVERSARY

Western

ARSENAL OF COMMUNICATIONS

★ BUY ALL THE WAR BONDS YOU CAN ★
of the present apparatus for your use in the broadcasting field tomorrow.

Full application of our new knowledge to peacetime products will take time. However, in the orderly, post-war progress that lies ahead, count on Bell Laboratories development and Western Electric manufacture to continue to lead the way!

Electrical EQUIPMENT

★ KEEP ALL THE WAR BONDS YOU BUY ★
SOME PEOPLE MAY NOT LIKE IT but the "Finger Nail Test" developed for Wildroot is a tested theme that helps sell new Wildroot Cream-Oil to an awful lot of people. Incidentally, Wildroot is one of the fastest growing national advertisers.

WHAT COLORS are best for 3-sheet posters? Should copy balloons be used? Should a product's trade-mark be used in motion? The answers to these and other important questions help make Bond Bread 3-sheets, posted outside 10,000 groceries, do a last-minute selling job that pays off!

ACCIDENTS COST AMERICA enough working time to build 60 battleships each year. To destroy this home front enemy, Liberty Mutual has campaigned steadily against the "7th Column of Carelessness"...earned the respect of millions of insurance buyers...won two wartime advertising awards.

CURRENT RATINGS show that Du Pont's Cavalcade of America out-ranks nineteen other radio programs which have a similar institutional job to do. Same show...same advertiser...same agency for 10 consecutive years. That's the record of Cavalcade!

"WHY DOESN'T SOMEBODY do something about automobile advertising?" (This chorus of groans has been heard for years.) Now De Soto does something. They can't show post-war cars...but they can show pre-war De Sotos, many of which have run up 200,000 miles without a whisper. A refreshing change among the "nothing to sell" group.

MAKE-UP MEN CAN'T BURY these 140-line ads for Wings cigarettes no matter where they put them on a newspaper page. These ads put across their story aloud anywhere. Just another example of how small space can be made to work.
848 NEW TUNES
since NOVEMBER '43

From November '43 through September '44 (11 months), Lang-Worth will have produced and released to its affiliated 848 NEWLY RECORDED musical selections—an average of 77 NEW tunes per month.

Breakdown of these 848 tunes, together with contributing artists, follows:

NAME DANCE BANDS: 400 selections, together with opening and closing themes, featuring the 15 NAME bands listed in right-hand column. NOTE: Basic Library contains over 300 additional dance tunes featuring Charlie Barnet, Russ Morgan, Frank Sinatra, Tony Pastor, Teddington's, Joe Richman and Tommy Tucker.


SONG STYLISTS: 60 selections featuring Dick Brown, Lanny and Ginger, Jean Collins and Cliff Edwards. NOTE: Basic Library contains 64 additional cuts of John Brooks, Gertrude Niesen and others.

CONCERT MUSIC: 36 selections featuring 60-piece Symphony Orchestra, under the direction of Erno Rapee; "Symphonic Swing" Orchestra and the Lang-Worth Concert Orchestra. NOTE: Basic Library contains 326 additional full concert selections.

DINNER MUSIC: 104 selections featuring Lew White (pipe organ); Bertrand Hirsch (violin); Maurice Brown's string ensemble; Al Lee Reiser (piano); Harn and Piano Interludes. NOTE: Basic Library contains 300 additional selections of the same and similar artists.

VOCAL CHORUS: 30 separate selections by the Emile Cote Glee Club. NOTE: Basic Library contains 136 additional selections by the Emile Cote Glee Club and the Lang-Worth Choristers.

HILLBILLY AND WESTERN: 41 selections featuring Eton Brit and Dickson's Melody Mustangs. NOTE: 100 additional Hillbilly and Western tunes in the Basic Library.

CHURCH MUSIC: 23 hymns by Leonard Stanke (harmonies), accompanied by pipe organ. NOTE: Basic Library contains 120 additional hymns featuring Lew White on pipe organ and vocal groups.

MOOD MUSIC: 14 original compositions featuring Jack Shaindlin and his "March Of Time" Concert Orchestra. NOTE: Basic Library contains 103 additional selections especially composed, arranged and produced for Studio Production aids—fantasias, openings, closings, bridges, chorales, battle music, etc., etc.

The Full Basic Library has been "streamlined" to 500 separate selections. "Dated" dance tunes, harmonics, ukuleles, etc. have been eliminated. Besides the 2600 selections in the departments listed above, the Basic Library contains additional music by Military Bands, Hawaiian groups, Latin American, Novelty bands, Vocal Rhythm groups, Negro Quartets, Vocal and Instrumental solos.

If you are attending the NAB War Conference, drop into Lang-Worth's headquarters (Palmer House) and hear these new tunes by Tommy Dorsey, Vaughn Monroe, Russ Morgan, Frankie Carle, Count Basie and other Lang-Worth artists. If you are not attending the Conference, write our New York office for full details.

THE DANCE PARADE
OF 1944

TOMMY DORSEY
VAUGHN MONROE
RUSS MORGAN
FRANKIE CARLE
COUNT BASIE
TOMMY TUCKER
TONY PASTOR
BOBBY SHERWOOD
SONNY DUNHAM
JAN GARBER
AL TRACE
DEE COURTNEY
DEAN HUDSON
NEIL BONDSHU
BOYD RAEBURN

From November '43 through September '44 (11 months), Lang-Worth will have delivered 400 NEW recordings of the 15 Name Bands listed above. Also 114 NEW tunes by light rhythm groups—an average of nearly 47 dance tunes per month.

LANG-WORTH, Inc.
113 WEST 57th STREET (Steinway Hall) NEW YORK 19, N. Y.
"HOME CREDITS" count

When "HOME CREDITS" run high a station attracts both listeners and advertisers. For, radio, after all, is a local medium—a part of the local community throughout which its signal is heard. And in spite of the great attraction of its network programming, it can be a complete success only if it is united with its listeners in a common bond of local community interests.

Without exception, the nation's great stations can attribute their greatness to the esteem with which they are regarded in their own community.

Leadership in purposeful local programming plus its NBC affiliation accounts for KFI's dominant position in the Los Angeles Market.

KFI... NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
INVINCIBLE
IN ST. LOUIS

A DISTINGUISHED TRIO

which combines America’s No. 1 Network and St. Louis’ distinguished broadcasting station with the world’s greatest news gathering organization.

RADIO STATION KSD
OWNED AND OPERATED BY THE
ST. LOUIS POST-DISPATCH
“End of the Line”
is only the Beginning

- This is the end of the Sylvania Radio Tube production line.

Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace

RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
The finest operas presented in their entirety to a ready-made music hungry audience . . . at an hour when they are completely relaxed... and in a listening, fully receptive mood. An ideal program opportunity for a wide-awake sponsor. For further information regarding "OPERA IN BED", contact . . .

WBNX
NEW YORK 51, N. Y.
MElrose 5-0333

"OPERA IN BED" IS CURRENTLY HEARD MONDAY THRU SATURDAY FROM 11 PM TO MIDNIGHT
Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research department, friendly counsel of field representatives, and many other services not originally contemplated.

AND YET THE COST OF MUSIC TO THE INDUSTRY TODAY — INCLUDING ALL SOURCES — IS LESS THAN BEFORE THE INAUGURATION OF BMI!

Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!
RECORDS GALORE!

In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.

MUSIC ... AND MORE MUSIC!

According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently-signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

SCRIPTS THAT SELL!

Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.

AND THAT'S NOT ALL!

To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

THESE, AND ALL OTHER BMI SERVICES, ARE YOURS WITHOUT ADDITIONAL COST UNDER YOUR BMI LICENSE

BMI
NEW YORK CHICAGO HOLLYWOOD
SEEMS LIKE TELEVISION IS HERE

People in our program and production departments walk around our studios muttering strange new terms. Now we’re quite used to the usual radio language but when we hear “camera angles” . . . “mercury vapor lamps” . . . “strike the set” . . . “move in for a close-up” . . . “more eye shadow on the ingenue” we begin wandering if we are in Hollywood or in Philadelphia.

But it seems that the television bug has bitten these good people—and they’re eating it . . . sleeping it . . . drinking it. Even the engineering department reports that they can’t keep any books on the technical side of this new art . . . the programmers take them as soon as they come in.

It all started when WFIL made an arrangement to broadcast from the Plays and Players Playhouse. This is the first time in Philadelphia radio history that a station has originated a regularly scheduled series of broadcasts from a real theatre stage. And we’re doing it because the folks who run WFIL are a progressive, forward-looking group. They are doing this because they realize that in this way many problems in visual presentation will be solved before we actually go on the air with a video broadcast.

In “telecasting,” as in audio broadcasting, Philadelphians will refer to WFIL as “Philadelphia’s Most Progressive Telecasting Station.”

A BLUE NETWORK AFFILIATE

WFIL
Philadelphia’s Most Progressive Radio Station

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Television Stations Authorized by the FCC
(As of August 15, 1944 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Channel No.</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>50,000-56,000 kc.</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>60,000-66,000 kc.</td>
<td>4</td>
</tr>
</tbody>
</table>

GROUP B

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Channel No.</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>162,000-168,000 kc.</td>
<td>12</td>
</tr>
<tr>
<td>9</td>
<td>182,000-188,000 kc.</td>
<td>13</td>
</tr>
<tr>
<td>10</td>
<td>186,000-192,000 kc.</td>
<td>14</td>
</tr>
<tr>
<td>11</td>
<td>204,000-210,000 kc.</td>
<td></td>
</tr>
</tbody>
</table>

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

COMMERCIAL

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Channel No.</th>
<th>Effective Signal Radiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balaban &amp; Katz Corp., Chicago, Ill.</td>
<td>WBKB</td>
<td>2</td>
<td>550</td>
</tr>
<tr>
<td>Columbia Broadcasting System Inc., New York City</td>
<td>WCBW</td>
<td>2</td>
<td>1,000</td>
</tr>
<tr>
<td>Don Lee Broadcasting System, Hollywood, Cal.</td>
<td>KTSL</td>
<td>1</td>
<td>5,600</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc., New York, N.Y.</td>
<td>WABD</td>
<td>4</td>
<td>850</td>
</tr>
<tr>
<td>General Electric Co., Schenectady, N.Y.</td>
<td>WRGB</td>
<td>3</td>
<td>8,100</td>
</tr>
<tr>
<td>The Journal Co., Milwaukee, Wis.</td>
<td>WMJT</td>
<td>3</td>
<td>1,200</td>
</tr>
<tr>
<td>National Broadcasting Co. Inc., New York City</td>
<td>WNBT</td>
<td>1</td>
<td>1,800</td>
</tr>
<tr>
<td>Philco Radio &amp; Television Corp., Philadelphia, Pa.</td>
<td>WPTZ</td>
<td>3</td>
<td>500</td>
</tr>
<tr>
<td>Zenith Radio Corp., Chicago, Ill.</td>
<td>WTZR</td>
<td>1</td>
<td>1,270</td>
</tr>
</tbody>
</table>

† Under construction.

EXPERIMENTAL

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<tr>
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<th>Call Letters</th>
<th>Channel No.</th>
<th>Power in Visual</th>
<th>Watts Aerial</th>
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</thead>
<tbody>
<tr>
<td>Balaban &amp; Katz Corp., Chicago, Ill.</td>
<td>WKXK</td>
<td>2</td>
<td>4,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Balaban &amp; Katz Corp., Chicago, Ill.</td>
<td>WKXJ</td>
<td>2</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>The Crowley Corp., Cincinnati, Ohio</td>
<td>WKXCT</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc., Passaic, N.J.</td>
<td>WKXVY</td>
<td>5</td>
<td>4,000</td>
<td>4,000</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc., Washington, D.C.</td>
<td>WKXVV</td>
<td>4</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Don Lee Broadcasting System, Los Angeles, Cal.</td>
<td>WKXMT</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Metropolitan Television, Inc., New York, N.Y.</td>
<td>WKXAO</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
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<tr>
<td>Philco Radio &amp; Television Corp., Philadelphia, Pa.</td>
<td>WKXAO</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Purdue University, West Lafayette, Ind.</td>
<td>WKXAO</td>
<td>8</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>State University of Iowa, Iowa City, Iowa</td>
<td>WKXAO</td>
<td>8</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Wm. B. Still, jr., Jamaica Radio Television Co., Jamaica, L.I., N.Y.</td>
<td>WKXAO</td>
<td>3</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Television Productions, Inc., Los Angeles, Cal.</td>
<td>WKXAO</td>
<td>4</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Gas Zabari, South Charleston, W. Va.</td>
<td>WKXAO</td>
<td>1</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Zenith Radio Corp., Chicago, Ill.</td>
<td>WKXAO</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
</tr>
</tbody>
</table>

† Under construction.

Pending Applications for Experimental Television Broadcast Stations
(As of August 15, 1944)

<table>
<thead>
<tr>
<th>Location</th>
<th>Applicant</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illinois</td>
<td>Chicago . . . Columbia Broadcasting System, Inc. (WBBM)</td>
<td>4 (peak)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1kw (peak)</td>
</tr>
<tr>
<td>Indiana</td>
<td>Indianapolis . . . P. R. Mallory &amp; Co., Inc.</td>
<td>2 (peak)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>150w (600w peak)</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Boston . . . General Television Corp.</td>
<td>1 (peak)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>400w (peak)</td>
</tr>
<tr>
<td>Minnesota</td>
<td>Minneapolis . . . Industrial Tool &amp; Die Works, Inc.</td>
<td>4 (peak)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5kw (peak)</td>
</tr>
<tr>
<td>New Jersey</td>
<td>New York . . . Radio Corp. of America (WABC)</td>
<td>5 (peak)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30kw</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1kw</td>
</tr>
<tr>
<td>Utah Salt Lake City . . . Intermountain Broadcasting Corp. (KDLX)</td>
<td>1 (peak)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>100w (400w peak)</td>
</tr>
</tbody>
</table>
The dollar sign is the answer. It completes the well-used television formula $S + S$, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

$S + S = $ has been just a promise for a long time. But it's due to become a reality shortly after victory.

Television is "personal call" salesmanship...showing your actual merchandise in its most favorable light to small family groups at home...demonstrating your products in use while the persuasive voice of a master salesman delivers a polished and perfected sales talk. This is the most successful selling known. And you'll be using it—not in one home at a time—but in millions!

Enterprising, quick-acting advertisers and their agencies are now learning the technique and the tremendous potential of television by producing their experimental programs at DuMont's pioneer Television Station—WABD.
KATE SMITH HOUR 34.3
VOX POP 33.3
DR. CHRISTIAN 31.8
BURNS AND ALLEN 31.0

BIG TOWN 27.4
CRIME DOCTOR 25.1
THANKS TO THE YANKS 24.5
BLUE RIBBON TOWN 23.6
WE THE PEOPLE 23.4

JACK CARSON SHOW 21.2

I LOVE A MYSTERY 20.8

MAJOR BOWES 20.2

![Image of people]

**Check This**

**10 MORE for GOOD MEASURE**

- Lux Radio Theatre 36.0
- Texaco Star Theatre 25.1
- Helen Trent 24.6
- Big Sister 21.3
- American Melody Hour 20.5
- Death Valley Days 20.0
- Dinah Shore Show 20.0
- Easy Aces 19.9
- Inner Sanctum 19.9
- Suspense 19.4

![Image of people]

**And of course the NEWS!**

1P.M. 24.7 6P.M. 26.7

All Hooper Ratings from Winter-Spring Index 1943-1944
Sure, these Hooper ratings are terrific — but WTAG, in a big market, does things in a big way! — Remember? Most advertisers know the advantages of covering (and we do mean covering) Central New England from the inside. After reading this advertisement, you too, must realize that the one sure way to this big, high-wage-level audience is through the station with the local appeal and the high Hoopers — WTAG.

PAUL H. RAYMER CO. National Sales Representatives

WTAG 7M WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
REVIEW OF 1943-1944 ACTIVITIES OF THE NAB

SECRETARY-TREASURER
C. E. Arney Jr.

PREPARATION of this report is made at a time when the country has been involved in events which have occurred since the War Conference in Chicago in April 1943. The complications are many and they have taken place within the organization, resulting in the assumption of additional duties by the Secretary-Treasurer's office.

Chronologically, changes are as follows:

On June 1, 1943, Russell Place, Director of the Legal Dept., resigned to accept an important civilian post with the Office of Strategic Services. Since that time the bulk of the legal work has devolved upon the Secretary-Treasurer, C. E. Arney Jr., and various duties have been discharged or assigned some of the duties of the Secretary. It became necessary for the Secretary-Treasurer to assume the direction of the affairs of the Corporation abroad without having had time to prepare a report of the President's activities.

On March 1, 1944, Neil Miller terminated his presidency and for the period March 1-April 10, when Harold Ryan assumed his presidential duties, the Secretary-Treasurer, as Acting Manager, fulfilled the requirement, by discharging some of the duties of the presidency. To further complicate the situation Neville Miller was called away on duty abroad without having had time to prepare a report of the presidential activities from March 1, 1943, until his departure on March 1, 1944.

The Supreme Court on May 10 handed down the decision upholding the right of the FCC to enforce the so-called network rules. The broad language used by the Court in sustaining the Commission's position augmented the confidence of broadcasters throughout the industry. There was spontaneous editorial comment in thepress calling for revision of the law and for an end to the harassment of free speech.

There was a very definite feeling of anxiety that the law, as interpreted by the Court, gave to the Commission powers over the operation of licenses, including programs and business policies, which would lead ultimately to the serious impairment of the American System of Broadcasting. Efforts were immediately undertaken to hasten consideration of the legislation then pending in Congress.

WAR SERVICES: Throughout the entire period, the major portion of NAB staff's time has been devoted to cooperative activity with the many governmental agencies which deal directly with our war effort. All stations have been kept abreast of developments in selective service procedure directly affecting the industry.

As a further aid to broadcasters in meeting personnel problems arising out of administrative and technical personnel by the armed services, NAB cooperated with the FCC in compiling a list of technicians available for employment and many of these were placed.

Action of James C. Petillo AFM president, in continuing his ban on recordings has caused a considerable amount of anxiety to many stations of the NAB. At the instance of some of the recording companies the matter was taken up by the Labor Board and referred to a panel which held a long series of hearings. All of these developments were followed by NAB and a full report of them will be made at this Conference by our individual counsel, Sydney Kaye. The activity of the American Federation of Radio Artists in seeking an extension of the principle of assigned announcers fees has caused considerable concern and a great deal of our time has been devoted to that development. The WMAL case now pending before the War Labor Board for final decision is of extreme importance and has been carefully watched and a full report of it will be rendered counsel representing the station in that case. Likewise, we have conferred with the attorneys representing the Class B stations in Chicago with reference to their case which involves this principle and a full report of that will be made before this Conference.

Prior to his departure from the NAB staff, Joseph J. Miller compiled and made available to all broadcasters the decisions of the National Labor Relations Board. This document is of great value to all broadcasters.

In abnormal cases a resistance has been rendered to stations in connection with the negotiation of labor contracts and the upholding of the War Stabilization formula and Wage and Hour Act. The War Labor Board has rendered decisions respecting job referral and employment ceilings have been imposed. Reports will be made on these developments and made available through TV Reports.

Code and Programming

Considerable time has been devoted to bringing about better understanding of the NAB Code on the basic concepts which underlie its provisions. Serious attacks have been made upon the Code by certain organized groups and NAB has sought constructively to meet such attacks. This work has involved a great deal of aid in assisting the broadcasters in properly understanding the Code and in functioning effectively in the cause of freedom of speech. We have, however, devoted our energies to the furtherance of the Code and have asked the broadcasters to move on the basis of the Code. We have also taken the position that, since the Code is in the form of a voluntary agreement, it should not be applied to any broadcast station under the provisions of the War Stabilization formula which will govern all other agreements.

broadcasting

The work of the Dept. of Broadcast Advertising has been outstanding. Under the chairmanship of Paul W. Morency the Ret. Promotion Committee carried through a project conceived by the Dept. of Broadcast Advertising as approved by the Board in 1943. We believe this particular activity is typical of the many services which NAB has made by a trade association as a measure of direct service to its membership.

Pursuant to the action of the membership at the 1943 meeting a Small Market Stations Committee was formed.

The increase in the number of questionnaires sent out by the NAB Department of Research to the broadcasting industries of all kinds resulted in the creation early in 1943 of a Committee of Broadcast Station and Manufacturing Companies, upon which all important industries are represented.

Radio News: The Radio News Committee of NAB was created with the primary purpose of bringing about better trained personnel to produce and broadcast radio news. As a first step a cooperative enterprise has been undertaken with the American Assn. of Schools and departments of journalism looking to the establishment of a core curriculum of radio journalism.

Technical Developments: The fall of 1943 President Mills met and the present Board of Engineers in meeting with representatives of technical organizations such as the Institute of Radio Engineers, the Manufacturing Association, and others and perfected the organization at the financing of the Technical Planning Board. This Board is composed of the most important agencies in the field of postwar planning but will come the basic recommendations which will govern technical standards for the broadcast industry.

NAB Membership Totals 624, Largest in History; Income Over Half-Million

AN INCREASE of 98 members since April 15, 1943, has brought the total NAB membership, as of Aug. 8, to 624, largest in its history, the annual report of C. E. Arney, Secretary-Treasurer, shows. The membership is divided as follows: In U. S., 579 commercial stations, 2 non-commercial stations; territories 7; construction permit stations 4; networks, CBS, NBC; Districts 1 and 2, 7; Districts 3 and 4, 215; District 5, 117.

Station membership now totals 64.1% of the 924 standard stations in operation, 17.6% of the 223 broadcast affiliates; 48% of the 656 network affiliates, 73.8% of the 233 MSG stations. The Blue Book now lists 66 stations, while 71.5% of the Blue Book affiliates; NBC is third with 118 of its 142 stations belonging, while the 142 CBS stations, 115 are NAB members.

District 13 Leads

Of the total network affiliate members, 36 are duplicates, leaving a grand total of 448 network affiliates. A total of 26 of the 31 stations carrying both Blue and MSG are NAB members; five are affiliates of NBC and CBS; 4 of CBS and 3 of MSG and 1 of the Blue and NBC. Of the 28 stations without network affiliation, 108 or 40.3% are members of NAB.

District 13 (Texas), of which Hugh E. A. L. Half of WOAI San Antonio, is director, is the largest in the country with 17 new members, largest increase of any district. Second was District 7 (Kentucky and Indiana), headed by Nathan Lord of WAVE Louisville, with 10 new members, while District 3 (Delaware, Pennsylvania and Maryland), under the leadership of John Meader of WFBQ Altoona, listed nine additional members. Membership in District 8 (Indiana and Michigan excluding Ontonagon and Gogebic counties) and District 15 (California, excluding 10 counties) remained static. All other districts showed increases from one up.

Income Half Million

On the financial side Mr. Arney reported that the NAB income for the fiscal year ending March 31, 1945, was $316,628.55. Cash on hand as of June 30, plus accounts payable on the same date totaled $85,784.75, as compared to $36,998.49 as of April 1, 1943.

Expenses for the NAB from April 1943 to June 30, 1944, aggregated $448,300.30, of which the income from the Code and general administration. Second largest expenditure of $66,340.75 was for the New York office, while the President's Dept. listed expenses of $57,774.96. Following is a tabulation of expenses for the period April 1, 1943, to June 30, 1944:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's Dept.</td>
<td>$57,774.96</td>
</tr>
<tr>
<td>Treasurer's Dept.</td>
<td>$31,556.17</td>
</tr>
<tr>
<td>Research</td>
<td>$21,532.28</td>
</tr>
<tr>
<td>Public Relations</td>
<td>$25,644.16</td>
</tr>
<tr>
<td>Labor Relations</td>
<td>$6,720.18</td>
</tr>
<tr>
<td>Legislative</td>
<td>$10,419.14</td>
</tr>
<tr>
<td>Broadcast Advertising</td>
<td>$16,935.35</td>
</tr>
<tr>
<td>Promotion</td>
<td>$11,386.83</td>
</tr>
<tr>
<td>New York Office</td>
<td>$96,340.75</td>
</tr>
<tr>
<td>General Administrative</td>
<td>175,577.49</td>
</tr>
</tbody>
</table>

Balance                                    $78,287.37
Add: Accounts Payable                     $7,497.38
Cash on Hand, June 30, 1944...............$85,784.75

(Continued on page 80)
Of these, the interest of Brockton, Mass., is centered principally on shoes—manufacturing shoes. Likewise, skilled, highly paid workers build ships in Quincy, make wax in Framingham. Dozens of similar towns, diverse as to their industries, uniformly prosperous, are tucked into the primary areas of WBZ, Boston, and WBZA, Springfield.

The needs of the folks in these towns are as varied as the things they manufacture. They, as well as the rural population of New England from Martha's Vineyard to Canada, look chiefly to WBZ and WBZA for their radio entertainment.

The NBC Parade of Stars, and meritorious local programs, projected with the power of 50,000 watts, will not be denied. Your message is assured of this vast receptive audience, at single-station cost. Consult NBC Spot Sales for availabilities.
Extraordinary power takes the familiar bumblebee over a wide area, across fields and hills, to every flower that has what it takes to make honey. Though "no bigger than a minute," the bumblebee does a tremendous job.

Power (over three times that of any other combination here) makes NERN stations familiar to... and strongest in the receivers of... over 8 million New Englanders who have what it takes to make sales.

Top-rated programs (all NERN stations are NBC affiliates) turn this power into a honey-gathering proboscis for NERN advertisers, who find that a commercial message "no bigger than a minute" does a tremendous job on NERN. A 15-minute daytime period that carries such a message over the entire New England Regional Network costs only $312 at the one-time rate. When you buy NERN, you buy a network.

### NERN STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency (kHz)</th>
<th>Power (Watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
</tr>
<tr>
<td>WCSH</td>
<td>970</td>
<td>5,000</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000</td>
</tr>
<tr>
<td>WLBZ</td>
<td>620</td>
<td>5,000</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>50,000</td>
</tr>
<tr>
<td>WPEA</td>
<td>1370</td>
<td>5,000</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250</td>
</tr>
</tbody>
</table>

Nationally represented by WEED & COMPANY

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

---

**NEW ENGLAND REGIONAL NETWORK**

**nern**

HARTFORD

CONNECTICUT
YOU MAY BE ABLE TO LIFT 370 POUNDS*

BUT—YOU CAN'T THROW A RADIO CAMPAIGN INTO WESTERN MICHIGAN FROM "OUTSIDE"!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED. The latest Hooper Special Report (made in the autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Friday evening figures, 7 P. M. to 10 P. M.:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>59.3%</td>
</tr>
<tr>
<td>STATION B</td>
<td>13.5%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>26.6%</td>
</tr>
<tr>
<td>MISC.</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

Many a radio advertiser draws a 200 or 300-mile circle around Chicago or Detroit—and kids himself that he is getting full coverage throughout that circle.

But no user of any "outside" station gets even adequate coverage in Western Michigan. We won't go into the technical reasons here—it's just that "outside" stations fade too much for satisfactory listenership.

If you really want to cover Western Michigan, the answer is WKZO. Recent Hooper Surveys—an excerpt from which is at the left—prove that WKZO is by long, long odds the most popular station in this territory. Write for all the facts—or ask Free & Peters.

*An Estonian named Lubaar set the world's record at that weight—"two hands clean and jerk."

WKZO
5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company
KALAMAZOO and GRAND RAPIDS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

August 28, 1944 • Page 25
(Continued from page 28) ing industry in the years lying ahead, Howard Frazier, NAB Director of Engineering, serves on all panels of the Board and is chairman of the Standard Broadcasting Panel.

RESEARCH: In the field of research, NAB activities during the past several months have been many. A special committee was created to give preliminary study to an industry formula for station coverage. Following this the Research Committee perfected the plan and the industry seems finally to be in a position to adopt a uniform standard for station coverage maps and presentations. Audience measurement has also been given a great deal of attention and a program for future activity will be submitted.

MUSIC COMMITTEE: Following a year and a half of operation under the revised ASCAP contracts which grew out of the consent decree, it became quite apparent that some steps to protect the interest of per-program licensees was necessary. A strong committee was created in the fall of 1943 headed by Campbell Arnoux. Too much credit cannot be given this committee for the splendid results which it has accomplished in clarifying the respective rights and obligations of ASCAP and the broadcasters.

Educational Activities

FREC has been constructively active. The previous quarterly meetings which the committee had held were abandoned and semi-annual meetings were substituted. The NAB staff has been represented at meetings of the School Broadcast Conference at Ohio State U. and at the conference of the Assn. for Education by Radio.

DISTRICT MEETINGS: Since our last report a total of 15 District meetings has been held at all of which one or more members of the NAB staff were present. In addition officials from various Government agencies and associate members also attended. These District meetings have grown to be increasingly important as a means whereby members of the staff may obtain a better perspective; acquaint themselves with the industry's thinking and bring them home to broadcasters the importance of the work which NAB is doing. All meetings have been well attended and the discussions have been constructive. Dates and places of these meetings follows:

District 7—July 28, 1943, Cincinnati:


Contact With Membership

The weekly NAB Reports constitute the principal medium through which NAB maintains a general and regular contact with the members. In addition to these Reports many special bulletins have been issued—to carry to broadcasters complete information on important developments in many fields in which the Association is active.

Resignations: We have previously indicated the resignations of Russell Place, Director of the Legal Department; Joseph L. Miller, Director of Labor Relations; and the leave-taking of Neville Miller. In addition, Everett E. Revercomb, who in point of service was the veteran of the NAB staff and served as auditor and comptroller, resigned on June 1, 1943, to accept a commission as Ensign in the Navy. He is now serving with the Division of Naval Communications in Washington. W. Dennis, who served from March 1943 as Chief of the NAB News Bureau, resigned in November to become Public Relations Director of WHN New York.

REPLACEMENT AND ADDITIONS: The task of replacing these efficient and experienced staff executives in normal times would have presented a problem of major proportion, but under wartime conditions it proved to be an almost impossible task. No replacement has been obtained for either Mr. Place or Joseph Miller until almost coincident with this writing, when John Morgan Davis was named by President Ryan to the position of General Counsel with specific authority over labor relations. In September 1943 Robert T. Bartley joined the NAB staff as Director of War Activities. Mr. Bartley acts as liaison between the NAB and the several departments of Government and acts as secretary to the Legislative Committee. Harold Ryan succeeded Neville Miller as President effective April 15. Mrs. M. O. Hathaway became auditor on June 1, 1943. No replacement was secured for Mr. Dennis.

DEPARTMENT OF BROADCAST ADVERTISING

Lewis H. Avery, Director

Quite properly, a review of the Dept. of Broadcast Advertising begins with a report of the Retail Promotion Plan. But, with equal propriety, on this activity can begin without a tribute to the untiring energy and unselfish work of the members of the Retail Promotion Committee. Despite a maze of complications and difficulties, he saw the project through to completion and through 117 shows before nearly 25,000 retailers.

The whole industry owes an exceptional debt of gratitude to Paul W. Morency, who devoted more than half of his time, without thought of compensation or material reward, to the stewardship of the pledges of subscribing stations and the funds raised by NAB. From early May to mid-December 1943 Mr. Morency carried the major burden of the greatest promotion ever undertaken by any advertising medium.

Mr. Morency appointed the following Committee in 1942, which carried through to the completion of the project: Robert E. Bausman, WISH Indianapolis; Gene L. Norland, KPIZ; Mr. Firth; William Crawford, WOR New York; Dietrich Dirks, KTRI Sioux City; John Esau, KSLL Tulsa; Kenneth K. Hackathorn, WHK-WCLE Cleveland; Arthur Hull Hayes, WABC New York; Walter Johnson, WITC Hartford; C. L. McCarthy; KQW San Francisco; James V. McConnell, WEAF New York.

Yours for the asking is 14 years intimate, personal knowledge of U. S. and Canadian markets, stations, distribution facilities and buying power.

Take the guesswork out of your next campaign by getting in touch with the nearest office shown below.

HOwARD H. WILSON CO.

NEW YORK
551 Fifth Avenue
Murray Hill 6-1230

SAN FRANCISCO
681 Market Street
Douglas 4475

CHICAGO
75 East Wacker Drive
Central 8744

HOLLYWOOD
6362 Hollywood Blvd.
Granite 6113

SEATTLE
2102 Smith Tower
Elliot 7417

BROADCASTING  •  Broadcast Advertising
Department of Commerce Chief Miller warns marketers to bring "Beyond-Metropolitan" areas actively into marketing plans before post-war race starts. Bring these important, remote, hard-to-get-at areas into your "main show" with the KEYSTONE coast-to-coast transcription network.

"HOOPER Reveals Something SUPER"

Send for new Hooper Survey of significant Keystone "Beyond-Metropolitan" markets. It proves conclusively that the vast majority of people in these markets listen predominantly to their own local stations, rather than to stations coming in from the outside.
What happened to the Candles?

The baker was surprised too. A birthday cake with daisies instead of candles? What’s the idea?

It’s freshness, Alphonse. The freshness of the big time program material that’s getting more listeners and clients for ASSOCIATED subscribers.

The news is getting around... fast.

ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history!

Ten years old this month, the ASSOCIATED LIBRARY has been kept excitingly, usefully new.

Selections that have gone stale are constantly deleted — to make room for the new hits, new arrangements of the old favorites, today’s top radio talent.

Unlike any other library, over 85% of our original basic library has been refreshed this way — replaced with sparkling, timely program power... an investment of more than $1,000,000!

Investigate ASSOCIATED now. Comparison proves it’s America’s finest, most useful program service!

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

MOST Hours of the Best RADIO Music... Represented Nationally by SPOT SALES, Inc.
This little budget went to WORL, Boston
These newscasters, together with KOIL's newswriters and news services, are jointly responsible for OMAHA'S HIGHEST DAY-TIME NEWS RATING.

Represented Nationally by Edward Petry Co., Inc.

(Continued from page 26)

York; John M. Outler Jr., WSB Atlanta; Oliver Runchen, KOL Seattle.

Preliminary discussions and investigations revealed two factors that retarded the increased use of broadcast advertising by department stores and other leading retailers: (1) A definite lack of understanding of the retailers' problems on the air by buyers; (2) Too little knowledge of the uses of broadcast advertising on the part of retailers.

Sheldon Coons Retained

Need for outside, professional counsel became apparent. After a careful examination of the field, Sheldon R. Coons, nationally famous retailer and business counsel, was selected. Mr. Coons worked with Dr. Julius Hirsch, senior consultant to OP and former price administrator for the German Reich.

Dr. Paul F. Lazarsfeld, Office of Research, Columbia U., was retained to make a new and original analysis of the use of broadcast advertising by retailers. He and his staff prepared the most complete study that has ever been undertaken in this field. The planning and production of the presentation in its final dramatic form was supervised by W. H. Knowles, vice-president of the Jam Handy organization.

The so-called Master Showing of the Retail Promotion Plan was presented in five parts: "Air Force and the Retailer", "Looking Forward to America's Take in the Air", "Why Radio Works", and "The Commercial". While the Master Showing was in production, the Director foretold the preparation of the How To Do It booklets, designed to supplement the presentation. These booklets included: Radio and Retailing 1942, How To Buy Radio Time, The Elements of A Successful Radio Program, How To Measure Radio Audience. The concluding booklet, How To Promote Your Program, will be issued shortly.

Volunteer M. C.'s

During production of the Plan, C. E. Arney Jr., NAB secretary-treasurer, prepared the tour schedules and handled the thousand and one details of the showings in 111 cities. As the presentation neared completion, leaders in the advertising industry were selected to act as masters of ceremonies at the showings throughout the country. They included: M. F. (Chick) Allison, WLW Cincinnati; Mr. Lieb, Chicago; M. R. Aveley, WAB; Harry Burke, WOW Omaha; James Gaines, NBC New York; Arthur Hull Hayes, CBS New York; Kingsley H. Horton, WEPI Boston; Walter Johnson, WTOP Hartford; Robert T. Mason, WMRN Marion, O.; John M. Outler Jr., WSB Atlanta; Clyde Pember, KFZJ Fort Worth; William C. Reux, NBC New York; Frank V. Webb, KDKA Pittsburgh; Frank Parke Wright, San Francisco; H. H. Rose, Radio Bureau. Starting at the Hotel Statler in Washington on Oct. 12, 1943, the Plan was shown in 111 cities before more than 25,000 retailers up to and including the presentation in Detroit on Dec. 7, 1943. Since Jan. 1, 1944, it has been presented in six additional cities, so that it has now been seen by nearly 25,000 retailers in 117 cities. One additional showing is even now booked for sometime after Sept. 1.

Sales Managers

Under the vigorous leadership of Dean Dirks of KTRI Sioux City, the Sales Managers Executive Committee, selected following the NAB War Conference in Chicago in April 1943, proved to be one of the strongest and most productive committees in the history of the Sales Managers Division. Since the last convention, the Committee has held five meetings, two of which were held in conjunction with conventions of the National Retail Dry Goods Assn. and the Proprietary Assn. of America, providing excellent representation for the broadcasting industry at those meetings. Members of the Sales Managers Executive Committee, in addition to Chairman Dirks: C. K. Beaver, Kara Little Rock; H. Ben- nett, KMBC Kansas City; Arthur Hull Hayes, CBS New York; Walter Johnson, WTOP Hartford; James V. McCullough, NBC New York; John M. Outler Jr., WSB Atlanta; W. Stuhl, KOMO-KJR Seattle; John E. Surrick, WPHL Philadelphia.

Through presentation of the Retail Promotion Plan in San Antonio the broadcasting industry had been offered an opportunity to conduct a clinical test of retail advertising within the limits of Texas, so that a strong leading San Antonio department store and a unit of Allied Stores Corp. Plans are now in preparation for a complete study of the application and use of broadcast advertising to every phase of department store advertising and merchandising.

NAB Sales Promotion CLINIC: The National Retail Dry Goods Assn. invited NAB to participate in its Sales Promotion Clinic at the Netherland Plaza Hotel, Cincinnati, on April 4-6, 1944. The first day was devoted to general advertising and newspaper, the second to display and the third to radio advertising. On Thursday, April 6, Broadcast Advertising Day, panel discussion of advantages and use of broadcast advertising by retailers was led by Dean Dirks, KRTI Sioux City and B. Lewis Posen, Publicity and Sales Director, Rochester, New York; J. E. Surrick, WPHL Philadelphia, co-chairman. Panel members were: Thomas D. Con- nally, CBS New York; Walter Johnson, WTOP Hartford; James V. McCullough, Publicity Director, D. H. Holmes Co., New Orleans; Richard L. Morin, Publicity Director, J. W. Robinson Co., Los Angeles.

PROPRIETARY ASSN. ADVERTISING CLINIC: At the invitation of the Proprietary Assn. of America, the Committee prepared a combination talking motion picture and described presentation. The Committee feels that this presentation to the PAA should be the forerunner of like promotions by the broadcasting industry.

(Continued on page 172)
Regardless of whether you employ television, FM-AM transmission to tell your story in the postwar years, one fact will remain the same. Markets will still be comprised of people...people you will have to convince; people who will decide to buy or not to buy your product.

In the Southern New England market, dominated by WTIC's 50,000 WATTS, there are 3,500,000 people who possess a buying income that is more than 60% in excess of the national average. For more than 19 years, these people have relied upon WTIC for their radio entertainment and enlightenment. The sales results of advertisers using WTIC's facilities prove the responsiveness of these friendly listeners.

Increase your sales in Southern New England. Reach people by using WTIC...both now and in the postwar future.

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE HABIT OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
The various G-E studios, stations, equipment and regularly scheduled broadcasts represent the greatest concentration of proving-ground activities in the world for the development and demonstration of FM, television, and standard and shortwave AM. All are located in the Schenectady area—and virtually next door to the engineering laboratories and fac-

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

STATION AND STUDIO EQUIPMENT
TRANSMITTERS • ANTENNAS
ELECTRONIC TUBES • RECEIVERS
largest proving ground

See G.E. for all three!

tories in which most of the equipment has been designed and built. So, make it a point to come to General Electric at Schenectady. Here is the place to study the newest methods and equipment; to get a picture of the future of commercial broadcasting—in all three fields; and to plan soundly for post-war station operation.*

The first FM station licensed! (1) The ultra-modern WGY studio, in Schenectady, where WGFM also is located and from which programs are relayed—without wires—to the FM transmitter atop the Helderberg Mountains 12 miles away. (2) G-E S-T transmitter. (3) G-E high-gain S-T relay antenna. (4) FM broadcast transmitter at right, and 50-kw experimental transmitter. (5) G-E FM circular broadcast antenna.

Most powerful and best equipped television station in the world! (1) G-E workshop television studio in Schenectady. From here, through G-E television relay equipment, programs are beamed to the giant transmitter on a mountain-top 12 miles away. (2) A studio interior view. (3) G.E.'s pioneer television relay station which picks up programs from New York City and relays them to the main transmitter. (4) G-E directional relay antenna. (5) The G-E 40-kw television transmitter.

Two of the most powerful international shortwave broadcast stations! (1) Aerial view of transmitter station, and partial view of antenna arrays. (2) G-E high-powered AM transmitter and control console. (3) G-E shortwave broadcast panel antenna. (4) G-E antenna switchyard for the selection of beam antennas for broadcasts to different parts of the world.

Write for any of this informative printed material: Book, "Radio Broadcasting Post-war"; book, "Television Broadcasting Post-war"; pamphlets on FM systems and equipment . . . as well as the "G-E Equipment Reservation Plan" which will enable you to obtain quick post-war delivery on equipment you need. Write also for any special information desired; or to make a date to come to Schenectady for a tour of inspection and study of G-E facilities. Address Electronics Department, General Electric, Schenectady, New York.
Serving With Pride

902 AMERICAN RADIO STATIONS
with
AMERICAN MUSIC FOR TODAY AND TOMORROW
from its storehouse of more than
100,000 COPYRIGHTED COMPOSITIONS
of
AMERICA'S FINEST PUBLICATIONS

THE BEST MUSIC

SESAC IN AMERICA

Answer to your music problems
SESAC PROGRAM BUILDER!
In mails Now!! Watch for it!!

Over 600 SESAC tunes recorded on commercial and library transcriptions in one month.

475 FIFTH AVENUE, NEW YORK 17, N. Y.
WILL BE A BUSY ONE

Yet, "the road ahead" holds a real challenge for broadcasters. The personnel of The Nunn Stations know that every turn of the road will unfold new, progressive ideas, methods of operation and stream-lined research methods. Today, however, members of these stations are giving current broadcasting activities the most careful attention and supervision. Intelligent programming and sound promotion are two of the main factors responsible for the listener loyalty enjoyed by this group. Tomorrow, when a new world looms in sight "around the corner", the Nunn Station will be ready to meet it... aggressively, wisely.

THE NUNN STATIONS
OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN
When You Think of NEW ORLEANS

... You Think of PAN AMERICAN CLIPPER
FLYING IN FROM LATIN AMERICA

...AND

WWL
NEW ORLEANS

The Greatest Selling Power In The South’s Greatest City
50,000 WATTS CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Build For The Future

Where the Future is assured

WSIX, “the voice of Nashville”, covers a market where after-the-war as well as present-day business prospects are as high as anywhere in America. This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future. Through WSIX you can cover this market both for today and tomorrow.

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

5000 WATTS
980 Kilocycles

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
Seriously, men, it's

Frank X. Fitzpatrick!

All business and no monkey-business—that's the word for Frank Fitzpatrick. Give him a job to do, and it's already half finished. Which is no mean talent in this day of our Lord, and many advertisers and agencies have acknowledged it by giving Frank their unqualified confidence and respect.

Yes, with Frank as with all the rest of our "F&P Colonels", work is the answer. Most of us can always find time for a lot of fun in our jobs, and none of us, we hope, is a sour-puss. But search as you will, we think you'll not find many organizations in which honest-to-goodness hard work is more vigorously or consistently practiced.

That, we think is one of our "priceless ingredients", here in this group of pioneer radio-station representatives.

Free & Peters, Inc.

Pioneer Radio Station Representatives

Since May, 1932

Chicago: 180 N. Michigan
Franklin 6373

New York: 444 Madison Ave.
Plaza 5-4130

San Francisco: 111 Sutter
Sutter 4353

Hollywood: 6531 Hollywood
Granite 3615

Atlanta: 322 Palmer Bldg.
Main 5667

Page 38 • August 28, 1944

Broadcasting • Broadcast Advertising
FDR and Dewey Hail Radio’s War Service

Tell NAB FM, Video Promise Bright Future; 1,000 Register at Chicago

Encouraged by President Roosevelt and Gov. Dewey commending radio for its superb war job, and inspired by the imminent European victory and the brilliant successes in the Pacific, some 1,000 broadcasting delegates to the NAB Executives War Conference in Chicago this week will blue-print their postwar plans, but only if they have devised means of pressing every watt of energy they possess in the drive toward victory.

From President Roosevelt came something more than a pro forma greeting. In a letter to President J. Harold Ryan he envisioned a future for broadcasting “as bright as its past has been distinguished”. He pointed to FM, television and facsimile broadcasting offering great fields for developments which will enable radio not only to hold its own “but rather to expand and flourish”.

Gov. Dewey, in his first public utterance on radio since his nomination at the Republican Convention last June, stood solidly behind the “free radio” plank in the Republican platform, and lashed out against “unnecessary governmental Lamination”. He lauded radio not only for its “valiant war service”, but for its “equally valiant fight against those in our midst who would subdivide American radio o Federal wish...”

Any misgivings broadcasters may have had about holding the war sessions in lieu of their 22nd convention, because of transportation and housing conditions, were dispelled with the Aug. 16 action of the FCC in calling spectrum-wide hearings beginning Sept. 28 to shape new allocations. These hearings, the most momentous since radio began, will supply the broad technical base upon which standard, FM, television and facsimile broadcasting ultimately will stand. The FCC hearing call catapulted technical radio into the forefront of conference topics.

The Aug. 28-31 sessions, however, run the whole course of broadcast operations—in a wartime as well as in a peacetime economy. Anticipating the war’s end before another membership meeting is held, President J. Harold Ryan developed a program which covers the return toward more normal operations, the re-introduction of competitive selling, and the lifting of war-imposed freezes, which will open the floodgates to establishment of scores, if not hundreds, of additional stations in all classes during the next year, along with the concomitant problems of returning military personnel and broadening of the radio operating base.

Last week advance registrations had reached approximately 600 at the Palmer House, War Conference headquarters, and it was estimated that possibly a gross attendance of 1,000 could be recorded, with a minimum of 200 of the registrants being Chicago residents in station, agency or advertiser fields. In keeping with the war tempo, there will be no equipment or merchandising displays, but companies in the manufacturing field will be represented, anticipating substantial business in new standard equipment, as well as in FM and television.

Geared to Business

There was considerable reaction against holding of a conference this year—the third in wartime—because of the attitude of the government toward the defense transportation against such meetings. This feeling, however, appeared to evaporate as the war picture in the European theater brightened and as government, as well as industry, fostered plans toward reconversion and return to peace time pursuits.

Kudos for the job radio has done can be expected—possibly direct from the fighting fronts.

Heading the list of speakers will be FCC Chairman James Lawrence Fly, who has selected as his topic “Broadcasting Faces the Future.” A speaker at every assembly this year is the FCC chairman, Mr. Fly’s appearance is arousing interest, because of the significance of impending postwar allocations and the hearings ahead. He will address the second day’s luncheon session on Wednesday.

The first day’s luncheon speaker will be Assistant Secretary of War Robert A. Lovett, whose topic is “The Air Forces Look to the Future.” Aviation as an industrial twin of radio, both having had their commercial onsets in the same generation, will be covered.

Ryan In First Appearance

Headlining the third day’s luncheon session will be Paul G. Hoffman, president of the Studebaker Corp. and chairman of the Committee for Economic Development, and C. Scott Fletcher, director of field development of CED, who will deal with “The Challenge to Postwar Broadcasting.” An inspirational speaker, Mr. Hoffman’s economic predictions have become a byword in business.

Mr. Ryan, who makes his first appearance before a general NAB meeting since he assumed the presidency four months ago, will deliver a progress report covering the 16 months that have elapsed since the 1943 War Conference. Drafted for the NAB helm as the successor to Neville Miller, who had served since 1938, Mr. Ryan accepted the call to serve only until July 1, 1946. At that time he intends to return to his post as vice-president and operating head of the Ford Industrial Co., and will return to his (Continued on page 164)
PROGRAM OF NAB EXECUTIVES WAR CONFERENCE
Palmer House, Chicago, Aug. 28-31

MONDAY, AUG. 28
9 a.m. to 5 p.m. Registration, 4th Floor
10 a.m. to 12 noon Committee Meetings: Legislative, Finance, NAB Managers Committee, Room 17, Accounting Committee, Room 2, Public Relations Committee, Room 18, Admissions Committee, Room 7, Radio News Committee, Room 9.
11 a.m. Broadcast Music Inc. Board of Directors Meeting.
12:30 to 2 p.m. Committee Luncheon Meeting, First Floor. Public Relations and Code Compliance Committee, Room 11. Sales Managers Committee, Room 7. Broadcast and Program Directors Committee, Room 4, Clear Channel Group, Room 9. (Business session to follow)
2 to 5 p.m. Committee Meetings: Code Compliance Committee, Room 2. Labor Executive and AFM Steering Committee, Room 5. Music Committee, Room 1. Small Market Station Committee, Room 3.
4 p.m. NAB Association of Women Directors, Room 7.
7 p.m. Dinner Meetings, NAB Board of Directors, Rooms 8-9. Program Directors Committee, Room 12.

TUESDAY, AUG. 29
9 a.m. Registration
9:30 a.m. to 12 noon General Session, Red Lioner Room Call to Order. "Radio Broadcasting and the War Effort."—President Havelock, WCBK, Columbus, Ohio. (Business session to follow)
Broadcasting Advertising Seminar
Dietrich Dirks, KTRI, Chairman, NAB Sales Managers' Executive Committee, Presiding.
Review of the Promotion Plan, Paul W. Morey, WSM, Chairman, Retail Promotion Committee.
With the Program Was Designed to Accomplish.
With What It Has Achieved
If We're Selling Department Stores—""—Paul McCarthy, Advertising and Promotion Manager, Buffalo.
Participation in the Proprietary Association Advertising Clinic, Purpose of Presentation, John M. Outler, Jr., WSB Atlanta.
"Post War Opportunities and Problems"—T. A. M. Craven, Vice-President, Iowa Broadcasting System.
Future Plans of the Sales Managers' Executive Committee and the NAB Department of Broadcast Advertising, Panel Discussion and Presentation to the Building and Housing Industries. Military-Industrial view of the post-war period. There is a need for broadcast advertising to be congratulated on its contributions to the winning of the war, and I know that you will not diminish your efforts in even the slightest degree until the final victory is won.
Careful planning, too, will ensure for future broadcasting as bright as its past has been distinguished. Out of this war have come technical improvements, now being utilized by the armed forces, which will most fortunately affect the pace of broadcasting of the future. FM, television and facsimile broadcasting offer great fields for democracy and competition. How can you, as managers, help your industry not merely to hold its own during the period of conversion and de-mobilization, but rather to expand and flourish? I confidently trust that you will plan soundly for the maintenance of all broad coverage in which will be beneficial to the public and successful for the industry.

Roosevelt Message to Ryan

DEAR MR. RYAN:

Aug. 25, 1944

I send my hearty greetings to the executives of the radio broadcasting industry who are conferring on the war-time functions of broadcasting. Certainly, post-war broadcasting is to be congratulated on its contributions to the winning of the war, and I know that you will not diminish your efforts in even the slightest degree until the final victory is won.

Careful planning, too, will ensure for future broadcasting as bright as its past has been distinguished. Out of this war have come technical improvements, now being utilized by the armed forces, which will most fortunately affect the pace of broadcasting of the future. FM, television and facsimile broadcasting offer great fields for democracy and competition. How can you, as managers, help your industry not merely to hold its own during the period of conversion and de-mobilization, but rather to expand and flourish? I confidently trust that you will plan soundly for the maintenance of all broad coverage in which will be beneficial to the public and successful for the industry.

Very sincerely yours,

/s/ FRANKLIN D. ROOSEVELT
Radio’s Crying Need Is New Law—Ryan

Future of American System Must Be Assured by Clarifying Rights

By J. HAROLD RYAN
President, National Association of Broadcasters

WHEN the war came to the United States it furnished the American System of Broadcasting an unequalled opportunity for service. American Radio accepted it as a command. The technique of radio news service had been steadfastly improving since its introduction a scant 10 years ago. Its expansion was most noticeable after America entered the war, culminating in the superb performance on the Normandy beachheads, with, through radio the American public practically accompanied their forces as the invasion started and as it continued on its way.

Never before has the world been given such a closeup and veritable account of the progress of a battle as has been furnished in the course of the fighting in France. All the sounds of a modern battle have been brought home to the people in their horrible reality. Tales of heroism have been recounted before our very ears. It has been a wonderful job, superlatively done.

54 Billion Impressions

With the country at war, the Government had need to carry the story of its requirements to the people, and there again radio stepped in, and acquitted itself well. During the campaigns conducted by the Government covering recruitment of various kinds, Bond sales, conservation of many materials, explanations of regulations, etc., it is conservatively estimated that radio gave the American public over 54,000,000,000 listener-impressions—in other words, that it reached every person in the entire population 400 times with its war messages. In a monetary way, it is figured that for $1.00 spent for advertisers over the air, plus networks and radio stations themselves, contributed over $200,000,000 worth of time on the air to war messages.

While covering these war phases, the American System of Broadcasting continued to furnish the best all-around radio programs in the

(Continued on page 160)

Late Registrations

(Continued from page 40)

Dunn, Jack, WDAY Fargo, N. D.
DuBose, Robert, WELI Cincinnati.
Eaton, Tom WTIC Hartford.
Eaton, Mr. & Mrs. W. W., WLOM Mansfield, O.
Edleston, Mark, WHAS Louisville.
Evans, Edward, Blue New York.
Evans, Mr. & Mrs. Fien, WSBZ Huntington, W. Va.
Fellops, Harold, WEEI Boston.
Fletcher, Fred, WRAL Raleigh, N. C.
Floyd, Quin, KPFA Helena, Ark.
Frescetti, George T., WFRH Wisconsin Rapids, Wis.
G
Gammon, Earl, WTOP CBS Washington.
Grabhurn, M. B., Blue New York.
Grinalds, Archie, Blue New York.
H
Hance, Kenneth, KSTP Minneapolis-St. Paul.
Hanson, O. B., NBC New York.
Hardy, Ralph, KSL Salt Lake City.
Hawkins, B., KDKA Denver.
Heinecke, Paul, SESAC, New York.
Hillie, Mrs. Hasel, Radio Council, Des Moines.
Hoover, Fred R., WFIN Findlay, O.
Huffman, W. F., WFRH Wisconsin Rapids, Wis.
Hutchinson, W. E., WAAP Chicago.
J
Jeffery, Kent L., WFIN Findlay, O.
Johnson, Morris, KMOS St. Louis.
Josephy, Austin E., WCCO Minneapolis.
K
Karol, John, CBS New York.
Kendrick, Herbert, Beckley, W. Va.
Knight, Ivo, Blue New York.
Knight, J. W., WTIC Savannah, Ga.
Kreger, Karl, KNBC Kansas City.
L
Lane, Mr. & Mrs. Howard, CBS New York.
Lodge, William, CBS New York.
M
Malton, D. A., WMAJ Laurel, Miss.
McBride, W. G., WDEO Orlando, Fla.
McCarty, Riba, WOC Columbus, O.
McCamey, Bruce, WISN Wisconsin Rapids.
McCone, Martin F., WABR San Antonio.
Mills, Joseph, WATR Waterbury, Conn.
Morency, Paul, WTIC Hartford.
Sweeney, Robert, Blue New York.
N
Nimmons, Ralph, WFAA Dallas.
O
O’Hara, Mr. & Mrs. J. M., WMAN Mansfield, O.
Park, Eldon, WLOL Cincinnati.
Part, John, Mason United Advertisers, Toronto.
Powers, Hugh J., KGGF Coffeyville, Kan.
Quanton, William B., WMT Cedar Rapids.
R
Ramm, Joseph, CBS New York.
Ring, A. D., Ring & Clark, Washington.
Roberts, Don, CBS Chicago.
Roberts, R. J., WCV Cincinnati.
Sample, H. Gene, Rich’s, Atlanta.
Shaw, Pete, Blue New York.
Schwimmer, W., Schmimmer & Scott, Bay, WHAS Louisville.
Siegel, Walter, WTOP Washington.
Slater, Mr. & Mrs. William, KFPP St. Smith, Ark.

Dewey Message to NAB

TO THE OFFICERS and membership of the National Assn. of Broadcasters:
American broadcasters in war conference in Chicago may, with full justification, look with pride upon the part they are playing in the winning of the war which now engages us.

From the commentator who speaks with mental caution into his microphone while under fire on the battlefields of France, to the hard-headed salesman who sells his client a war bond appeal announcement instead of a regular commercial appeal, you have all held the industry record high.

Your war service has been given under the banner of free radio, and radio in America must always be free of unnecessary governmental domination. Particularly your industry must be free of Administration interference so that you may carry out the modern form of the traditional town meeting. Just as political questions of early days were settled at town meetings, so the political questions of today must have full discussion on the air.

To that end, the Republican Party, in its platform adopted at Chicago last June, stands for freedom of radio. That plank in my party’s platform I heartily endorse.

On this occasion of your war conference, let me salute you of the radio industry for your valiant war service, for your equally valiant fight against those in our midst who would subordinate American radio to Federal wish, and for the part I know you will play in the future in the establishment of a truly great, new, peace-time America.

Albany, N. Y.
Aug. 23, 1944

/5/ THOMAS E. DEWEY

GROUP MEETINGS

MONDAY
2 p.m.—Blue Network affiliates business meeting. Red Raquer Room.
2 p.m.—Radio Broadcasting System districts 2 and 6 business meeting. Grand Ball Room.
2 p.m.—National Broadcasting Co. Parade of Stars meeting. Room 14, Mutual Broadcast- ing System, 2-hour business meeting. Crystal Ball Room.
3 p.m.—NRB dinner.

TUESDAY
4 p.m.—Keytone Broadcasting System affiliates business meeting. Room 17.
5 p.m.—Columbia Broadcasting System advisory board dinner. Rooms 8-9, Keystone Broadcast- ing system affiliates dinner. Crystal Ball Room.

August 28, 1944 — Page 41
Lea Urges Definitive Radio Legislation

OUR ORIGINAL radio law was enacted in 1927; that Act was not substantially changed by the Communications Act of 1934. In effect the Federal Communications Commission is operating under an Act passed 17 years ago.

Since that time revolutionary changes have occurred in the development and discovery of methods of radio transmission. We have also had 17 years of experience in governmental regulation.

FCC Powers Uncertain

It is my belief that our radio legislation needs reconsideration and revision in order to give the practical adaptation to the changed conditions and experience since the original Act was passed.

Experience has developed important uncertainties as to the powers and duties of the Commission. There has been widespread criticism of the Commission on the ground that it has unduly exercised powers of doubtful authority. In some instances, these powers were probably not in the contemplation of Congress when the original Act was passed. Proper disposal of the legislative problems as to such matters involves a consideration of not only what the Commission law may be but also what policy should be established by Congress in defining and limiting such powers in view of the developments and experiences of the last 17 years.

It is generally conceded that legislation is needed to improve the legal procedure for conducting hearings by the Commission and the disposal of applications by it. The recent Supreme Court decision confirming the broad authority of the Commission to regulate the networks was contrary to a commonly accepted view of the powers of the Commission held by many members of the legal profession. In view of this decision of authority given by the Supreme Court, there is a necessity for Congress to consider, clarify and define the authority of the Commission in relation to this and other important activities of the Commission. The decision leaves further doubts as to the powers of the Commission. I think experience shows that any Commission established by Congress should be reluctant to exercise powers of doubtful legal authority. In case of such doubts, the matter better be determined by recommendations to Congress for appropriate legislation to define the powers and duties of the Commission.

There are also instances in which powers properly belonging to the Commission deserve to be definitely limited and restrained by legislative enactment.

Longer Licenses Needed

The broadcasting industry has become one of the great institutions of the country. It is now largely dependent for the continuation of its licenses or permits on the more or less undefined discretion of the Federal Communications Commission. This seems to be a proper subject for consideration and legislation with a view of more clearly defining the duties of the Commission as to the granting and regulation of licenses.

Consideration might also be given to the question of giving a greater degree of stability to the industry by the granting of more extended licenses and of establishing a more judicial system for disposing of complaints involving the penalization or revocation of licenses. The extent and purposes of regulatory controls might also be considered and defined.

The war period and its problems have laid heavy burdens upon the members of Congress. It has been a difficult, if not impractical, time to expect Congress to give proper attention to these subjects that have no direct relation to war problems.

I do believe that our military situation will be such that the next Congress will, and will give that degree of attention to the need of improvement of our radio communication legislation that is necessary to meet the needs of the industry at this time; to provide proper methods of procedure before the Commission; and to define and limit the purposes and extent of its regulatory powers. This should be done.

War Fund Drive To Utilize Radio

Committee Named Includes Ryan, Busk and Robinson

NATIONAL WAR FUND last week set in motion plans for radio support of the 1944 campaign. Jesse Butcher, radio director, distributed to networks, local stations and local community war chests a radio kit, containing organization hints, station breaks, spot announcements, feature material and an outline of available recorded promotion. Drive starts Sept. 20 and will run for about seven weeks.

Early in the week, at a meeting of the New York War Fund, attended by representatives from the radio, advertising and entertainment fields, Harold A. Lafount, president, Atlantic Coast Network, and chairman of the NYWF radio division, said that he had received pledges of full industry participation in the local phases of the drive. Allen Roberts, assistant radio director of the New York War Finance Committee, Treasury Dept., is radio director for the New York campaign.

Committee Named

The radio kit was prepared in cooperation with the radio bureau of the Office of War Information and the NWF radio advertising committee, headed by Joseph R. Busk, of Ted Bates Inc., New York. Committee includes Hubbell Robin- son, Young & Rubicam, New York; S. Caldwell Swanson, J. Walter Thompson Co.; S. Heagen Bayles, Ruthrauff & Ryan Inc., and Harold Wengler, Ted Bates Co. J. Harold Ryan, NAB president, heads the NWF's network and local stations committee, which comprises the presidents of the four major networks and 16 station executives. Included in the kit is a personal letter from Mr. Ryan to station operators, urging their support.

Questions Supreme Court Decision; Advocates Longer Licenses

By Rep. Clarence F. Lea

Chairman, House Interstate & Foreign Commerce Committee

Chairman, House Select Committee to Investigate the FCC

REP. LEA

DESPITE shattered hopes for radio legislation when the White-Wheeler Bill (S-814) died, Rep. Clarence F. Lea (D-Cal.) chairman of the House Interstate & Foreign Commerce Committee and the Select Committee to Investigate the FCC, is convinced it's time not only for a new radio law, but one that will define the FCC's powers, rights of broadcasters and stabilize radio through long-term licenses. A native Californian, the 70-year-old lawmaker has been in Congress since 1917 and 13 of 14 terms he was the nominee of both major parties from the First California District. As chairman of the standing committee since 1937 and as head of the Select Committee since last October, Mr. Lea studied the Communications Act; has watched radio's rapid growth. In light of the White-Wheeler Bill's demise, Rep. Lea's views give added importance to radio legislation prospects.
The Pattern of Postwar Broadcasting

FM, Television and Facsimile Offer Challenge to Stations, Networks

By BRUCE ROBERTSON

But before stations can be erected and sets built, standards must be set and allocations made. Industry, through the Radio Technical Planning Board, and Government, through the Interdepartmental Radio Advisory Committee, have long been studying the many technical problems involved in providing for the best possible service in the immediate postwar era without blocking the way for the introduction of future improvements.

Channel Width

While some major considerations, such as the proper width of transmission channels for FM and television and the place of these services in the frequency spectrum, are still being hotly debated, definite and rapid progress has been made. It can be confidently expected that unless political considerations are allowed to supersede engineering knowledge, the questions of standards and allocations will be settled in time to enable broadcasters and manufacturers to go ahead as soon and as rapidly as military considerations permit.

What About FM?

The settling of the technical problems, however, marks only the beginning of the questions which the broadcaster must answer. Should he devote himself exclusively to continuing his present AM service—a good service for public and advertiser and a profitable operation for the broadcaster—which now reaches more than 90% of the homes in the country? Should he invest $30,000 (or $130,000) in an FM station, plus operating costs? If he does not enter this new field of broadcasting, will he be inviting competition utilizing a better technical service that may some day supplant AM entirely? If he goes into FM, is he prepared to provide good program service to the purchasers of FM receivers for an indeterminate period of operation at a loss?

Industry estimates indicate that FM sets will go into some 20,000-000 homes within five years after the resumption of manufacture, but as most of those will be combination AM-FM sets, AM will still at that time provide the major program service for the public and the major medium for national advertisers.

Costs Are Higher

Much the same type of questions must be answered about television, except that here the investment and operating costs are much higher than for FM, and a completely new type of program service must be developed. The selling force of television is such that commercial rates will undoubtedly be much higher per home than in sound broadcasting, but the higher price of receivers will probably make television a class rather than a mass medium for years to come.

Facsimile, Too

Facsimile is another new medium available for exploitation by broadcasters in the postwar era, offering the public a text-and-picture service on paper, like a newspaper or magazine, but delivered by radio. The novelty appeal of facsimile and the anticipated low cost of receivers, plus its ability to provide a visual and permanent advertising medium, have already aroused the interest of a number of station operators.

Technically these new services are ready to go, but the green light of Victory is flashed. But they represent opportunities which must be grasped, not inherent rights which will automatically fall to the broadcasters just because they have been ready day radio, are electrically transmitted through the air from station to home.

Newspaper publishers, ruefully recalling the missed opportunities to get in on the ground floor of radio 20 years ago, motion picture producers, determined not to allow others to control new forms of entertainment offering a potential threat to theater attendance; department store operators, visualizing the possibilities of displaying their merchandise in the home; other far-seeing business men, alert to new opportunities—all are eying FM, television, facsimile with more than casual interest.

Must Pioneer

If today’s broadcasters are going to continue to supply the nation with its radio entertainment and information they must resume the pioneering role they fulfilled so successfully a score of years ago, when they took the radio developments of World War I and turned them from military communications into a great peacetime service.

Broadcasting urges every broadcaster to read with care the articles in this special NAB War Conference edition, and to attend the postwar session of the Conference. Then start thinking, as well and as earnestly as you ever thought about anything else in your life, about your place in the postwar broadcasting picture. Don’t delay. The time is now.


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Three-Fourths of All Stations Respond to WAC Air Schedule

BETWEEN 75 and 80% of the nation's stations have responded to the four-day weekend test run of the new WAC Air Schedule for the Women's Army Corps. Last week all stations and many contracts have been placed by Young & Rubicam, New York, for the WAC advertising, it was learned last week. Agency, however, up to the weekend declined to issue a box score of acceptances and refusals or a list of those which will definitely carry the spots, stating that this information will not be released until the placement is complete. Approximately $500,000 is earmarked for radio, if all stations should accept.

Carlos Franco, manager of the Y & R timebuying department, explained that a great many stations have complied with the original specifications drawn up by the agency and approved by the War Dept.—one-minute recorded announcement and one station break, five-eights of the spots to run Monday through Friday, between the hours of 6 and 10 p.m.—but others have not. Some stations, he said, quoted availabilities for station breaks but not for announcements. Others quoted them for announcements only. Some offered times after 10 p.m. or before 6 p.m. and some offered time on Saturday, but merely said they have no availabilities between 6 and 10 p.m. Some explained they are daytime stations which leave the air at sunset.

Some stations said they were unwilling to accept payment from the Government and certain of these offered to carry the WAC announcements on a sustaining basis. Many others preferred the all-or-nothing plan to which the Navy had told the NAB they would accept the WAC advertising, said "no" to Young & Rubicam.

NBC and CBS reported that no Government advertising will be accepted on a commercial basis by their owned and operated stations. The same policy applies to Westinghouse stations. The Blue's owned and operated stations will not accept payment for Government announcements, but the network's stations will carry the WAC spots regularly on a sustaining basis. Blue also is planning to broadcast a special network program in support of the WAC enlistment drive.

FCC CHANGES RULE ON TRANSMITTERS

AMENDMENT of the rules governing standard broadcast stations to permit a station operating with different power day and night to obtain repeated use of a frequency by use of alternate transmitters of different power was adopted by the FCC last Thursday. The change arose in the case of a station using 5000 w day and 1000 w nights transferred to employment of its 1000 w auxiliary transmitter for nighttime use because of greater efficiency. Hereafter, the rule has covered the use of identical transmitters and now is made more flexible to cover alternate transmitters. Following is the text of the amended rule:

Section 5.54, as amended reads:

Alternating transmitters.—The license of a standard broadcast station may be assigned for alternating transmitters provided that such transmitters are to be used in conjunction with the use of alternate transmitters shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power and are except of stations operating with different daytime and nighttime power when it is not permissible to employ transmitters of power capability to either the licensed daytime or nighttime power.

(c) The extended range of the transmitters are substantially the same as to frequency, stability and interference. Transmitter range is the radio harmonics and other spurious emissions and audio frequencies radiated by the harmonic generation in the transmitter.

2 Such as licenses maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental operation requires alternate operation.
Who has seen the wind?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a "radio audience" far better than a slide rule calculation... a thumb-tack on a map... or what a time buyer reads in a data book.

The nursery rhyme goes like this:

Who has seen the wind?
Neither you nor I
But when the trees bow down their heads
The wind is passing by.

—Christina G. Rosetti

There's something about a "radio audience" that you can't pick up in your hands and examine under a microscope or with a micrometer.

It's an intangible made up of a lot of qualities. All we know for sure about our W-I-T-H audience is that it produces more results for advertisers at the lowest cost, than any other station in town. We have the facts on that!

It's not a slogan, but the truth, when we say, "W-I-T-H is the people's voice in Baltimore."

WITH

Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed
CIO May Foster Law for Free Time

Legislative Project Is Disclosed at FCC Hearing

By BILL BAILEY

DISCLOSURE that the CIO plans to revive a drive for legislation requiring a fixed percentage of time on all stations to be organized labor should the FCC fail to provide relief was made last Thursday by Maurice Sugar, UAW-CIO general counsel, at the conclusion of his testimony in the CIO’s protest against WHKC, Columbus, O., at which Carl M. Everson, vice-president of United Broadcasting Co. and station general manager, repudiated the NAB Code with reference to the sale of time for controversial issues and solicitation of membership.

The UAW-CIO protest, admittedly a test case in the CIO Political Action Committee’s campaign to give that labor union free time between Nov. 8 and Nov. 15, and to challenge what he regarded as an arbitrary interpretation of the Code, which broadcasts anything deemed by the CIO as “unfavorable,” was heard by Commissioner Ray C. Wakefield. Each side was granted 30 days in which to file its briefs, which are currently and leave to file reply briefs within an additional 10 days.

Both Philip G. Loucks, Washington counsel for UAW-CIO, and Ernest Goodman, special counsel for the UAW-CIO, requested oral argument before the Commission on Jan. 15.

’Want Time on Air’

Mr. Sugar said his organization had no quarrel with WHKC but that inasmuch as Richard T. Frankensteen, vice-president, said that his group would “go after radio” and since Mr. Everson’s speech, scheduled for delivery in August 1943 over WHKC was “censored” by the station, the incident presented a basis on which to open a test case.

“We want time on the air and we’re going to get it,” said the UAW-CIO general counsel. “If we can’t get it here (the FCC) we’ll get it elsewhere.” He indicated the CIO’s next move, if the Commission fails to acquiesce to its demands, would be legislation requiring stations to allot a certain portion of time to labor organizations.

A petition signed by 25 citizens of the 17th Michigan District (including Detroit) demanding that Congress enact legislation “to prevent the interference with the broadcasting of noncommercial programs” by educational institutions was presented in the House last Thursday by Rep. Dondero (R.-Mich.), who said it was the sixth he had received. Whether they were sponsored by the CIO or citizens indignant because James Caesar Petrillo, AFM president, refused to permit leaflets, had been flung from Interlochen Camp, could not be ascertained. The petition was referred to the Interstate & Foreign Commerce Committee.

Throughout his examination of witnesses, Mr. Goodman implied that the CIO wanted “equal time” to answer commentators and speakers whose views are not in sympathy with the union and that it felt stations should be required “in the public interest” to give time to organized labor as representative of a large segment of the people.

Under cross-examination last Wednesday Mr. Everson told the FCC that the station would, in the future, “consider each request for time solely on its individual merits without discriminations.” He elaborated on a statement of fact filed with the Commission before hearings opened on Aug. 16, which asserted: “With respect to public issues of the controversial nature the station’s policy will be one of open-mindedness and impartiality.”

Forbidden Programs

He said time would be made available “consistent with the present or future and regulations.” Several CIO scripts which were changed by the station under provisions of the NAB Code relating to controversial issues now would be broadcast without change, Mr. Everson said. He denied, however, that the CIO did not have an opportunity to present its side under the Code. He reiterated that no request ever had been made for time by Local 927, UAW-CIO, in whose name the petition was filed.

Programs which the station will not accept under its new policy include lottery, obscene language, justice obstruction, offense to religious beliefs, those inspiring political and civic discord, the use of秽言, information to the public health and safety, statements tending to provoke a breach of the peace or incite to riot, defamation of character, willful fraud or deceit by misrepresentation of material facts, those which disparage goods or services of a competitor.

“We’ll take anything that doesn’t violate the law,” said Mr. Everson.

John Moses, WHKC program director, told of conferences with Richard E. Evans, educational director of UAW-CIO Local 927 regarding proposed scripts in the series of commercial programs sponsored by the local on WHKC from June 6 to Nov. 28, 1943. He corroborated Mr. Evans testimony that he and the union leader at all times had been friendly. He explained why he had made several changes in scripts.

Mr. Taylor, who identified himself as a “content analyst” of the Bureau of Applied Social Research, Columbia U., explained how he analyzed scripts of Fulton Lewis Jr., Upton Close, Arthur Hale, Stanley Dixon, DeWitt Emery, Cedric Foster, Henry Gladstone, Ray Dady, Royal Arch Gann, Nison, Charles Hodges, Col. Robert M. McCormick, publisher of the Chicago Tribune, Billy Repaid, World’s Front Page, American Forum of the Air and Walter Compton, all heard on Mutual and carried by WHKC.

His analysis showed, he said, that comments unfavorable to labor were predominant in several broadcasts. By "unfavorable" he said he included all remarks or comments not favorable to the CIO. He explained that should an issue arise between the AFL and CIO and an AFL statement criticized the CIO, that would be (Continued on page 165)

License Hearings To Begin Sept. 5

Committee to Investigate FCC Alleged Abuse of Power

A THOROUGH inquiry into alleged abuse of its licensing powers by the FCC will be conducted by the House Select Committee to Investigate the Commission, with public hearings scheduled to begin Sept. 5, Chairman Clarence F. Lea (D-Cal.), announced late last week.

John J. Sirica, general counsel who was appointed last April two months after Eugene L. Garey resigned, will conduct the hearings, Mr. Lea said. The general counsel is assisted by Joseph Machugh, veteran Washington attorney-investigator, and Robert Barker, investigator.

Surprise Hearing Deferred

Since the FCC concluded its rebuttal to the first phase of the investigation last June, Mr. Sirica and his staff have been working on station transfers over the past. Chairman Lea said charges had been made that the FCC had abused its privilege of issuing licenses on the basis of circumstances and through political pressure in others.

We intend to go to the bottom of the entire proceedings to determine whether the Commission has been adhering to the law,” he asserted.

Meanwhile a surprise hearing called for 10 p.m. last Thursday was postponed indefinitely after a 45-minute wait when Chairman Lea announced that Rep. Louis E. Miller (R-Mo.), Committee member, had requested the hearing to question FCC Chairman James Lawrence Fly. Mr. Lea said that through a misunderstanding Rep. Miller was informed the hearing had been postponed.

Chairman Fly, flanked by Charles R. Denny Jr., FCC general counsel; Peter Shuebrook, assistant general counsel; and Charles Marks, chief of the new facilities section, and Earl Minderman, publicity director, was at the hearing chamber at the appointed time. Rep. Lea planned to postpone the hearing until 9 a.m. Friday but Mr. Fly informed him he would be out of the city.

Theatre Returns

LEVER BROS. Co., Cambridge, Mass. (Lux soap), on Sept. 4 following an eight-week summer rest, resumes for eleventh consecutive season, Lux Radio Theatre, on 136 CBS and 20 NBC stations, Monday through Saturday, 9-10 p.m. (EWT). Cecil B. DeMille continues as producer-director. Fred MacKay is assigned Hollywood office director, J. W. Thompson Co. on the series. Sanford Barnett and Sam Carter write the radio plays of the \"Lux Film Project,\" and framework material. Louis Silver has been re-signed as musical director, with John Kennedy, announcer.

CYNOSURE of four pairs of admiring eyes is Eleanor Lyons, advertising director of Roos Bros., department store, and director of Lux Films of Tokyo as she met with representatives of sponsor, agency and KYA San Francisco. Seated beside Miss Lyons is Mark Buckley, account executive of Foote, Cone & Belding, standing (1 to r), Don Felderston, KYA manager; Herb Reynolds, Bill Haberman of Foote, Cone & Belding.

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BROADCASTING • Broadcast Advertising
BUT WHAT HAPPENED FIRST?

First a Weed & Company the line that advertisers
man was there with data and time buyers know
on the market, the sta-
tion, and the time. And that you know means
the Weed & Company more business — "Na-
man was there first, too. tionally represented by
Put on your letterhead Weed & Company."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
The Place of FM in Postwar Radio

FM is the next big step in entertainment radio. The war, which interrupted the commercial development of this vastly improved system of broadcasting, has at the same time built up stores of planning and engineering knowledge, which when released by the military, will be certain to sharply accelerate the tempo of the predicted AM-to-FM evolution.

Public acceptance of a radio system free from the technical handicaps tolerated in the past is a perfectly natural conclusion. Confidence that the return to civilian production will bring FM quickly to the front is apparent everywhere. 46 Licensed

Given an opportunity to develop on its merits, the Armstrong system of wide-band Frequency Modulation can bring to America, within a few short years, a broadcasting system befitting the greatest of nations.

FM has enjoyed some concrete expansion in the face of wartime restrictions. As this is written 40 FM stations are licensed and serving approximately 500,000 FM receivers known to be in the hands of the public. Four stations have been licensed this year. These were built before the war but were operating under authority other than commercial license.

The reaction of listeners to these stations is strong proof that the post-war receiver buying public will demand FM. This audience and the stations themselves have set FM on the road to growth.

New Medium Expected to Make Fast Growth When Bars Are Lifted

By MYLES L. LOUCKS
Managing Director, FM Broadcasters Inc.

FM stations now on file with the FCC. These applications represent 141 different communities located in all but nine of the less densely populated states. Their total coverage runs well over 2,000,000 square miles.

100,000,000 Potential

There has been no attempt to determine exactly the percentage of the population of the United States to which these applicants and the stations now on the air will provide FM service. But a rough check indicates strongly that the figure will pass 100,000,000. Certainly this promised FM expansion will cover a majority of the nation's buying power.

An indication of the seriousness with which the broadcast industry approaches the FM future is contained in the fact that all but a few of the applications are accompanied by engineering. This is true even though the FCC has been accepting FM requests in "skeleton" form.

An interesting comparison which denotes the strength of FM thinking may also be drawn from all requests for new broadcast services which have been reaching the FCC. On Jan. 1 there were 62 FM, 21 AM and 9 television applications. On Aug. 1 there were 210 FM, 67 AM and 59 television requests on record. The demand for FM has maintained a 3 to 1 ratio over AM and two to one in the time intervening.

It is natural that the commercial stations have shown the way. More than half of the FM requests are from concerns already established in the field. But the list also includes publishers, department stores, universities and other groups not previously identified with the art. Labor unions and farmers cooperatives are showing interest. These latter groups are harbingers of the free competition which the FM system makes possible.

Dependable Coverage

For these newcomers in broadcasting, FM is the wide-open portal to a better house just next door to the one that was the capital. But the standard broadcaster goes FM for other reasons. He knows that, power-for-power, FM will give him a larger and more dependable audience. The future FM broadcasting coverage which he can sell to the advertiser. He wants the satisfaction that comes with the realization that he is giving his listener a better quality signal. He would be rid of the seasonal slashes in listening due to natural interference such as electrical storms. He seeks freedom from the day-night variation that turns off so many standard sets each morning and evening.

He has been watching with growing calm the technical advances that will solve FM problems. Economical transmission of high-fidelity FM network programs is about to be accomplished by radio relay circuits. American Telephone and Telegraph Company has permission to construct such a circuit between Boston and Washington. General Electric and Industrial Business Machines jointly plan such circuits between Schenectady, New York and Washington.

Relay Projects

The present and future FM broadcaster may confidently look forward to experimentation with the use of economical, unattended satellite stations to assure and extend his coverage. He notes with interest the versatility of this new system of broadcasting. As a West Virginia applicant proposes use of two "boosters" to assure dependable service to Pittsburgh and Wheeling inside a coverage area of 33,044 miles. The reliability of the FM signal promises numerous opportunities.

No radio frequencies are known to be available beyond 500,000 kw. There are, however, a few which may be assigned to AM stations.

These average estimates assume that transmitter and antenna are located at the point from which the station originates, a condition which may not always be true. An additional 250,000 kw. capacity is left over for the 22-mile link, capable of 16,000-cycle transmission, costs approximately $245 per month. A complete television installation costs approximately $1,000 and can be remotely controlled, eliminating an extra operating staff. No provision has been made for control equipment such as television antennas and experimental equipment for programs outside the studio should cost approximately $200. Studio construction costs will depend upon whether a modeling studio is planned.

The table above shows the ancient "scotch." If there is an existing operation where costs naturally will be eliminated. Likewise, items such as power, light, tube replacements, operating license fees and other costs will go down. Other items such as rent, taxes, depreciation, FCC fees, "scotch" and "scotch" and maintenance are not considered. The program production item is mainly coverage for transcription-library service and provides little for talent.

Copyright fees are usually assessed on a percentage-of-station-revenue basis.

ESTIMATED ANNUAL OPERATING COST

1,000 w FM Station

Six Hours Daily

(As prepared by FM Broadcasters Inc.)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>1,000 w</th>
<th>2,000 w</th>
<th>10,000 w</th>
<th>26,000 w</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filing</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>Transmitter</td>
<td>10,000</td>
<td>13,760</td>
<td>26,000</td>
<td>75,000</td>
</tr>
<tr>
<td>Antennas</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
<td>5,000</td>
</tr>
<tr>
<td>Studio Control</td>
<td>1,000</td>
<td>1,975</td>
<td>3,000</td>
<td>5,800</td>
</tr>
<tr>
<td>Installation</td>
<td>500</td>
<td>500</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Measuring Equipment</td>
<td>2,500</td>
<td>2,500</td>
<td>7,500</td>
<td>15,000</td>
</tr>
<tr>
<td>Proof of Performance</td>
<td>625</td>
<td>625</td>
<td>625</td>
<td>625</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1,500</td>
<td>1,500</td>
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<td>1,500</td>
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<tr>
<td><strong>Totals</strong></td>
<td>35,500</td>
<td>38,250</td>
<td>51,250</td>
<td>129,000</td>
</tr>
</tbody>
</table>

The above estimated operation is for "scratch." If there is an existing operation where costs naturally will be eliminated. Likewise, items such as power, light, tube replacements, operating license fees and other costs will go down. Other items such as rent, taxes, depreciation, FCC fees, "scotch" and "scotch" and maintenance are not considered. The program production item is mainly coverage for transcription-library service and provides little for talent. Copyright fees are usually assessed on a percentage-of-station-revenue basis.

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BROADCASTING • Broadcast Advertising
GOP Is Mapping State Radio Plans
Turnbull and State Directors In First Meeting of Series
HENRY R. TURNBULL, Radio Director, Republican National Committee, held a meeting last Thursday with the state radio directors in the New England and North Atlantic area to discuss radio plans for the forthcoming presidential campaign. Held at the Committee's New York headquarters, the meeting was the first of a series of such gatherings. Mr. Turnbull hopes to hold with state radio directors early in the campaign.

Attending the session were: Jack Morgan, Bangor, Me.; Harold K. Davison, state chairman, Woodville, N. H.; John W. Queen, Boston; Milton Myers, Hartford, Conn.; Harold Adonis, Newark; Lee H. Greenhouse, Philadelphia; James F. Dewey, state chairman, Quechee, Vt.; C. J. Killoran, William Gilman and Quality L. Tait, state chairman, Baltimore; T. F. Allen, Providence.

Governors’ Series
As a prelude to broadcasts by the Republican Presidential nominee, the party has a series of scheduled three-quarter-hour national broadcasts in which nine Republican governors will participate to present a “grass roots survey of campaign issues. First broadcast will be on the EWT, Aug. 29, 10:15-10:30 p.m. (EWT), will present Gov. Earle Warren of California, picked up from KPKB Sacramento; Gov. Raymond E. Baldwin of Connecticut, from WMAT Bridgeport.

Second of this series, on NBC, Sept. 1, 10:30-10:45 p.m., EWT, will include Gov. Edward Martin of Pennsylvania, from WJDO Harrisburg; Gov. Andrew Schoettel of Kansas, from WDAF Kansas City, and Gov. Edward J. Thye of Minnesota, from KAST Minneapolis. Third broadcast, with network time as yet undetermined, will feature Gov. Leverett Saltonstall of Massachusetts, Gov. Harry F. Kelly of Michigan and Gov. Arthur B. Langlie of Washington.

Republicans will also present Rep. Everett Dirksen of Illinois on MBS, Aug. 30, 8:15-8:30 p.m., EWT. Retention of this period for regular weekly broadcasts by his Houston spokesman discussing current issues continuing up to election week, is under consideration by the committee. All broadcasts are placed through Duane Jones Co., New York. Virginia Butler is on loan from the agency to serve as timebuyer for the committee.

Mark Larkin, veteran radio and movie publicist, has been appointed publicity director for the Dewey-Bricker campaign. Mr. Turnbull has announced. Mr. Larkin, who resigned as field representative for the Hays office to accept his new post, has handled publicity for network, programs and movie and radio personalities. He also served for three years as first press relations director for the motion picture industry.

Godfrey Hammond, president of Popular Science Publishing Co., publisher of Outdoor Life and Popular Science Monthly, has taken leave from the duties to accept the appointment of publicity director of the committee, in charge of press relations.

Emerson Shifts Agency
EMERSON DRUG Co., Baltimore, has named McCann-Erickson, New York, to handle its advertising. Appointment will entail the shift of the company's two network programs from Rutrauff & Ryan, New York. Programs are sponsored on CBS in behalf of Bromo-Seltzer, and Ellery Queen, for the same product on NBC. Date for the transfer has not been disclosed.

ALLEGHENY STEEL SWITCHES TO MBS
ALLEGHENY Ludlum Steel Corp., Brackenridge, Pa., Oct. 1 will switch networks and change from daytime drama to music with the start of Steel Horizons on MBS Sunday, 9-9:30 p.m.

Borrowing its title from the company house organ, show will star John Baker, Met, baritone and Frederick Devon's orchestra. There will be a female guest vocalist each week, selected through audition conducted locally by MBS stations, and brought to New York, with all expenses paid by the sponsor. Keyes Perrin, WOR New York, will announce and produce.

Show was tailor-made by WOR-Mutual to meet requirements outlined by the agency, Walker & Downing, Pittsburgh, on the basis of a survey of ALS dealers on what sort of program they would like. ALS discontinues Sept. 25, Mother and Dad on CBS Saturday, 6:30-8 p.m.

Televiwer Panel
CHARLES M. STORM Co., New York, is setting up a televiwer panel, comprising most television set-owners in the New York area, which will be polled by postcard for their reactions to the video programs broadcast in behalf of the agency's clients. Panel will be used for the first time in connection with the Ruben S. Rudd, two-hour musical comedy to be broadcast Sept. 28 on WABD New York under the sponsorship of Esquire magazine.

Reinoir Test
RENOIR PARFUMS Ltd., New York, makers of Chichi and My Alibi perfume, is inaugurating radio for the first time with test campaigns beginning the week of Sept. 25 on WQXR New York, using five-times weekly quarter-hour concert programs, and on WCFL Chicago using three news shows weekly. Agency is Abbott Kimball Co., New York.

Blue West Coas Directed by Searle
Successor to Be Named to Gilman, Now at Oil Group
DON SEARLE, for a year-and-a-half general manager of KGO, Blie Network owned and operated station in San Francisco, has been appointed general manager of the network's western division. He will continue his supervision of KCQ and add that of KECA Los Angeles, recently acquired by the Blue, as well as all network operations of the division.

Appointment was announced last week by Mark Woods, Blue president, as the first of a series of executive moves designed to strengthen the network's management and operation of the division. Next move, Mr. Woods stated, will be the appointment of a Pacific Coast vice-president to succeed Don Gilman, who resigned the position to become executive vice-president of the California Oil and Assn.

Veteran Broadcaster
Active in radio since 1924 when he became manager of KOIL Omaha, built by Monarch Motor Oil Co., then owned by the Searles family, to promote its petroleum products, Don Searle was subsequently general manager of WIBX Topeka and KOIL-KFAQ Omaha-Lincoln, leaving that position to join the Blue as general manager o-GKO on April 5, 1943. With Herb Hollister he owns KANS Wichita and KMMX Grand Island, Neb.

A pioneer in western radio, Mr. Gilman helped organize NBC on the West Coast. He was vice-president of the network division for 14 years and largely responsible for the development of Hollywood as a network center. During his long and successful term of office he guided the destinies of both the Red and Blue networks of NBC on the western slope. When the Blue separated from NBC Mr. Gilman was named to head the former network on the West Coast, taking over as western division vice-president in February 1942.

Scripto on Blue
SCRIPTO MFG. Co., Atlanta, manufacturers of pencils and pencil lead, will sponsor the network's network overseas war correspondent and chief analyst of the London newsroom for the network. Program which starts Sept. 17 on 190 Blue stations, will be heard as a transcription Sunday, 1:15-1:30 p.m. With this program, Scripto, which has previously used spot radio, will venture into the network radio advertising for the first time. Agency is Tucker Wayne & Co., Atlanta.
NEW WKY TRANSMITTER NEARS COMPLETION

Dominating the scene at WKY's new quarter-million dollar transmitter installation, shown in scale model photo above, is the vertical antenna whose breath-taking height is topped by only five other man-made structures in the known world today.

The signal from this radiator will also assuredly dominate the Oklahoma listening scene, adding substantially to the more than a million persons who now listen regularly to WKY morning, afternoon and night ("Oklahoma Radio Audience of 1944").

Included in the original blueprints for post-war completion, and even now getting the studied attention of WKY's engineering staff, is the addition of FM and television for which antennas will be located at the tip of the 915-foot antenna.

The same combination of foresightedness and enterprise which has kept WKY the foremost station in Oklahoma for more than two decades will keep it out in front in the years to come.
WORTH REPEATING

KXOK IS THE STATION TO WATCH... the station to LISTEN TO... the station to USE for economical and effective selling in St. Louis and surrounding territory. Sponsors say so. Listeners say so. Surveys prove their good judgment!

Surveys prove, too, that KXOX is growing fast. Furthermore, a well-balanced schedule and an unusually high percentage of contract renewals are testimonial to the success of KXOX which reaches more than 870,000 radio listening homes... an area where the population is more than 3,700,000 and retail sales exceed $1,000,000,000.00 annually.

Recognizing that it is the listeners who "make the station," KXOK's management and experienced staff members endeavor at all times to exercise constant vigilance in order that listeners may continue to enjoy both the outstanding local shows and the Blue Network programs brought to them regularly over KXOK.

In less than 6 years, KXOK listeners—the consumers you want to reach in this area—have helped to build KXOX to its present high competitive position in Greater St. Louis.

That's why we say again, that out this way KXOK IS THE STATION TO WATCH!

KXOK

SAINT LOUIS (1), MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL-TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York City • Co-Operated St. Louis, Los Angeles
Head of FMGI Is Critical
Of Attention Given
Tiny Flaws

EDITOR BROADCASTING:
The prominent display you have,
given to Mr. Lodge's article, "Keep-
ing FM Free From Interference"
published in the Aug. 14 number of
BROADCASTING, prompts me to sug-
gest that you present to your read-
ers more fully and completely the
knowledge available with respect to
any possible effect of skywaves
upon FM broadcast service.

The writer is not an engineer, but
it does not take an engineer to see
through the desperate attempts of
those who have a vested interest in
the maintenance of the status quo
in broadcasting to hamper the ap-
lication of Major Armstrong's in-
vention to the improvement of the
broadcasting art. As the revolution-
ary effect of the noise and interfer-
ence reducing properties of FM are
gradually becoming apparent to
those who sit in the seats of broad-
casting's mighty, the attempts to
produce smoke screens which pre-
vent a proper view of the future be-
come almost ludicrous.

Lodge Motion
Mr. Lodge is a member of Panel 5 on FM Broadcasting of the Ra-
tio Technical Planning Board. The
writer, as President of FM Bro-
casters Inc., is also a member of
this panel. At the Chicago meeting
of the Panel held on April 11, 1944,
Mr. Lodge (who at an earlier meet-
ing voted in favor of the present
position in the radio spectrum for
the FM broadcasting system) ex-
pressed much concern over the pos-
sible disastrous effects of develop-
 ing FM broadcasting at that por-
tion of the radio spectrum where
it is now located, namely in the
vicinity of 550 mc. The panel mem-
ers listened with much respect to
the fears of Mr. Lodge, whose earn-
est search for the truth was so evi-
dent. As a result of the discussions,
Mr. Lodge made a motion which reads as follows:

I would like to move that the Chairman
be requested to ask Dr. Dellinger to render an
opinion as to the lowest frequency that
can possibly be used with safety by FM,
without danger of long-distance skywave
interference.

The Panel's desire to accommo-
date Mr. Lodge in his obviously sin-
cere desire to secure the facts re-

Editor's Note: Considerable discussion has been aroused
in radio reports of long-distance skywave transmission
in the UHF range, where FM, television and other post-
war broadcast services aspire to operate. In the Aug. 14
issue William B. Lodge, acting director of engineering
of CBS, reported on his findings. In this issue, the presi-
dent of FM Broadcasters Inc., and head of radio opera-
tions of the Milwaukee Journal's stations (WTMJ &
WMFM), answers. The writer is not only a pioneer stand-
ard broadcaster, but has been in the forefront of FM
virtually from the day Maj. Edwin H. Armstrong pro-
nounced it of age. He was president of the NAB in 1931-
32, and always has been in the leadership of radio-newspaper
affairs. He joined the Journal in 1916, and has
been identified with its radio operations since 1923.

MR. DAMM

sulted in the adoption of his mo-
tion by a vote of 20 to 4.

It is important to note the reason
why this matter was referred to Dr.
Dellinger. He happens to be Chief
of the Inter service Radio Propaga-
tion Laboratory of the United
States Government established un-
der the joint Communications Board
of the Joint Chiefs of Staff.

In this capacity Dr. Dellinger had
available to him all of the known
information, both classified and un-
classified, relative to radio propaga-
tion phenomena. Therefore, Mr. Lodge very properly chose
the highest authority not only in the
United States but in the world.

Record Available
In following the wishes of the Panel, Mr. Jansky, its chairman,
did not attempt to state the issue
in his own words but sent to Dr.
Dellinger the entire record of the
Chicago meeting with the sugges-
tion that Dr. Dellinger read those
portions of the verbatim minutes
which covered this issue, and, if
possible, give the Panel the bene-
t of his advice. Therefore, Dr. Del-
inger had available to him the
complete record which led up to Mr.
Lodge's motion.

Dr. Dellinger's reply [May 1]
shows such thorough consideration
of the issue referred to him and the
opinion he gives is so positive that
it should be printed in full:

Dear Mr. Jansky:

I have your letter of April 20 requesting
any information I can give on item 2 of the
agenda for the April 11 meeting of RTPB.
Panel 5. I read pages 13 to 60 of the pro-
ceedings of the meeting as you suggested,
and noted in particular that the motion on
page 54 read: "I move you that subject
to any information to the contrary from
Dr. Dellinger, that this Panel adopt the
recommendations of the Committee with re-
spect to Item 2 of this agenda." The Com-
mittee recommendation referred to was: "Be
it hereby Resolved that it is the consensus
of this Committee that the present posi-
tion of FM broadcasting in the spectrum
should not be changed.

The point in question is that the fre-
quencies concerned are sometimes affected
by long-distance interference, contrary to
an aspect of the Joint Chiefs of Staff rec-
ommendation that they be kept clear of
such interference. The Panel appears to
see no way to eliminate such interference
without taking away the frequencies
that are being used satisfactorily by other
services. The Panel therefore, in the pre-
sent state of affairs, requests that the fre-
quencies be left as they are.

Respectfully,
I believe it is in the best interests of
the Panel that the recommendation be
accepted, and that the frequencies be left
as they are.

Dr. Dellinger.

Supposin' you have two radio sta-
tions—one with four times as large
a potential audience as the other,
but which splits that audience with
three other stations.

Which would you choose? We'd
say the smaller—because using
that one, you'll probably buy more
listeners per dollar of time-cost.

Here in Southwest Virginia, WDBJ
is the ONLY station that covers
the entire market. You get 118,921
actual daytime listening homes,
and the cost for a Class B quarter-
hour, once, is actually only $30!
How about talking it over with
Free & Peters?

WHICH AUDIENCE WOULD YOU
CHOOSE?

ALL
OF
118,921

1/4 of
475,684

CBS  5000 WATTS  960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION
FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.
CITATIONS FOR SERVICE...“IN THE PEOPLE’S CAUSE”
A.P.O. CLEVELAND

Radio preserves personal touch between men in service and home through Cleveland's WGAR

WHEN Ohio's own 37th division joined the Louisiana maneuvers in 1941, WGAR staff men, transcription trucks and microphones went along. Before Pearl Harbor, special correspondents of Cleveland's Friendly Station had visited 13 army camps and naval bases, sending back stories of what hometown boys were doing, often transmitting their voices.

Today, the WGAR microphone brings messages from England, France, Australia, India, Hawaii, Alaska, Italy and many distant Pacific isles. It brings special direct broadcasts and interviews from Dave Baylor, the station's own war correspondent on the European front. It carries the voices of Ohio's fighting men back to their families and friends. Six special correspondents report for WGAR from the war fronts in more than fifteen weekly programs.

It has been WGAR'S aim to be a live link between the boys in service and the folks at home. And this all dates back to that day in 1941 when the station pledged itself "in service of home and nation".
Ohio gun crew welcomes the WGAR radio correspondent as he unlimbers the microphone to catch messages for friends and relatives back home, stages interviews behind gun breech.

Familiar voices came to families of men in Ohio's 37th when WGAR staged a get-together, by special permission played transcriptions of interviews made at an undisclosed Pacific base.

I. G. McGeachy, famed BBC commentator, featured daily on WGAR news broadcasts.

Mary Alice Collins transmits human interest interviews with Ohio boys to WGAR via BBC.

Herbert D. Laringe with Red Cross in Florence M. Griffin, former Cleveland ad executive, sends news of Ohio men from India.

A.P.O. Cleveland—Tuesdays 10:30 P. M. Most every local family with a man in service has a date Tuesday night at WGAR's 1220 on the dial, for the program "A.P.O. Cleveland" is one of their closest contacts with the lads over there. Reports from WGAR correspondents, actual interviews with service men around the globe, features by Dave Baylor from France and a full orchestra make this program a WGAR schedule highlight.

London Column—Saturdays 10:45 P. M. The European war front comes to Cleveland every Saturday evening in WGAR's "London Column". In recent broadcasts, Ohio listeners have visited with American troops throughout the British countryside, gone to the spots where robot bombs have dropped, been there as men, supplies and fighting equipment set out for France. Many local families via this program have felt a bit closer to their sons, have come to know our British allies better, have heard authentic invasion news.

Mary Alice Collins—Sundays 1:15 P. M. Things that mothers and sweethearts back home would like to know are the things Mary Alice Collins, popular American-born BBC commentator, asks Ohio fighting men in her special interviews for WGAR.

World-Wide Extra—Daily 5:30 P. M. Not simply another newscast, "World-Wide Extra" presents a roundup of global war news taken from WGAR's own wires, prepared by a full-time editorial staff, broadcast by newsman Bob Kelley. This program also features J. B. McGeachy in a daily pickup from BBC in London.

Dave Baylor's Commentaries—Mon. Wed. Fri. 6:05 P. M. One of the few independent U. S. radio stations to send its own war correspondent abroad, WGAR airs "Dave Baylor's Commentaries" from France three times weekly, gives home folks a vivid picture of Cleveland men in modern warfare.
Wanted—Experts to Sell Television

IT IS HIGHLY probable that coming months will witness a bumper crop of television "experts". And if there is anything that we who find ourselves in the television business, by virtue of our development and commercial activities, can do to condition the soil or advance the art of "experting", we should do it. For next year—right now, in fact—television has a great need for these experts—as hard-working, enthusiastic, and open-minded missionaries.

For several years General Electric Co. has operated its television transmitter WRGB in Schenectady as a proving-ground station. In the last 2 years we have telecast over 700 different live-talent programs in 30 some classifications. Our audience was necessarily small, because wartime restrictions on consumer goods were clamped down just when the demand for television receivers began to soar. But we have studied that audience, its preferences and prejudices, thoroughly.

Know About 'Notes'

In the end we have probably learned more about what television programs should not consist of than about the positive factors. It seems to us now that the most important faculty that any potential expert can bring to television programming is an open mind, completely innocent of preconceived notions stemming from motion pictures, and the theatre.

This is no reflection on these longer-established entertainment fields; just the contrary. Television has drawn on them in the past, and will do so even more in the future. But because television combines elements of each, because it re-
moves some of the traditional limitations, it provides them with a new starting point. And it should be approached without prejudice.

I could repeat here some of the facts elicited by surveys which we carry on continuously with our audience. They have appeared elsewhere. But more important to the problem of television programming are certain other conclusions that have grown upon us.

Up to Audience

We used to say that the future of television depended not on the engineers, who are far along on their job, but on the receiving audience. That is true as a generalization, but we are now in the generalizing stage. Technical progress is very important, but is definitely assured. Constant improvement in the forms of entertainment and education to be offered by television is very important, but in that field of development I believe we can expect great things.

There is a third and most important condition—the fact that there will be no opportunity for the engineer, the manufacturer, the station operator, or the entertainer to progress unless and until we have a telecasting system that can stand on its feet as a going business. That time will come only when advertisers recognize what television as a medium can do for their business, when they begin to use television as an advertising medium, and when this results in an assured revenue for the station.

Stations to Come

For that reason our interest goes far beyond WRGB and the other existing pioneer stations, which have a special reason for their existence, and whose support can be justified on experimental grounds. All of us have a vital interest in the many stations to come, stretching across the country, depending for their life on sound local support as a unique advertising medium. In this sense, then, television's future depends immediately on the efforts and knowledge of the experts and missionaries mentioned earlier. While it may not seem so at first glance, this is closely related to our present programming activities.

We must learn now not just what constitutes good television entertainment, and the technique of producing it in the studio. We must learn, too, the companion technique of making television a good selling medium—if blending with entertainment the science of selling and the commercial presentation, that highly important ingredient which is represented in radio by the "commercial". What a "commercial" will be in television we have only the faintest notion, but we are working on it.

Role of Films

We must consider that each individual home television audience is small, selective, and intense. Television, which is inherently more expensive than radio to produce, will have far fewer hours in a day in which to appeal to an audience that is essentially local in character, and that, while watching a program, cannot stray from the room in which the receiver is located. But to that smaller audience, in those fewer hours, television can present a story in a way that radio and motion pictures will never approach.

Those are parts of the problem to be faced by the advertiser, and his advertising agency. That problem cannot wait for its solution until the stage is set for network television. That stage will never be fully set until afterhours. The real customer in the television market is not the ultimate listener—seer—but the man with something to sell, whether it be goods or an idea.

Extra Income

It is quite possible that specially produced short films will be to television what today's recorded programs and spots are to broadcasting—supplementary revenue—producing material which will in turn support more ambitious and more expensive presentations. We need no special talent today to produce a football game, or the opera, or a Broadway hit. Those exist. But they will exist in television only if the local advertisers in Dubuque or Altoona or Billings are enthusiastic users of their local television station.

Agency Interest

There are great American industries that broadcasting has never adequately served, such as styles and fashions, fabrics and decorating, cosmetics and furniture. These are meat for television—when we learn how. Now is the time to learn.

Several advertising agencies and manufacturers have come to Schenectady in the past months because they recognized this problem. Others have shown an interest. We have welcomed them and will continue to do so, because General Electric wants to do everything in its power to help build the best television technique in the world.
What makes this network work?

- These 146 stations, woven into a blanket to cover the 3,026,789 square miles of the United States...
- These 146 stations, interlaced into an extensive pattern of clear channels, regionals and locals...
- These 146 stations, affiliates of the National Broadcasting Company... are what make this network work.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America’s millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC “The Network Most People Listen to Most.”

National Broadcasting Company
America’s No. 1 Network
Television, Combination AM-FM Sets Planned by Majority of Manufacturers

MOST of America’s set manufacturers plan to make television sets and combination AM-FM receivers in the postwar period, a survey conducted by Radio & Television Retailing Today disclosed. Questionnaires went to 54 manufacturers. Only three didn’t reply.

Television sets will range in price from $79 to $1,000, according to replies of 45 firms. Of that number 42 definitely plan to make video receivers, two do not and one was uncertain. Six failed to answer the question: “Do you expect to make television sets?" Average price will range between $175-$250, according to the survey. Another Radio Corp. quoted the lowest estimate, $79, while Fada estimated its top price at $1,000.

Of those planning television set manufacture, 22 said they will make projection type receivers. One answered “no”; one, “probably”. On broadcast sets 43 replied that standard receivers will include FM equipment. Five plans to make “some” combination sets, one is making plans for FM and television sets while another will turn out special FM sets.

Only 13 firms plan to manufacture auto radios, 34 answering “no”. One will turn them out on a contract basis only and the other for manufacturers only.

There’ll be more home recording sets after the war, the survey indicated. Of 34 manufacturers who have plans for making recording units, 24 will specialize in home sets. Two will handle only professional recording apparatus, while six other firms said they plan to make both professional and home units. One replied recording sets would be made as required for combination units.

Types & Price Ranges of Postwar Receivers
(Compiled by Radio & Television Retailing Today)

<table>
<thead>
<tr>
<th>Manufacturer's Name</th>
<th>Do you expect to make television?</th>
<th>Estimated retail price range</th>
<th>Will you make 3-9 AM-only sets?</th>
<th>Will you include FM?</th>
<th>Will you manufacture 16-20 FM?</th>
<th>Will you manufacture recording equipment?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admiral Corp.</td>
<td>yes</td>
<td>$175-$150</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Air King Products Co.</td>
<td>yes</td>
<td>$250-$375</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Andrus Radio Corp.</td>
<td>yes</td>
<td>$79-$875</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Automatic Radio Mfg. Co.</td>
<td>yes</td>
<td>$125-$200</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Belmont Radio Corp.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Bowerman Labs.</td>
<td>no</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colonial Radio Corp.</td>
<td>yes</td>
<td>$125-$200</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Conley Radio Corp.</td>
<td>yes</td>
<td>$79-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Decca Radio</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>De-Waud Radio Mfg. Cor.</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allen R. DuMont Labs</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eckstein R. &amp; Tele. Co.</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electrical Research Labs.</td>
<td>yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Corp. of America</td>
<td>yes</td>
<td></td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Emerson R. &amp; Phone. Corp.</td>
<td>yes</td>
<td></td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>E. &amp; F. Radio &amp; Manufacturing Co.</td>
<td>yes</td>
<td></td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Fada Radio &amp; Electric Co.</td>
<td>yes</td>
<td>$300-$1,000</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Farnworth Tele. &amp; R. Corp.</td>
<td>yes</td>
<td></td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>F. E. &amp; E. radio</td>
<td>yes</td>
<td>$750-1,000</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Galvin Mfg. Corp.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>General Tele. &amp; R. Corp.</td>
<td>yes</td>
<td></td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>Griffin Bros., Inc.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>Hamilton Radio Corp.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>Westinghouse Radio</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>Williams Radio Corp.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Zenith Radio Corp.</td>
<td>yes</td>
<td>$75-$175</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>

*Indicates that no reply to questionnaire was received at the time of going to press. + and up—FM in Television Sets—Special FM Sets—Only as required for Combination units—On contract basis—Table Models—Manufacturer's only—FM Radio Combination.

Page 56 • August 28, 1944
PORTLAND was one of 15 cities selected by the U.S. Treasury Department for the “Four Freedoms” War Bond show. The presentation was sponsored by the Meier & Frank department store of Portland. KGW was used exclusively for all radio promotion of the event. And Portland, the Meier & Frank Co., and KGW hung up War Bond sales of $31,242,326—nearly ten million dollars more than the next nearest of the 15 cities. The Portland showing also established a national WAC recruiting record. Pictured are some of the luminaries who made personal appearances.

MRS. MARK CLARK
BRIAN DONLEVY

MAJOR ALLEN MARTINI AND ACTOR PHILIP BORN

AARON M. FRANK, PRESIDENT OF MEIER & FRANK CO.

SAYS...“While Portland has long had the reputation for all-out participation in furthering the war effort, the success of the Four Freedoms War Bond show has been a revelation. The whole-hearted co-operation of the staff of radio station KGW was an important factor in making possible the establishment of two national records in connection with the show. It is a pleasure to pay this tribute to KGW for the patriotic job in public service the station is doing for war effort.”

THE STATION WITH EAR APPEAL
KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
The Role of a Film Company in Television

Medium Declared To Be Ready For Public

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

"WHY is RKO interested in television?" The answer is simple, logical.

Television, an accomplished fact, is really talking pictures projected by a new and different means from that employed by the cinema. The business of RKO and its affiliated companies is the production, distribution and exhibition of talking pictures. The parallel is obvious.

The present talking motion picture is thrown upon the screen from film in a nearby projector. Television talking pictures are thrown on the screen of a home receiver from actual live events or films projected over the airwaves from a broadcasting station many miles distant. The result in either case is practically identical. The end product is a talking motion picture—and talking motion pictures of all kinds are RKO's business.

Has television reached such a point in its development that today it stands at the very threshold of being able to place in the homes of America an entertainment and educational medium that will definitely give the user his money's worth?

RKO believes that television has reached such a point in its development that today it stands at the very threshold of being able to place in the homes of America an entertainment and educational medium that will definitely give the user his money's worth.

While television is generally regarded as primarily the concern of radio broadcasting companies, it is most definitely a field which cannot be ignored by the motion picture industry.

Anything which bids for the leisure time of the public—from baseball to magazines—is in competition with the movies, but television, which has the appearance of "motion pictures in the home" may seem to be a potent threat to theatre exhibition.

It is believed that the most suitable types of television programs, in which they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theatre exhibition. In the evolving of such programs, however, motion picture techniques may play an even greater part than existing radio techniques and the use of film will be more important in television broadcasting than the electrical transcription disc is today in radio.

Rather than stand aside while others preempt the field, it would seem to be in the best interests of the entire motion picture industry that producer-distributor companies should participate in television, not only to protect themselves but the exhibitors as well, by directing television programming into fields which would be far removed from feature pictures created for the theatre. Unless this is done, there will be a tendency for television to become dependent upon the showing of feature pictures made primarily for theatre exhibition.

There are still those who believe that television will seriously hurt the motion picture business. It is not yet properly established that radio has not hurt the motion picture business and yet it is a device designed to keep people in their homes. Properly used, radio has helped the picture business.

During the past few months many inquiries from prospective advertisers and prospective telecasting station operators have been made which indicate that while they have great faith in the ultimate future of television, they are rather puzzled as to how they can program their stations in the early days. Sooner or later the discussion has veered to the use of programs on film or, as RKO refers to them, "Tele reels" (trade mark registered).

The average station operator, the word "average" here meaning one located at a distance from one of the major metropolitan districts, is now dependent upon programs that reach him from talent centers. Ordinary radio broadcasting has shown us that local talent cannot supply more than a fraction of the needed program material.

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film tran-
FIRST
NBC TELEVISION STATION TO BE BUILT AFTER THE WAR!!

We welcome the opportunity to lead the way in Washington. Being first in Washington is an old WRC habit—21 years old. 21 years of continuous leadership. Programs, public service, alertness—and of course—advertisers' preference.

WRC
REPRESENTED BY NBC SPOT SALES
WASHINGTON
it works for me like MAGIC...

If you're like me, you're one of several hundred time buyers who are faced every day with buying stuff on stations where they get results fast—or else.

Maybe I'm prejudiced about WOR. You see, it was my first successful buy when I was just a raw recruit in this agency business. But in ten years I've placed more than $450,000 worth of business on WOR, and it let me down only once—that was when a client turned a blank ear on my recommendation that he should put more time into product development before having WOR start a stampede to dealers’ stores.

I don’t care whether it’s a spot, a participation, or a WOR-created show I pick, that station works for me like magic. Sure, I know it's powerful, and that it covers 33 cities and trading areas of more than 100,000 people each. But let me tell you, WOR’s got more than just these things.

For instance, it has a knack for creating shows that become sort of part of the family. Don’t ask me how it’s done. It's the sort of thing, I suppose that makes great magazines, movies, or song hits. Whatever it is, you can bet that when your message is piloted into hundreds of thousands of homes on shows run by WOR people like John Gambling, Pegeen Fitzgerald, Joe Bier, Uncle Don, Bessie Beatty, Stan Lomax, Martha Deane and others, you can just about estimate your sales increase before the orders start coming in.
Optimist? You mean me? Nothing of the kind. I’ve been too long on this side of the fence to lean hard on just guessing. Take it from me, WOR’s got an uncanny way of packing sales dynamite into simple, sure-fire programs that keep hundreds of thousands of listeners close to where the sounds come from.

—that power-full station,
at 1440 Broadway
in New York

NOTE: We doubt whether anything could more emphatically underline the words above than the list which appears below and on the following pages. Here in black and white are the names of 262 sponsors who have used WOR during the first 6 months of 1944. The messages of the majority of them were carried on WOR-created shows.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>PRODUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bamberger, Theron</td>
<td>“Tomorrow The World”—show</td>
</tr>
<tr>
<td>Columbia Pictures Corp.</td>
<td>“None Shall Escape”—movie</td>
</tr>
<tr>
<td>Loew’s Inc.</td>
<td>“Cover Girl”—movie</td>
</tr>
<tr>
<td>Metro-Goldwyn-Mayer</td>
<td>“Address Unknown”—movie</td>
</tr>
<tr>
<td>Metro-Goldwyn Picture Corp.</td>
<td>“Song of the Open Road”—movie</td>
</tr>
<tr>
<td>Meyer Davis</td>
<td>“Madame Curie”—movie</td>
</tr>
<tr>
<td>Paramount Pictures, Inc.</td>
<td>“Bridge of San Luis Rey”—movie</td>
</tr>
<tr>
<td>Playland Holding Corp.</td>
<td>“Lost Angel”—movie</td>
</tr>
<tr>
<td>Republic Pictures Corp.</td>
<td>“Lady and The Monster”—movie</td>
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<tr>
<td>Ringling Bros. &amp; Barnum &amp; Bailey</td>
<td>“See Here Private Hargrove”—movie</td>
</tr>
<tr>
<td>Select Theatres Corp.</td>
<td>“Follow The Boys”—movie</td>
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<tr>
<td>Twentieth Century Fox Film Corp.</td>
<td>“White Cliffs of Dover”—movie</td>
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<tr>
<td>United Artists Corp.</td>
<td>“Wallflower”—show</td>
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<td></td>
<td>“The Uninvited”—movie</td>
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<td>“Standing Room Only”—movie</td>
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<td>“Lady in the Dark”—movie</td>
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<td>“For Whom The Bell Tolls”—movie</td>
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<td>“Dr. Wassell”—movie</td>
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<td>Rockaway Playland Park</td>
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<td>Fighting Seabees—movie</td>
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<td>Circus</td>
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<td>“Higher and Higher”—movie</td>
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<td>“Up In Arms”—movie</td>
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<td>“Snow White and the Seven Dwarfs”—movie</td>
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<td>“Desert Song”—movie</td>
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<td>“Ziegfeld Follet”—show</td>
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<td>“Mrs. January &amp; Mr. X”—show</td>
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<td>“Ten Little Indians”—show</td>
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<td>“Life Boat”—movie</td>
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<td>“Song of Bernadette”—movie</td>
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<td>“The Sultans”—movie</td>
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<td>“Purple Heart”—movie</td>
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<td>“A Voice in the Wind”—movie</td>
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<td>“Up in Mabel’s Room”—movie</td>
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<td>“Knickerbocker Holiday”—movie</td>
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<td>“Hairy Ape”—movie</td>
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<tr>
<td>AMUSEMENTS (Cont.)</td>
<td>“Gung Ho”—movie</td>
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<tr>
<td>Universal Pictures</td>
<td>“Christmas Holiday”—movie</td>
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<tr>
<td>Warner Bros. Pictures, Inc.</td>
<td>Film Productions</td>
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<td></td>
<td>“Desert Song”—movie</td>
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<tr>
<td></td>
<td>“Adventures of Mark Twain”—movie</td>
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</table>

| AUTOMOBILES                            | Institutional                     |
| General Motors Corp.                   |                                  |

| BEVERAGES                              |                                  |
| Dubonnet Corp.                         | Dubonnet Wine and Vermouth       |
| Edelbrau Brewery, Inc.                 | Edelbrau Beer                    |
| Gambarelli and Davitto                 | Swiss Colony Wines and G&D Vermouth|
| Great Northern Wine Co.                | Gallo Wines                      |
| Hoffman Beverage Co.                   | Hoffman Beer and other beverages|
| Petri Wine Company                     | Wine                            |
| Piel Brothers                          | Piel’s Beer                      |
| Renault and Sons, Inc., L. N.          | Winumber’s Drink                |
| Ruppert Brewery, Jacob                 | Ruppert’s Beer and Ale           |
| Schaefer Brewing Co., F. & M.          | Schaefer Beer                   |
| Trommer, Inc., John F.                 | Trommer’s White Label Beer       |

| CLOTHING AND APPAREL                   |                                  |
| Bali Brassiere Co.                     | Bali Brassieres                  |
| Davidson Bros. Corp., The              | “Mary Barron” slips              |
| Douglas Shoe Co., W. L.                | Shoes                            |
| Goodall Co., The                       | Palm Beach Suits                 |
| Gotham Hosery Co.                      | Hostelry                         |
| Lee Co., The Frank W.                  | Lee Hats                         |
| Minor and Son, Inc., P.W.              | Treadeasy Shoes for Women        |

<p>| CONFECTIONS AND SOFT DRINKS            |                                  |
| Abbott’s Dairies, Inc.                 | Jane Logan DeLuxe Ice Cream      |
| American Chicle Co.                    | Chewin Guin                      |
| Association of Manufacturers of        |                                  |
| Confectionary and Chocolates           |                                  |
|                                       | Confections                      |</p>
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<th>COMPANY</th>
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<tr>
<td>Beech-Nut Packing Co.</td>
<td>Gum and Confections</td>
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<td>Borden Co., Pioneer Brands Div. of The</td>
<td>Horton's Ice Cream</td>
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<tr>
<td>Breyer Ice Cream Co.</td>
<td>Breyer's Ice Cream</td>
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<tr>
<td>Clark Brothers Chewing Gum Co.</td>
<td>Clark's Teaberry Gum</td>
</tr>
<tr>
<td>Mintz, Au and Magenheimer Confectionery Mfg. Co.</td>
<td>&quot;Dots&quot; and &quot;Black Crows&quot; candy</td>
</tr>
<tr>
<td>Paul Inc., Philadelphia Dairy Products</td>
<td>Candy and Cheesecake Cream</td>
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<tr>
<td>Rockwood and Co.</td>
<td>Dolly Madison Ice Cream and Aristocrat Ice Cream</td>
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<tr>
<td>Wrigley, Jr. Co., William</td>
<td>Rockwood's Chocolate Bits</td>
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<th>COMPANY</th>
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<tr>
<td>B C Remedy Co.</td>
<td>B C Remedy</td>
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<td>Bauer &amp; Black Co.</td>
<td>Blue Jay Foot Products</td>
</tr>
<tr>
<td>Beau-ont Co.</td>
<td>Beaumont 4-Way Cold Tablets</td>
</tr>
<tr>
<td>Block Drug Co.</td>
<td>Gold Medal Capsules</td>
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<tr>
<td>Briggs Co., C. A.</td>
<td>H-B Cough Drops</td>
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<tr>
<td>Carter Products, Inc.</td>
<td>Carter's Little Liver Pills</td>
</tr>
<tr>
<td>Ex-Lax, Inc.</td>
<td>Ex-Lax and Jests</td>
</tr>
<tr>
<td>Foster Milburn Co.</td>
<td>Dean's Pills</td>
</tr>
<tr>
<td>Grove Laboratories, Inc.</td>
<td>Green Bromo-Vinamin, Vitamins and Cold Tablets</td>
</tr>
<tr>
<td>Humphrey's Homeopathic Medicine Co.</td>
<td>Humphrey's &quot;77&quot;, &quot;15&quot;, or other acceptable product</td>
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<tr>
<td>Lanteen Medical Laboratory</td>
<td>Vi-Tens (vitamin tablets)</td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>Vim</td>
</tr>
<tr>
<td>Lewis-Howe Co.</td>
<td>Tums and NR Remedy</td>
</tr>
<tr>
<td>Luden's, Inc.</td>
<td>Mentholated Cough Drops</td>
</tr>
<tr>
<td>Maryland Pharmaceutical Co.</td>
<td>Menthol and Rel</td>
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<tr>
<td>McKesson and Robbins, Inc.</td>
<td>Bezel</td>
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<tr>
<td>Menhola Co., The</td>
<td>Menhola Salve</td>
</tr>
<tr>
<td>Miles Laboratories, Inc.</td>
<td>One-A-Day Vitamins and Nervine Musterole</td>
</tr>
<tr>
<td>Musterole Co.</td>
<td>Pfunder's Tablets</td>
</tr>
<tr>
<td>Pharmaco, Inc.</td>
<td>Pine Cough Syrup</td>
</tr>
<tr>
<td>Pinex Co., The</td>
<td>Pino Cough Syrup</td>
</tr>
<tr>
<td>Pico Co.</td>
<td>St. Joseph Aspirin and Penetro Nose Drops</td>
</tr>
<tr>
<td>Plough Inc.</td>
<td>Fenix</td>
</tr>
<tr>
<td>Purepac Corp.</td>
<td>V-Bee, Sertanat and Nutrex</td>
</tr>
<tr>
<td>Serutan Co.</td>
<td>Stanback Headache Powder</td>
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<tr>
<td>Stanback Co., Ltd.</td>
<td>All Vick Products</td>
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<tr>
<td>Vick Chemical Co.</td>
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<tr>
<td>COMPANY</td>
<td>PRODUCT</td>
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</tr>
<tr>
<td>Mutual Benefit Health &amp; Accident Assoc.</td>
<td>Insurance</td>
</tr>
<tr>
<td>North American Accident Insurance Co.</td>
<td>Accident Insurance</td>
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<tr>
<td>Savings Banks Ass'n of N. Y. State</td>
<td>Savings Banks</td>
</tr>
<tr>
<td>Ackerman Clothes, Inc., Simon</td>
<td>Men's Clothing</td>
</tr>
<tr>
<td>Adam Hat Stores</td>
<td>Men's Hats</td>
</tr>
<tr>
<td>Shattuck Co., Frank C. Willoughby Camera Stores, Inc.</td>
<td>Department Store</td>
</tr>
<tr>
<td>Armour Soap Works</td>
<td>Chiffon Soap Flakes</td>
</tr>
<tr>
<td>Barco Laboratories, Inc.</td>
<td>Cut-Rise Waxed Paper</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peretti Co.</td>
<td>Barocline Household Cleanser</td>
</tr>
<tr>
<td>Coughlin Co., G. H. Glidden Co.</td>
<td>Palmolive Soap and Supersuds</td>
</tr>
<tr>
<td>Griffin Manufacturing Co., Inc.</td>
<td>Chimney Sweep</td>
</tr>
<tr>
<td>Gulf Oil Corp.</td>
<td>Speed Point</td>
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<tr>
<td>Hudson Pulp and Paper Co., The Kirkman and Sons, Inc.</td>
<td>Griffin Shoe Polish</td>
</tr>
<tr>
<td>Larvex, Division of Zonite Products Corp.</td>
<td>Gulf Spray</td>
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<tr>
<td>Optia, Inc., John Radbill Oil Co.</td>
<td>Soap and Soap Flakes</td>
</tr>
<tr>
<td>Seeman Bros.</td>
<td>Larvex Mocht Supplies</td>
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<tr>
<td>Simoniz Co.</td>
<td>Rinso, Lifebuoy</td>
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<tr>
<td>Wilbert Products Co.</td>
<td>Furniture Polish, etc.</td>
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<tr>
<td>Williams Co., R. C.</td>
<td>J-O-Insecticide</td>
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<tr>
<td>American Cigarette and Cigar Co.</td>
<td>Renustin French Dry Cleaner</td>
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<tr>
<td>Axton-Fisher Tobacco Co., The Bayuk Cigars, Inc.</td>
<td>Air Wick (deodorizer)</td>
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<tr>
<td>Benson and Hedges</td>
<td>Simoniz &amp; Simoniz Kleener</td>
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<tr>
<td>Consolidated Cigar Corp.</td>
<td>Wilbert's Floor Wax and Shoe Cleaner</td>
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<tr>
<td>Frieder &amp; Sons, Co., S. General Cigar Company</td>
<td>O.D.-30</td>
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<tr>
<td>Morris and Company Ltd., Philip Weit &amp; Bond Inc.</td>
<td>Pall Mall Cigarettes</td>
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<td>Fleetwood Cigarettes</td>
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<td></td>
<td>“Phillys” Cigars</td>
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<td></td>
<td>Virginia Round Cigarettes</td>
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<td>Hungarian Cigars</td>
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<td></td>
<td>Garcia Grande &amp; Habanillo Cigars</td>
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<td></td>
<td>White Owl Cigars</td>
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<td></td>
<td>Dunhill and Philip Morris</td>
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<td>Cigarettes</td>
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<td>Blackstone Cigarettes</td>
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<td>Sutra Barbasol Shaving Cream</td>
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<tr>
<td>Artra Cosmetics Inc.</td>
<td>Campana Balm, Hand Cream, Old South Toiletries, Brekleen Coolies</td>
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<tr>
<td>Barbasol Co.</td>
<td>Ayrud</td>
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<td>Campana Sales Co.</td>
<td>Colgate Dental Cream</td>
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<td>Carter Products</td>
<td>Shampoo and Soap</td>
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<td>Colgate-Palmolive-Peretti Co.</td>
<td>Gillette Razors and Blades</td>
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<td>Conti Products, Inc.</td>
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<tr>
<td>Gillette Safety Razor Co.</td>
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**TOILET GOOD AND COSMETICS**

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<th>COMPANY</th>
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<tr>
<td>Hudnut Sales Co., Richard Johnson and Johnson</td>
<td>Salon and Beauty Preparations</td>
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<tr>
<td>Jordeau Inc., Jean Lamont Corfas and Co.</td>
<td>Tek Toothbrushes, Baby Powder and</td>
</tr>
<tr>
<td>Manhattan Soap Co.</td>
<td>Red Cross Surgical Dressings</td>
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<tr>
<td>Martin Firearms Co.</td>
<td>Zip</td>
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<tr>
<td>Noxema Chemical Co.</td>
<td>Pond's Cream</td>
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<tr>
<td>Potter Drug and Chemical Corp.</td>
<td>Sweetheart Soap</td>
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<td>Resinol Chemical Co.</td>
<td>Marlin Razor Blades</td>
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<tr>
<td>Roger and Gallet</td>
<td>Nozema, Shaving Cream and</td>
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<tr>
<td>Semler, Inc., R. B.</td>
<td>Sunburn Cream</td>
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<td>Wildroot Co.</td>
<td>Cuticure Soap and Ointment and</td>
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<tr>
<td>Zonite Products Corp.</td>
<td>Cuticure Preparations</td>
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**MISCELLANEOUS**

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<tr>
<td>American Express Co.</td>
<td>Travellers' Cheques</td>
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<td>American School</td>
<td>Correspondence Courses</td>
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<td>Boots Aircraft Nut Corp.</td>
<td>Aircraft Parts</td>
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<td>Bukmore Farm</td>
<td>Grass Seed</td>
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<td>Bulova Watch Co., Inc.</td>
<td>Bulova Watches</td>
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<td>Cafe Zanzibar</td>
<td>Night Club</td>
</tr>
<tr>
<td>Consolidated Products Co.</td>
<td>Buttermilk and Vitamin Products</td>
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<td>Cocke hoops, Ralph Curtis Publishing Co., Delaware, Lackawanna and Western Coal Co.</td>
<td>“E” Emulsion and Chick Emulsion</td>
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<td>Esquire Inc.</td>
<td>Saturday Evening Post</td>
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<td>Fada Radio and Electric Co.</td>
<td>‘blue cool’</td>
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<td>Fear and Co., Fred</td>
<td>Dixon Pencils</td>
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<td>Army-Navy “E” Award</td>
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<td>Radios</td>
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<td>Conquest Magazine</td>
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<td>Fada Radios</td>
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<td>“Chick Chick” and “Presto”</td>
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<td>Easter Egg Dyes</td>
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<td>Flex-O-Glass</td>
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<td>Aircraft</td>
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<td>Children's Book of Rhymes</td>
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<td>Bird Food and Joy Dehydrated Dog Food</td>
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<td>Watchers</td>
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<td>Baby Chicks</td>
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<td>Longines Watches</td>
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<td>Radio Course</td>
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<td>Hotel Telephone Service</td>
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<td>Institutional</td>
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<td>Help Wanted</td>
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<td>Pull-O-Pep Feeds</td>
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<td>Hotels</td>
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<td>Poultry Remedies</td>
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<td>Institutional</td>
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<td>Help Wanted</td>
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<td>Vite-Fier (poultry feed fortiﬁer)</td>
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<td>Campaign to Conserve Waste Paper</td>
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<td>Ink, Pens and Pencils</td>
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<td>Institutional, Employee Solicitation</td>
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<td>Sports Equipment</td>
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<td>Woolfom</td>
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The Present and Future of Broadcasting

NEW DEVELOPMENTS COMING OUT OF WAR TO BE UTILIZED BY STATIONS

By RAY C. ELLIS
Director, Radio & Radar Division, War Production Board

MUCH of the credit for maintaining civilian broadcasting under difficult wartime conditions must go to the broadcasting industry for its fine cooperation with the War Production Board in following Government regulations and restrictions which have been made necessary by military requirements for electronic equipment. The WPB recognizes the fine spirit shown by broadcasters in maintaining a high level of service to the public under these difficult circumstances.

On the question of whether more equipment will be available for broadcasting stations in the near future, it must be recognized that the military electronics program being carried out by the WPB Radio & Radar Division calls for a 50% increase in 1944 over the stupendous electronics production in 1943, and every effort is being expended toward the maintenance of existing radio broadcast stations. These stations have an AA-1 rating, which is on a par with the military, for maintenance purposes.

Recognition of the importance of meeting military requirements and maintaining existing broadcast stations does not yet allow the production of equipment for new stations, nor an increase in power for existing stations. The FCC and the WPB have jointly approved construction of a very small number of new stations where required equipment was on hand. These are of low power, mostly 250 w, and were deemed desirable in the public interest.

A procedure segregating the functions of WPB and FCC in acting on applications for new or expanding facilities for radio broadcasting stations was announced on Jan. 26, 1944.

This procedure provides that upon approving an application FCC will give the applicant a conditional grant, subject to WPB approval, for construction or modification of facilities. A permit will be granted by FCC after WPB has reviewed and approved the application. The procedure defines more clearly the field of operation of the two agencies and is the product of mutual study of problems of handling applications for new facilities.

Concerning the types of equipment which have been made available in recent months for broadcast stations, it may be said that the tubes needed for broadcasting are more readily available than they were six months or a year ago. A few types are still in very tight supply, such as 805, 833-A, 802 and 810. Practically all of the other smaller tubes and rectifier tubes are more available for maintenance and repair purposes. These may be obtained on an AA-1 MRO rating, as provided by Preference Rating Order P-133.

Studio equipment has been in tight supply and is likely to continue (Continued on page 154)

RAY C. ELLIS is admirably suited by virtue of both business and Government background to talk authoritatively about postwar possibilities facing broadcasters. Mr. Ellis, who has completed two years of Government work as head of the Radio & Radar Division, in private life was manager of the Delco Division of General Motors Corp. Prior to his association with Delco and the WPB, Mr. Ellis did engineering and sales work with Midwest Engine Co., Anderson, Ind., following his graduation from Massachusetts Institute of Technology.

MR. ELLIS
Announcing the forthcoming publication of

RADIO ADVERTISING
FOR RETAILERS

by C. H. SANDAGE

Visiting Professor of Business Research, Harvard University Graduate School of Business Administration to be published by the Harvard University Press

The study which this report summarizes was undertaken in 1942 and continued through the first half of 1944. It is an impartial case analysis of the experience of more than 1,000 typical local and regional business houses throughout the United States which have used radio advertising.

In the foreword, Professor Melvin T. Copeland, Director of Research of the Harvard Business School, says, in part:

"Radio advertising, as one of the newer developments in the field of business administration, presents a timely and fertile field for constructive research. This is particularly true of local radio advertising; although considerable research has been conducted on the use of radio for national advertising, heretofore few studies have been made of the problems and experience of local advertisers in the use of radio. It was with special interest, therefore, that the Harvard Business School accepted a grant from the Columbia Broadcasting System for a study of the use of radio advertising by retailers and other local advertisers.

"...When industry again becomes dependent on civilian demand...a large volume of production and a high degree of employment can be maintained only if distribution and sales promotion are effective. Then the result of such studies as this one on local advertising will be especially useful..."

The study and report were completed by Prof. Sandage under the guidance of an Advisory Committee consisting of Professors Neil H. Borden, Harry R. Tosdal, Malcolm P. McNair, and Stanley F. Teele, all of the Harvard Business School. The book will be published about November 1. Its price will be between $4 and $5. Printing conditions are such that it may be advisable for those who wish early copies to write their reservations to Division of Research, Harvard Business School, Soldiers Field, Boston 63, Massachusetts.

The format and typography of the book have been conceived and directed by Mr. W. A. Dwiggins. It is profusely illustrated with charts which summarize the findings.

The topics discussed are implied in the following chapter-titles:

- Extent and Character of Radio Use by Local Business Firms
- Radio as a Medium for Selling Specific Merchandise
- Radio as a Builder of Good Will and Store Traffic
- Factors Making for Success or Failure
- The Radio Audience
- The Radio Program
- Spot Announcements
- The Commercial Message
- The Radio Station
- Advertising Agencies and Other Service Organizations
- The Regional Advertiser.
Have you ever actually seen a person whose eyes were propped open with toothpicks? Neither have we—but we have seen the same purpose accomplished right here with air-fare that is made to order for the majority of dialers seeking their morning eye-opener in entertainment. More of them turn to WJW than to any other regional station in Ohio.

And this WJW audience picture is opening the eyes of advertisers who pride themselves on seeing clearly at any time of the day.
rning audience al station in Ohio

Ask Headley-Reed for evidence
Film Company's Television Role
(Continued from page 58)

scription will prove to be the backbone of the programming system. Of course, when there are only one or two stations operating in the country, a live-talent program is the economical way to put on certain types of presentations, but simple mathematics will dictate when it becomes right and proper to film practically all programs. For example, if it costs $10,000 for a 15-minute film program for one station, the answer would undoubtedly be "No," but if we have 100 stations—commercial applications for over 50 stations have already been filed—the cost per station is well within the bounds of good economic principles.

RKO is considering making syndicated sustaining programs available as soon as station construction starts.

Even after national or large regional networks are established, the film transcription will remain an important, if not the most important, factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

In the postwar period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today and national advertisers will not be so ready to buy a 15-minute or half-hour spot on a network between the East and West Coasts and perhaps be in competition with a top-rating program carried by another network.

Advertising managers and market analysts will lean heavily on the spot type of telecasting. They

U. S. SPONSORS EYE BRITAIN
Commercial Radio, Television Chief London
Topics: $100 Color Sets Predicted

DISCLOSURE that American manufacturers already have cabled their London agents to reserve time should Britain adopt a commercial system of broadcasting when the British Broadcasting Corp. charter expires in 1946, plus assurances that within a year after the war television sets will be available for 85% of British homes, are important topics of conversation and newspaper comment in London, according to Howard L. Chernoff, managing director of the West Virginia Network, now war correspondent in the European Theatre of Operations.

BBC recently began a survey of 500 persons to ascertain reactions to commercial broadcasting. That survey, writes a London newspaper correspondent, "was mysteriously cancelled". Advertisers already have held meetings looking to commercial radio to similar to the American system. Some favor retention of the Government-controlled BBC. Others want the commercial method, while still another group would introduce the Australian system, which has both a national, or Government-controlled, and a commercial network.

Meantime the seven governors of BBC keep an ear attuned to both broadcasts and public reaction. Mr. Chernoff advised. He referred to a published story that the governors decided the broadcast of controversial questions would inject a new life into broadcasting. Tentative plans are to try it out in the fall.

A member of the British Institution of Radio Engineers was quoted in the Sunday Graphic as saying that Britain will have the finest television service of any country after the war and production will begin immediately on color receivers, to cost about $25 (American money). The screen, which will be "infinitely clearer than in the prewar days, will be about 12 inches square," said the engineer. He predicted sound films in the home in color within five years after the war and television newscasts in theatres.
Listener Loyalty

pays extra dividends to WDEL ADVERTISERS

WDEL has long been a potent force in the lives of the people living in the communities it serves. It covers a market that is normally one of America's wealthiest—now with sales soaring due to the greatly increased population brought here by its many war industries. Diversified, rich in industry and agriculture, WDEL's market includes Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

Your advertising dollars are well-spent on this vital station—whether you're advertising for more sales today or to build goodwill and influence for tomorrow in the post-war years.

WDEL

NBC BASIC NETWORK
What’s Needed for a Television Station

WHAT SORT of station would I need to broadcast television? This is a question of considerable interest to those contemplating entering the visual broadcasting field. It is also a question which is not too easy to answer because of the multitude of factors which influence the layout and hence the cost.

However, let’s look for a moment at the standard broadcast situation as it can be visualized. It is obvious that no two of the 900-odd stations on the air are exact duplicates. There are stations designed to serve small communities, larger stations in metropolitan centers, and network origination stations in New York, Chicago and Los Angeles. Stations are equipped with transmitters ranging in power from 100 to 60,000 w. Stations have studios of various sizes, shapes and numbers.

Special Needs

If a station is to perform a public service, it must conform to the demands for service in its community and market. It is uneconomical to exceed the requirements by too wide a margin, since it is sighted to try to operate on a scale which will not permit adequate service. This means that facilities must be keyed to the particular situation and kind of time; most broadcast stations have attained their facilities to the service requirements of their localities.

A good many broadcasting stations started with small installations. They grew as the demands for service grew, expanding their facilities to do the kind of job which was required. It is doubtful whether an independent station could have afforded five studios in 1933. Today many independent stations have at least this number.

Will it be possible for television to grow as sound broadcasting has grown, or will the public expect initial visual service at the same degree of perfection as 1944 broadcasting? This question must be answered if facilities are to fit the demands for service.

The answer, of course, involves economic problems. First, stations should have adequate facilities to do a first-rate job of entertainment for a limited number of hours weekly. As more transmitting time is required, the station should be prepared to expand its facilities to permit more service. In other words, television should put its best foot forward at the start, limiting the number of hours of programming which can be justified economically.

Experience has already shown that one hour of good program service per day is to be preferred to two or more hours of poor program service. High entertainment quality must be the television watchword. Secondly, stations should permit their facilities to expand and grow as the techniques of use are developed. Present, it is possible to produce interesting and entertaining programs without large costs, extensive lighting facilities or unusually complicated equipment layouts.

Need Not Be Fancy

Let’s look at some parallel cases; for example, the summer circuit of “barn” theaters is able to present first-rate entertainment with excellent actors. They do not have a big chorus, extensive costume or trick lighting effects. They are able to key their entertainment to their economic circumstances by selecting the proper vehicle for presentation.

In radio, for many years, Amos ’n’ Andy were one of the most popular shows. They did not have large casts or extensive production facilities. Similarly, television may present a good show by the use of ingenuity in programming. When economic conditions permit, stations should expand beyond the limitations imposed initially both as to hours of operation and scope of programs. It must, however, be emphasized again that television will have to entertain the audience or it cannot hope to succeed.

The suggestion is offered, therefore, that television stations grow with the art, doing a good job learning how to use the new medium and not attempting those expensive solutions at the start. There are many program possibilities which fall within this field, including studio presentations, films and outside pickups of current events.

It is perhaps wise for the station to install simplified initial facilities which can be used to good advantage immediately, deliberately planning on a program of expansion over a period of years.

How would a medium power television station in a metropolitan area start operations? The studios could be located either in an existing building within the city limits or in a specially built structure on the outskirts of town. In either case, the one essential is plenty of area and height.

The more remote location will provide opportunities for expansion since land will not be excessive. The location should be chosen to avoid extraneous traffic or airplane noise. A relatively inexpensive construction can be used, still providing protection from elements, with soundproofing and fireproof construction.

There is little necessity for elaborate treatment of the interior. At this point, a television studio had best be a shop workroom. Motion picture studio technique has demonstrated the flexibility of using “sets” within the studio rather than attempting formalized layouts.

Studio Equipment

Studios should, of course, be adequately equipped with lights and ventilating arrangements. Hollywood lighting fixtures which have been evolved over a period of time are also useful for television purposes. It may reasonably be expected that more sensitive television cameras will become available and naturally this factor will reduce the amount of light required in the studio as well as the ventilation problem.

Two studios would be desirable although one large studio together with a small “speaker’s” room may suffice at the start. Two or three cameras can be used to advantage to present varied camera angles. A film projection booth containing 35 mm, 16 mm and slide projectors will be required. A single camera can be used in the “speaker’s” room. Control room equipment must provide for handling of each camera, monitoring, switching and supervisory functions of the program director.

Sound equipment should include high output directional microphones mounted on boom stands or slung so as to be outside the picture. Separate control room sound apparatus will, of course, be needed.

Since field events offer unique and interesting program sources, without serious production problems and at relatively low cost, field pickup apparatus will form an important part of the station equipment. Such apparatus, built in suitcase form, has been used to good advantage by a number of the existing television stations. A light truck, equipped to carry the apparatus, is desirable.

Serious consideration has been given to the use of field equipment in initial studio apparatus. While this apparatus does not offer the flexibility of a standard layout of studio units, it will serve admirably during the period when techniques of use are being developed. Equipment can be mounted on a control desk in such a manner that monitors and controls are conveniently reached. The camera is used in the studio in the conventional way.

At such time as the station is ready for the installation of permanent studio apparatus, the field equipment need not be discarded but can be used to supplement the remote pickup facilities.

Dual Transmitters

Television stations require transmission on the two visible and sound. Hence dual transmitters are needed. The picture transmitter for a medium power station will probably be a 5 kw set. The transmitter location selected will depend upon the choice of a studio site. For example, if the studio is centrally located within the city, the transmitters may well be placed on a tall building with the antenna on the roof.

If the studio is outside the city, the antenna may be supported by a steel tower to gain height, with the transmitters in a building at the base on the same plot as the studios. Of course, the studio and transmitters may be physically separated by greater distances although the transmitters should be near each other and close to the normal line of sight between.

To sum up, it would appear that a medium power television station, located in mid-city, should consist of two, at least two stories tall, equipped with lighting and ventilation, sound treated but not necessarily with a decorative finish. A control room raised from floor level would house the control equipment. Nearby, a projection studio would contain film and slide projectors. A small building would have the studio facilities. The transmitters would be placed in a penthouse on the roof of the same or an adjacent tall building.

This isn't a fuzzy picture or a bad engraving. It's a photograph of a television shot of the writer, made at Atlantic City in May 1939, during the NAB convention. At that time the writer was in charge of RCA television transmitter sales. That operation is still under his direction, in addition to his other duties.

(Continued on page 124)
“What’s past is prologue”

SHAKESPEARE, THE TEMPEST, ACT II, SC. 1

THE RECORDS OF THE PAST
ARE BUT A CHALLENGE FOR THE FUTURE,
TO RENDER AN EVEN GREATER SERVICE
TO WLW LISTENERS

WLW

DIVISION OF THE CrosLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION
A Radio Audit Bureau of Circulations

Common Base to Give Answers Wanted By Advertisers Is Advocated

By FRANCIS N. McGEHEE*

WITH increasing frequency one hears the comment, “Radio needs an Audit Bureau of Circulations.”

There is no generally accepted method of measuring the areas within which individual stations can be heard. There is no equally acceptable system of measuring the relative popularity of programs broadcast to possible listeners residing in those areas.

And with the arrival of FM and television, and their radically different, patterned propinquity, the time buyer’s problem in ascertaining who can listen to a given program, or to a radio station, on AM and/or FM—to say nothing of the measurement of the number who do listen—will indeed be “something.”

After the War

In radio’s adolescence the lack of exact information about its potential audience, and its actual audience, was forgiven.

It was enough to see sales curves mounted to control the flow of mail, box tops, coupons, and to note the other surface reactions to what was then a novel, dramatic, and sometimes highly productive form of advertising.

But it is now 20 years since the crystal set, and there are occasional indications that the law of diminishing returns is beginning to work against radio, that its phenomenal ability to produce results cannot continue to skyrocket at its pre-Pearl Harbor rate after the war.

Neil McElroy, vice-president of Proctor & Gamble Co., alluded to a possible approaching saturation point in radio advertising productivity at a recent meeting of the New York Newspaper Representatives Asn. recently.

He said, “Radio advertising will doubtless continue to spread in the economics of the medium either because of increased time and talent costs or because the increase in the number of networks reduces the attainable coverage of any individual program.”

Before that time arrives, or before radio’s economic position is seriously or generally challenged, it is indeed advisable that the industry and its advertisers find a commonly acceptable statistical base for an accurate answer to the question:

(a) What are justifiable time and talent costs in relation to the number of persons actually listening to the program?

(b) What is the attainable coverage? A program in relation to the potential coverage provided by the stations?

(c) To what degree is the time seller (the station), and/or the time buyer (the advertiser) responsible for the failure of a radio advertising effort?

In radio, possibly because of the intensity of competition, there seems to have grown up—deliberately or otherwise—a great confusion between cause and effect, between what circulates a program, and what makes interest in that program, between the basic function and responsibilities of program broadcasters and program producers.

Fact or Fiction

In 20 years practically every kind of research has been used in an effort to separate fact from fiction. There are those who say—and with some justification—that the medium is “over researched,” and there is a possibility that what radio needs is not more research but better research, a reorientation of thought on (a) what information is needed to make radio an even more productive sales instrument, (b) what is required to emphasize the advantages of radio advertising by putting it on a statistically comparable basis with other media, and (c) how to get it, at reasonable cost.

In all forms of advertising, there are two basic forces which combine an “audience” for visual or oral commercial announcements:

1. Creation of an advertising message interesting enough to need for the product or service to be advertised. To make radio an even more productive medium for outdoor or other visual advertising this is called the “copy.” In radio, it is the “program.”

2. Distribution of that message in the areas where the goods are on sale, or where the advertiser wants to put them on sale.

The Audit Bureau of Circulations—and the Traffic Audit Bureau, in the outdoor advertising field—are concerned only with the distribution of the message.

The evaluation of advertising copy, the measurement—or supervision of the measurement—of copy efficiency, “observation,” “readership,” before or after it is distributed, is not a function of the A.B. or TAB. That is the province of the Advertising Research Foundation, the Continuing Study of Newspapers, Readership, Clark Magazine Reports, and other private and commercial organizations specializing in the study of advertising copy.

If radio ever is to have an instrument comparable with the ABC or TAB, it must confine its function strictly to a measurement—or supervision and authentication of the measurement—of the facilities for the distribution, the “circulation,” the “broadcasting” of the advertising message.

It must measure the medium, the advertising vehicle, the carrier of the advertising message—not the message itself.

What the ABC Shows

There is a popular misconception in the radio industry about the status of the ABC and what is contained in an ABC report.

The ABC measures nothing. Briefly, its function—and practically its only function—is to audit the circulation records of newspapers and magazines periodically (usually once a year) to substantiate the circulation statements of publishers, which in the newspaper field are released to advertisers, on forms provided by the ABC, twice a year.

The annual ABC newspaper Publishers Report, for instance, does not “guarantee” any specified number of readers of either the paper or any advertisement. It merely states that, in a period of 12 months, the publisher sold a specified number of copies on an average day. In substance, it implies that any advertisement which the paper publishes has an average daily expectancy of being distributed to—and therefore available to be read by—a specified number of newspaper purchasers in the territory in which the newspaper circulates.

There is no basic reason why a radio station cannot guarantee to make a radio program available to a specified number of possible listeners, within a specified area, on an average day.

It is a radio station’s (1) power, (2) frequency, (3) tone quality, (4) antenna location, and (5) reputation, coupled with the broadcasting facilities which provide the facilities for the “circulation” of an advertising message.

It is fundamentally these facilities—these assets and liabilities upon which time rates are or should be based. It is fundamentally the service which the station sells the advertiser.

The program—the “copy”—is basically the advertiser’s responsibility.

The Audit Bureau of Circulations certifies to the average daily number of copies of the publication able to be read by—specified number sold in 12 months.

It does not attempt to report the number of readers of these publications.

It does not attempt to measure, study, record, certify or report the “observation” of advertising copy, or the “readership” of the copy.

It is generally recognized that “ABC figures” are averages. It is known that newspaper circulations, like radio audience potentials, fluctuate (sometimes violently) day by day, week by week, season by season and that today’s newspaper purchasers are not the same as tomorrow’s purchasers.

Basis for Comparisons

The ABC is eminently satisfactory to most advertisers within the limits of its function, i.e., the certification of the average daily number of opportunities which the advertiser buys from the publisher to get his copy read.

It is satisfactory because practically every daily newspaper in the country is measured and can be compared on an identical and therefore, comparable basis, i.e., the possibility of a newspaper to distribute an advertisement into a given area to a given average number of newspaper purchasers.

Why then should the radio industry continue to experiment with research methods in an effort to find a way to measure simultaneously (1) the number of potential listeners provided by each radio station, (2) the number of these listeners “available” in each hour of each day, each of 62 weeks, and (3) the number of these who actually listen to each program?

Particularly, why should the industry attempt to cover so much ground at one time when all that is necessary is to put radio broadcasting facilities on a comparable basis with publication facilities is to provide a simple, numerical count of the number of possible listeners of a broadcast by a station within a defined signal area?

Why should the industry and advertisers not adopt a standard for the measurement, on an identical, basis, of the areas in which

(Continued on page 122)

*Francis N. McGehee for many years was connected with the Scripps-Howard Newspapers in research, advertising sales, and executive capacities. He is now manager of the principal sales organization in the out-of-home advertising field. He has had a unique experience in both the business of circulations measurement and visual advertising, the Audit Bureau of Circulations and the Traffic Audit Bureau. He is the originator of several research techniques, which are used by advertisers and advertising agencies in the measurement of reach, frequency, and time, having won recognition in the Annual Advertising Awards. Recently associated with Crosley Inc., he is establishing his own business as a sales promotion consultant.

MR. McGEHEE

BROADCASTING  •  Broadcast Advertising

Page 72 • August 28, 1944
"KFAB is a Member of Our Family Circle"

"We are like most Nebraska farm families, I guess—depending on KFAB for both entertainment and instruction.

"I don't listen to all the programs, but I pay close attention to the news and the market reports especially. My wife works and listens at the same time—doing her mending while she listens to Jessie Young's home-making talks. And, of course the youngsters have their favorite programs which they always tune to.

"So it is no wonder that we use so many KFAB-advertised products. I use them in my work on the farm—and my wife uses them in her work around the house. That includes quite a variety of articles...everything from farm machinery to breakfast food...from hand lotion to seed corn...all the necessities and many of the luxuries the modern farm family requires.

"If you have a product you'd like for us to know about, you can advertise on KFAB with confidence that we'll hear what you have to say."

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA 780 KC-10,000 WATTS
OMAHA, NEBRASKA BASIC COLUMBIA

Hugh Feltis, General Manager

Represented by EDWARD PETRY COMPANY
How Much Does a Television Station Cost?

Many station owners have of late been casting interested side glances at the video business as a possible line of postwar development. Logically they see in this business of "pictures through the air" a new and extremely important phase of broadcasting but in many cases, the reported price tag has left them in the category of window shoppers rather than customers.

I will not argue that it has not already cost large sums of money to develop and operate our present experimental outlets nor will I dispute the fact that television can continue to be expensive if the extravagances of the past are continued.

Integrated Units

Today it is possible for the potential video broadcaster to by-pass many of the expensive research and development costs of the past by purchasing packaged television equipment. These integrated units can be obtained in many combinations to fit the problems of each locality.

For instance, a complete camera chain with amplifiers, signal generators and control equipment can now be had for prices ranging upward of $90,000 a year for chains running somewhat cheaper. Likewise a video-audio transmitter capable of servicing the average local market with which television is concerned can be picked up for around $20,000.

The average studio must have at least two and preferably three camera chains which will list at around $60,000. Sound, lighting, and other contributory apparatus should be easily obtainable for under $10,000 providing the buyer knows what he wants and is willing to limit his purchases to a minimum.

A tele-film chain, equipped for both film and slide projection will probably cost another $20,000 and will be a necessity in the production of a balanced program. Allow ing a generous $10,000 for installation and incidentals, the equipment cost of a two-camera-one film studio and transmitter will run close to $80,000 installed and operating. This combination at $90,000 would in all probability be the minimum required for successful operation. Variations of the basic selection can be had which will enlarge both the scope of the operation as well as the cost but it is generally conceded that a single studio station can be had for under $100,000.

Unluckily the average radio station owner who is today pricing television can be compared with the play-boy camper who goes to a sporting goods store and asks to be outfitted for a camping trip to the north woods. Besides the bare essentials he is generally billed for many interesting but extraneous prices of equipment which will later be discarded in the light of experience. Possibly this over-enthusiasm of the tele-salesman already has indicated a price tag of well over the hundred thousand mark for equipment.

Studio Problems

The equipment cost is above and beyond the expense of the property on which the station will be operated. Many radio broadcasters plan to convert existing studio space into television stages, a plan not without precedent and definitely the logical procedure if cost is to be considered.

The average radio studio with a ceiling height of better than 14 feet can handle better than 50% of all the shows that will be brought in for staging. In addition this space will normally be satisfactory from the acoustical standpoint and will be wired for the necessary sound channels. Control room space will also be available resulting in a further cut in cost of the installation.

Normally the transmitter for television will be located close to the center of the service area rather than in the outskirts of the city. This change in location is dictated by many factors among which is the necessity of creating maximum signal where the maximum local interference exists which is, of course, the downtown commercial section.

This will, no doubt, require a new transmitter site which may or may not add to the cost of operation. The practice today has been to locate the transmitter as close as possible to the studio to reduce both the cost of duplicate personnel and the extremely high expense of coaxial interconnections.

At WKBK in Chicago as well as WABD in New York, WPTZ in Philadelphia, and W6XAO and W6XYZ in Hollywood the transmitters are installed in the same space that houses the studio facilities. Experimentation has proved that the problems of shielding the cameras and studios from re-radiation is neither complex nor expensive.

In addition to the studio, space will be required for dressing rooms and prop storage. Apparently two dressing rooms for each studio in operation is a reasonable and workable standard. It is also a necessity to provide some space for pre-camera rehearsals. Radio stations can many times divert empty sound studios for this purpose and thus again reduce the overhead of operational costs.

The problem of manpower is one that will today vary from a minimum of 8 operators to well over 20 for each studio in work. It can be assumed, however, that eventually this wide variation will be reduced by reason of operational codes and that both the personnel and cost of operation will become standardized on a "per studio" basis.

Production Costs

The cost of television programming remains one variable that cannot be predicted. Above and beyond the cost of talent, a scale that has as yet not been set, is the production budget. This figure, which takes into consideration the procurement of story material for dramatic presentation and the costs of scenery, props, and effects, can vary between wide limits. The costs of simple programming, news, education, interviews, simple plays and novelty acts can, however be covered with a reasonable operational budget. In many ways this problem is not as baffling as it may seem.

Like radio, a simple sustaining show will generally return its cost to the broadcaster and as the cost of production rises the value of the spot normally increases in direct

(Continued on page 154A)

Mr. Eddy Builds a Seacoast in Miniature

The practice today has been to locate the transmitter as close as possible to the studio to reduce both the cost of duplicate personnel and the extremely high expense of coaxial interconnections.

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The practice today has been to locate the transmitter as close as possible to the studio to reduce both the cost of duplicate personnel and the extremely high expense of coaxial interconnections.
Once upon a time there was a member of a great family whose fame traveled to the far corners of the land. Now it came to pass that one day he was beset upon every side by loud words of praise. His was a kindly influence among the peoples. Yet, in these days of plenty, he tried not to forget that in his family rested the true strength of his position. That family is broadcasting—that member of the family, KMBC. Through advertising columns KMBC is telling the story of this industry's service to a nation in war as in peace, bringing to American enterprise testimonials of those in all walks of life. Further evidence that KMBC seeks constantly a position of operation NEVER TOO CLOSE TO THE TREES TO SEE THE FOREST.

**KMBC**

**OF KANSAS CITY**

**FREE & PETERS, INC.**

**SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS**

'Of course—KMBC-FM

An extra service at no extra cost.'
Important Radio Role Seen in Postwar World

BY HAROLD A. LAFOUNT

RADIO has a role in the postwar world that challenges the imagination. Along with television, motion pictures and the press, it is the instrument that will carry the messages of hope, reconstruction and democracy to men and women who are once more free. It can become a bond that will hold free peoples together in the pursuit of common aims. In a very real sense, therefore, the future of the world will be influenced by the development and control of these modern means of communication. Used by Dictators

Looking backward, I sincerely believe that with free and intelligent use of radio this war might have been avoided. But we did not have free and intelligent use of radio in the prewar years. The dictators prostituted radio to their own aggressive purposes. They prohibited free communication with the world beyond their own borders and used the ether waves to spread their vicious propaganda both at home and abroad. Radio was thus diverted from its great mission of spreading human understanding around the globe.

Likewise motion pictures and newspapers from democratic lands were excluded from the Fascist countries. There was no spontaneous and unbossed exchange of information and ideas. The Germans and Italians were not allowed to know what we were thinking and doing. If they had been well informed about our determination to remain free and to prevent the world from being overrun by dictators, I cannot believe that they would have acquiesced in the war-making policies of their leaders.

Nor should we forget that we, too, were poorly informed as to what was taking place in Germany, Italy and Japan. World-wide freedom of communications would have increased our awareness of the dangers growing out of the dictatorial systems that were determined to spread their vicious doctrines over the earth. It is an ironic thought that the very period which gave the world its most marvelous medium for the exchange of ideas also brought a global war because of hatred, suspicion, lack of information and lack of understanding among men.

Our peacemakers should be doubly impressed, therefore, by the necessity of insuring free radio, free television and free exchange of motion pictures in the postwar world. If we expect to attain lasting peace, we must put first things first. That means we must start by disarming the heart and the mind—by centering the energies of mankind on constructive enterprises and better ways of living in place of war.

We must help the peoples of all lands to see the advantages of the democratic way of life. Obviously this will entail a free flow of information and ideas. Our peace will rest on a very insecure basis indeed if free radio and free exchange of films are not made cardinal principles in the relations among all nations.

Adjustment Periods

It is too much to expect that peace can be attained by merely signing peace treaties. Long periods of adjustment, gradual development of new institutions and extension of understandings between peoples will be necessary. If radio and television are to play their part in this process, the industry responsible for their development must also have opportunity to grow and expand and to improve its services. Much better radio service in many lands will be needed as well as constant enrichment of programs and improvement of techniques in our own country. The American genius for making an enterprise click will be in constant demand. For radio itself has to be progressive and successful before it can attain any great usefulness in the cause of peace and human advancement.

Now, of course, this relation of radio to world peace does not mean that the ether waves should be burdened with much oratory on how to avoid war, advice to our neighbors or propaganda about the glories of American democracy. Radio’s contribution is much more basic than that. Radio is an instrument that enables people of different lands to share a laugh, to hear a concert or drama or listen in on advertising of innumerable products. Through its programs at almost every hour and every day of the year our neighbors come to know the things we eat and drink, the gadgets we use, the entertainment we have—in short, the way we live.

Such incidental information about American life stimulates the demand abroad for American goods. It tends to lift standards of living both here and abroad by promoting an exchange of products that each country is especially equipped to grow or make. It gives us our neighbors an awareness of what our democratic civilization has been able to produce. Likewise it brings to us a keener appreciation of the music, customs and problems of other lands.

Perhaps the simplest way of putting it is to say that free radio promotes a reaching out to lands and peoples that have been virtually unknown to us. That reaching out creates wants, new ideas, new opportunities and new understandings. It does not force the customs of one people on another, but it does give all a better chance to know the world in which we are living and more opportunity of moving toward ways of living that have proved to be the most satisfying.

In many respects, then, free radio becomes an expression of the dynamic age in which we are living. I find it impossible to visualize a peaceful world after the war has been won without widespread operation of this great medium of communications free from the influences that debauched it in some countries during the prewar years.
GEORGE WASHINGTON SAID—
"The spirit of encroachment tends to consolidate the powers of all (governmental) departments into one and thus create, whatever the form of government, a real despotism."

ABRAHAM LINCOLN SAID—
"I want every man to have the chance... in which he can better his condition."

BENJAMIN FRANKLIN SAID—
"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

To avoid despotism... to give every man a fair chance... to maintain the "freeness of speech"—to these three golden goals WJR dedicates the vast power of "Michigan's greatest advertising medium" so that our returning heroes, their sons and their grandsons may glory in the fruits of democracy, which include free speech through the free air of a free land.

Listen to "VICTORY F.O.B."
Every Saturday on WJR—CBS Network
3:00 p.m. E.W.T.
Are you getting that extra in this all-important market?

Many advertisers are adding WINX to their present schedules in Washington, D. C.

They appreciate the loyalty and confidence of the WINX listenership. The intimate, hometown relationship between station and public.

They feel that their product will find ready acceptance among this inspired audience. And it will.

Follow the lead of the local merchant. He is buying Most on WINX.

The Best Test Market at MINIMUM COST

WINX

Washington 1, D. C.

Represented Nationally by FORJEE & COMPANY.

Extension of the Frequency Spectrum

New Services Foreseen From Allocation Revision

By C. B. Jolliffe

Chief Engineer

RCA Victor Division

Radio Corporation of America

SINCE 1920 there have been two major extensions of the frequency spectrum to which broadcasting has made possible the development of new services, and new industries have been created by provision of adequate and suitable frequency space.

In order to find room for broadcasting, it was necessary to use the part of the spectrum above 500 kc, in which previously the maritime services had used a few frequencies for long-distance communication service. This extended the useful range of the spectrum to 1500 kc and by that means provided room for the development of the broadcast industry. This industry has flourished since sufficient space was allocated to provide a national service.

At about the same time exploration started in the frequencies above 1500 kc and it was found that frequencies in this part of the spectrum were suitable for long-distance communication service, also that the lower portion of this frequency spectrum was suitable for short-distance communication service. Out of this exploration there came an allocation which recognized the peculiarities of propagation and provided space for worldwide communication service and, later, short-distance communication service used by police departments to inaugurate police communications. This portion of the spectrum also provided safety communications for aircraft and made possible safety communications for this service during the early development of air transportation.

New Industries

This extension of the spectrum resulted in several new industries, for example, worldwide communications, international broadcasting, emergency services, aeronautical communications, and several others.

In general, these services grew without much planning of the frequency spectrum. It was not until late in the 1920's that this portion of the spectrum started to become crowded. Attention to this crowding of the spectrum was brought to a focus at the time of the International Radiotelegraph Convention of Washington, D. C., in 1927. During this convention worldwide agreement was obtained on an orderly allocation to services in the entire frequency band from 10 to 300 kc. This was a complete organization of allocation on the basis of which the new services obtained permanence and were able to develop with assurance of protection from interference throughout the world. Adequate frequency space permitted logical development of these services.

During the period since 1928 exploration of the possible use of frequencies above 30,000 kc has been going on, services have been developing using these frequencies, and information has been obtained on the propagation characteristics and possible uses of these frequencies. An allocation covering public service to be rendered in the band from 30,000 to 80,000 kc was adopted by the Federal Radio Commission in 1931. By 1937 this plan was outmoded due to the tremendous growth of domestic, emergency and miscellaneous broadcasting, including television services on frequencies above 30 mc.

Interference conditions and the needs of newly-developed radio services culminated in adoption by the FCC in 1939 of a revised allocation plan covering public service up to 300 mc. The orderly development of these services in accordance with this allocation set up by the FCC was interrupted by the war.

The rapid development of new services, new uses and new tools, brought about by the war, has extended the useful part of this frequency service far beyond anything that was contemplated a few years ago and much knowledge has been obtained concerning the uses to which these frequencies may be put when the war is concluded.

In the formation of the Radio Technical Planning Board, the FCC and the sponsors of RTPB recognized that the allocation that had been made prior to the war needed to have a complete review and a new allocation made which would recognize the information which had been accumulated during the war and carry the allocation to a much higher frequency.

Proposition in this part of the frequency spectrum limits the services in general to relatively short-distance communications, but it is recognized that these frequencies are extremely useful for such services as emergency communications, television, FM broadcasting, radio aids to aviation, radio instruments and many other services which now can only be considered to be in the formative stages.

The FCC has realized that the help of engineers working in the field would be useful in formulating proper allocation for these frequencies and the work of Panel 2 of RTPB is designed to provide a recommendation which RTPB can make to the FCC concerning an orderly allocation to services of this part of the frequency band.

As is now common in all parts of the spectrum there are more people desiring to use frequencies than there are frequencies available. It is also recognized that there is not complete information available on the propagation characteristics of these frequencies or sufficient information to determine which frequencies are most useful for a particular service. This is complicated by the fact that development of tubes and apparatus is not complete in the field, and study of the service and apparatus possibilities is not such that definite engineering determinations can be made.

Consequently, recommendations on frequency allocations in this (Continued on page 192)

THE fundamental job of postwar allocations of new services, including FM and television, is in the hands of Panel 2 of the Radio Technical Planning Board, which will submit overall recommendations to the FCC. Chairman of the Panel is Dr. C. B. Jolliffe, engineer and allocations authority, now chief engineer of RCA Victor Division, Camden. From 1917 through 1922 he was an instructor at West Virginia U. and Cornell. He was a physicist in the Radio Section of the Bureau of Standards from 1922 to 1930, when he was named chief engineer of the Federal Radio Commission. When the FCC was created in 1934, he carried on and resigned in 1935 to become an engineering executive of RCA. He has attended many international radio conferences as a delegate or expert. From 1940 until last April he was chief, Electrical Communications Division of the National Defense Research Committee. He is secretary of Industry Advisory Committee of Board of War Communications.
Covers Like a Gentle Rain
- 19 Counties in Eastern Washington
- 10 Counties in Northern Idaho
- 5 Counties in Western Montana
- 3 Counties in Northeastern Oregon
In Its Primary Coverage Area Alone

5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
RADIO CENTRAL BUILDING
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.
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BUT ALWAYS
OUT-PERFORMS
... among all Blue Network Stations in the Nation (194 Blue affiliates and scores of others) to

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WISH wins FIRST PRIZE among all Blue stations for outstanding promotion and publicity in the recent BREAKFAST CLUB membership drive. This award is tangible evidence of the accuracy of the WISH creed, "WISH never Out-Promises but Always Out-Performs."

That is the way WISH will Merchandise and Publicize Your Programs in Indiana

WISH

Indianapolis

Represented Nationally by Free and Peters, Inc.
How a Television Station Is Operated

ANY discussions on television station operation must necessarily be divided first into two main categories and then again into several subcategories.

First of the two main categories is to differentiate between television station operation and radio station operation and to mark similarities and differences. On the organizational set-ups, there are a large number of practices, standard in radio, which will be adopted by television. In this respect, it might be said that television will go into radio when it was launched, has certain precedents, standard practices, and trade terminology which give it distinctive advantages.

Not as Simple

Apart, however, from the organizational setup, there is very little in television that is like radio. Radio is very much more simple to operate than television. To illustrate this, let’s talk briefly to a studio for its broadcast, microphones are set up, and it’s on the air.

In a local station operation it’s even more simple than this. An announcer or production man reaches into the record library, pulls out an album of popular or classic music, and the program is ready. Timing is no problem because any general musical selection whether live or recorded can be faded off when the period is up.

Consider such an event however on television. In the ten seconds the act has to be cast and lines have to be memorized. Then rehearsal periods of at least four-to-one ratio have to be set up and every single one of these rehearsals has to be carried out in the studio and with the crew used for the telecast. Scenes and settings have to be devised, title cards, credits, etc., have to be drawn. Timing has to be more or less exact because you can’t fade off a television show in the middle of anything, and, you can’t stretch a television show and play repeating a few bars of music.

Two Main Categories

Films, of course, can be used but until such time as films are made specifically for television, it’s rather difficult to acquire any kind of film equipment or emergency showing on short notice. It’s possible however that special films will be made and held as standbys.

These then generally are the two main categories into which television programming falls. Foremost among the secondary categories are that in television programming extensive rehearsal periods are required, and most important, a four-to-one in time ratio has to be maintained wherein the show must be rehearsed in the presence of the actors, that the telecast will take place and with the identical crew. In a television program it just is as important to rehearse the event as it is to rehearse the cast.

REHEARSALS: Rehearsals for major television programs are a rather complicated affair. First is a blocking of minimum lines by the actors; then there are the settings; the effects; the plotting of the show, showing camera action with the proper distances to individual actors for closeups and long shots, and the exits and entrances of the various actors onto the sets; then the costuming and finally the whole is put together into dress rehearsals.

Must Memorize Lines

Taking these various aspects of the rehearsal, one at a time, there is first the memorizing of the lines by the actors. This can be done anywhere and until it is completed and a few preliminary line rehearsals is held it is not necessary to come into the studio which will be used for airing the show. During this period the art director has set up the scenery and the show is plotted so that cameras can move about without getting in each other’s way. Costumes, color, and design concepts are then worked out, and the program is ready for its first camera rehearsal.

It usually develops that during this first camera rehearsal a large number of changes are made in scenery and costumes so that there is the perfect color contrast. Various types of lights are used, each in itself a color contrast effect.

For example, when incandescent lights are used, reds become white; orange pink and kindred colors become gray; blue turns to black. When mercury vapor lights are used reds become black. With this lighting, red lipstick and ordinarv makeup is satisfactory. With incandescent lights the lipstick has not to be either brown or black and brown pancake makeup substituted.

In the show itself there is the “focus” problem. The camera is at a greater focal depth, thus strong light is very desirable. Yet regardless of the quantity of light all action has to be planned so that there are no dangerous blind spots where the camera will be either forward and backward movement on the part of the actors. And when this movement does occur it must be slow so that the cameraman can keep his subject in constant clear focus. Motion picture technique in this respect is the proper one here.

FOCUSING: The type of slight out-of-focus “shooting” is permissible when panning, but in dolly shots the focus must be absolutely perfect.

EDITING SCRIPT: No standard practice has been adopted with regard to the editing of scripts but since television is like radio in that it is designed for home entertainment, scripts are edited down to radio standards. Language used in the legitimate stage and cabarets is definitely taboo for television. Even certain lines which might be satisfactory in the movies have to be deleted. There is however, this one point in television broadcasting which does not hold true in radio.

Television has sight, and the language can be more elastic when it describes an action which the audience sees than would be the case when the audience is being blind, as it is in a radio program, so is supposed to take the image that is taking place.

Actions, Too

Editing action and costumes in television are actually more important than editing the script itself. The fact that the audience is seeing a scene in which costume is not objectionable, you can’t do a strip-tease nor any suggestion thereof. Nor in fact you can put a singer in a bathing suit but you can display both bathing suit and hosiery with perfect grace.

It has been our observation at Station WABD that radio directors have very little trouble with editing because they are naturally conservative, having been basically trained in programming for home reception. Non-radio directors quite frequently have a great deal of trouble in editing and the station management has had to take a hand in this task. This has so far not been necessary when programs air for regular TV men.

HOW A SHOW IS PUT ON: It is not the purpose of this narration to discuss any of the engineering aspects of television broadcasting. It is to outline the categories which make up a little bit of programming. Thus in describing the method in which a program is aired only the program aspects will be discussed.

Television, like radio has a studio control room except that in television the studio control room is much larger and contains very much more equipment. Television cameras, as the reader has probably already figured, are always referred to as camera lenses. The reason for this is that the studio television camera unlike the motion picture camera is not a complete unit and may be detached from the stand. The studio part of the television camera consists of a “dolly” upon which is mounted the camera head, lens, iconoscopes and a focusing screen.

Can Select Shots

DuMont cameras, unlike all others, are equipped with a minature television receiver so that the camera operator sees the picture from his camera as it actually goes on the air. The advantages of this are that the cameramen sees not the entire stage but only the portion that his own camera is picking up. He therefore can cut his lines both vertically and horizontally down to the finest point possible. To learn exactly just exactly how much head room he has and just exactly how much space he’s showing on the sides. Incidentally it is this aspect of the picture that has enabled many directors to put on elaborate shows in a very small space. The cameraman can cut into his set without any fear of picking up anything else and sets can be arranged one right beside the other.

Stringing back from the studio portion of the camera is a heavy cable which extends back into the control room of the television camera. Here, at the other, or rear end of the chain is a monitor mounted upon a rack over the control panel. Thus in a studio which has two or more cameras the director can select his shots in advance. In such a setup there would be two monitors, one for each camera in the studio control room and then a third showing the picture which is on the air. Cameramen, light men, microphones and studio directors and assistants all wear earphones.

The director sitting in the studio control room can see his studio and he can talk to every single person in the studio except the actors and the people about the air. He thus previews his shot, tells camera exactly what he wants, and when camera has it to his complete satisfaction he puts it on the air. In the meantime much has been said on the air previously is ordered to change position, focus on anything else, and then goes on the air and makes still further changes. This system, though it sounds complicated, in reality is relatively simple to operate and it is fool-proof in the sense that every picture is seen before it is aired. No picture

(Continued on page 154D)
To Time-Buyers Who Want FACTS... not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

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<tr>
<th>PROGRAMS*</th>
<th>Omaha** (WOW)</th>
<th>U.S. Urban</th>
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<tr>
<td>(Nighttime—Mon. thru Sun.)</td>
<td>44.6</td>
<td>33.0</td>
<td>11.6</td>
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<tr>
<td>Bob Hope</td>
<td>48.1</td>
<td>32.9</td>
<td>15.2</td>
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<td>Fibber McGee and Molly</td>
<td>43.5</td>
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<td>Red Skelton</td>
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<td>33.2</td>
<td>22.7</td>
<td>10.5</td>
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<td>Mr. District Attorney</td>
<td>30.7</td>
<td>22.5</td>
<td>8.2</td>
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<tr>
<td>Bing Crosby (10:00-10:30 PM E.S.T.)</td>
<td>30.4</td>
<td>21.6</td>
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<td>22.5</td>
<td>14.6</td>
<td>9.9</td>
</tr>
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<td>Mr. and Mrs. North</td>
<td>34.0</td>
<td>16.0</td>
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<td>Million Dollar Band</td>
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<td>13.9</td>
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<td>Today's Children</td>
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<td>John Charles Thomas</td>
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<td>5.9</td>
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<tr>
<td>Those We Love</td>
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<td>5.2</td>
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<tr>
<td>World News Parade</td>
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<td>5.1</td>
<td>1.6</td>
</tr>
<tr>
<td>NBC Symphony</td>
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* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening, December, 1943 thru April, 1944, C. E. Hooper, Inc.

*** From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 80 cities, a cross-section of all 412 U. S. cities over 25,000 population.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

- **34.4%** of the MORNING audience;
- **49.0%** of the AFTERNOON audience;
- **52.6%** of the EVENING audience.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS—and it's a reason that's important to advertisers:

For 21 years Omaha listeners have always been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

BROADCASTING * Broadcast Advertising
August 28, 1944 * Page 83
Facsimile's Place In Postwar Picture

Facsimile, greatly improved over its prewar performance both as to speed and definition, is ready right now—or as soon as conditions will permit the manufacture of transmitters and receivers—to become a public service. At the touch of a switch a facsimile recorder, probably housed in the same cabinet as the sound radio receiver, will provide news stories and pictures, recipes, road maps, comic strips, short stories and serials, any and every kind of printable material, including advertising, which as in radio will undoubtedly pay the freight for the service rendered to the set owner.

But the field of facsimile is much larger than that of broadcasting. In communications, facsimile will serve police, railroads, aviation, maritime and a wide variety of point-to-point services as well as broadcasting to the world at large. In business, facsimile will offer a reproducing service of photostatic quality with far less expenditure of time and money. In industry, it will provide an immediate and continuous record of office of plant operations—the speed of a motor operating in a factory or the amount of liquid in a storage tank below ground.

Permanent Record

However, it is in broadcasting that facsimile will probably find its widest use and its greatest public service. Like television, facsimile can transmit pictures and text either as a purely visual service or accompanied by sound. Facsimile lacks television’s ability to transmit motion, but it can provide a permanent record of what it transmits, which television cannot, so that the two media will be complementary rather than competitive.

Television, more spectacular, will probably get off to a head start in the postwar era, but facsimile, able to offer satisfactory service at modest cost from the outset, may be expected in a brief period to overtake and pass television on the basis of number of sets in homes and of service rendered.

The facsimile recorder, about the size of a typewriter and weighing five or six pounds, can receive copy eight inches wide (the paper is nine inches wide, allowing for a margin at either side, and the copy will probably be sent in four columns of slightly less than two inches each) at a speed of three to five inches per minute, well above good reading speed, but, when text and pictures are mixed, probably averaging a speed which the eye can comfortably follow.

This is a tremendous improvement over the half-inch-a-minute prewar transmission speed, which kept the operator constantly and annoyingly waiting for the next line to appear. The quality of the transmission has similarly improved, with recent samples showing none of the irregularities so common a few years ago. Costing hundreds of dollars to make on an individual custom-built basis, these recorders will be cut in cost to tens of dollars when mass production methods can be applied.

Will Use FM

Facsimile will be broadcast by FM, which has the same advantages for this service that it has for sound, providing clearer reception and permitting simultaneous transmission by a number of stations, immunity to intermodulation caused by relatively short distances. Question of band width has not yet been settled by the Facsimile Panel (7) of the Radio Technical Planning Board, which is still debating the comparative advantages of 40-kc (15-kc deviation and 10-kc guard band) and 200-kc (75-kc deviation and 50-kc guard band). The wider channel gives a better signal-to-noise ratio; the narrower one will permit more stations to operate in whatever space is allocated to facsimile.

Multiplexing of sound and facsimile simultaneously on the same channel is possible, but it is considered undesirable because it degrades the sound to some extent and because at present it is generally considered that it would necessitate equipment and all sound receivers with filters to eliminate facsimile interference whether or not the set owners also own facsimile recorders.

Chicken and Egg

Because of the many advantages of coincidental facsimile and sound broadcasting, however, RTPB Panel 7 will probably request the FCC to permit facsimile to be broadcast in the regular FM band as well as in a special facsimile band of 20 continuous channels in the region between 100 and 200 mc. Transmission on both bands could be received in the same receiver with no more difficulty than standard and shortwave broadcasts are received on an all-wave AM set.

Since facsimile can be broadcast on any FM channel, the thought has been advanced that any FM licensee should be permitted to broadcast either sound or facsimile programs as he wishes, with no distinction made in the allocation or licensing. An objection raised to this plan is that in major metropolitan areas all of the available channels might be devoted to sound broadcasting as more immediately profitable, thus blocking the development of the newer service of facsimile in the places where it will otherwise have the best opportunity for rapid growth.

Faced with the chicken-egg problem of all new media—advertisers demanding circulation before purchasing space, and radio stations demanding program service before purchasing receivers, the broadcaster requiring advertising revenue to enable him to provide the program service—it is probable that facsimile will get its start through the pioneering efforts of a present broadcaster who is willing to risk some of his revenue from sound broadcasting in this new field.

A dozen or so broadcasters experimented with facsimile, chiefly in the early morning hours when they were offering sound service, in the prewar days and response to a letter by RTPB Panel 7 sent to all broadcasters indicates a considerable interest in the field today.

In addition to his transmitter, which will cost approximately as much as a sound transmitter, the facsimile receiver also buy a number of recorders, which he will install in clubs, hotels and theatre lobbies and other places, a wide of people congregate, as demonstration sets. He will then provide the best program service he can buy or create—for example, a good comic strip not carried in any local newspaper for only a few dollars, his facsimile service could create a juvenile demand that might force parent purchase.

Who Will Pay?

Set manufacturers can help by including facsimile recorders in their come sound receivers and by offering kits such as were marketed in the early years of radio, with which any or boy at all handy with tools can construct his own receiver. And the first advertiser to offer a discount to any customer presenting a facsimile coupon would not only win many customers, but would also win the set owners but would help to increase the sale of recorders as well.

To those who are worried as to whether the facsimile set owner will be able to insert a new roll of paper without calling in a service man the answer is that anyone who can put film into a camera can put paper in a facsimile receiver. And will be willing to pay for the paper? Well, the price cost might be in part defrayed by the set manufacturer or the broadcaster, or advertising might be sold along the margins, but the real answer will depend on what he thinks of the service he gets from his set.

THE NAME of John Vincent Lawless Hogan is one of the best-known in radio. An engineer, he was the inventor of the "gang condenser" or single dial control, which transformed the radio receiver in the 20's from a mass of tuning gadgets to a single operation. He was there with DeForest as far back as 1907 and in 1910 was with the great Fessenden. A pioneer also in facsimile, he developed his own system. An avocation was his establishment of WQXR in New York in 1927 as a high fidelity station. The station recently was sold by Mr. Hogan and his associates to the New York Times, but he remains with it under a five-year contract. Engineer Hogan has worked with the National Defense Research Committee, the Signal Corps and the Army Air Forces, and his laboratory in Long Island City is working fulltime on war communications developments. He is a director of FBI and has filled the position of chairman of the Executive Engineering Committee of NAB.

Improved Performance Achieved and Medium Is Ready for Go-Ahead

Based on an Interview With

JOHN V. L. HOGAN

Chairman of Panel 7, Facsimile Radio Technical Planning Board

Mr. Hogan is a facsimile pioneer which will provide interesting and informative suggestions for the transmitter. Which will purchase a facsimile service? And the answer is that anyone who can put film into a camera can put paper in a facsimile receiver. Would be willing to pay for the paper? Well, the price cost might be in part defrayed by the set manufacturer or the broadcaster, or advertising might be sold along the margins. The real answer will depend on what he thinks of the service he gets from his set.
“AS LONG as our government is administered for the good of the people, and is regulated by their will; as long as it secures to us the rights of persons and of property, liberty of conscience and of the press, it will be worth defending.”

ANDREW JACKSON
Estimating Cost of Television Stations

Rough Figures on Needed Items Listed

By BRUCE ROBERTSON

HOW MUCH does a television station cost?

Any broadcaster knows that the cost of a radio station rendering satisfactory service in a city of 50,000 population is not the same as that of another station serving a city of 500,000 people, and that neither of these approaches the cost of a network key station in New York or Hollywood.

The same variations are found in newspaper plants, in department stores and in other businesses and industries. And television is no exception. The cost of installing and operating a sight-and-sound broadcast station depends largely upon the kind of service to be rendered and the size of the market to be served.

Taking Reservations

But with all these variables, there are still some figures which may be quoted to give the potential video broadcaster some basis for estimating his investment. Companies definitely planning to manufacture and sell television transmitting equipment as soon as the military situation will permit the resumption of peacetime manufacture for civilian use are already accepting reservations if not definite orders from prospective television broadcasters. These are DuMont, General Electric and RCA. Farnsworth and other companies may enter the field, but they have made no announcements to date.

Reservations are based on dollars-and-cents price schedules, although the companies emphasize that the prices are prewar figures and should be taken as estimates only, since at that time every video transmitter was a custom-built proposition while after the war quantity orders should permit some savings through quantity production methods. Postwar costs of material and labor will also affect the eventual prices of television station equipment, as of everything else.

With these factors understood, we are now ready to proceed with the problem of television station costs. While one could take almost any kind of station set-up as a hypothetical example, the easiest approach seems to be to start with the simplest type of video operation, what General Electric engineers call a "satellite" station.

This is a station which originates no programs of its own, but serves merely as an outlet for network programs received by radio relay or coaxial cable for local broadcast. It is a transmitter and little else, with its power—and price—dependent upon the area to be served.

This problem is simplified in that television will not duplicate, at least in the immediate postwar period, the wide range of sound broadcasting transmitters that run from 100 kw to 50 kw. GE is offering only two transmitters, 4 kw and 40 kw. DuMont is concentrating on 5 kw and 25 kw models.

The costs are for the visual transmitters; the aural transmitters in each instance have just half as much power.

Service area of the television transmitter depends on the location of the transmitting antenna—possibly atop a high office building in the center of town or on a hill or mountain outside the city—as much as it does on the station's power, which serves more to increase the strength of the signal laid down than to extend the range of the station. For satellite service, probably a 4 kw or 5 kw transmitter would be used, costing in the neighborhood of $50,000 for the sight and sound transmitters, monitors, antennas and the other apparatus necessary for the pick-up and re-broadcast of the network programs.

Higher powered transmitters would increase the cost radically—up to about $80,000 for a 25 kw satellite station and $175,000 for a 40 kw setup. But since satellites will probably be chiefly used to serve markets too small to support a complete station operation, 25 kw or 40 kw stations of this type are improbable.

Other Equipment

Even a satellite station will probably be obliged to identify itself periodically with sight-and-sound announcements. This calls for a monoscope unit ($1,000), a synchronous pulse generator, mixer, amplifier and power supplies ($4,500), and an audio amplifier, microphone, control panel, plugs and cables ($1,500), or an outlay of an additional $7,000 (GE figures).

Legal and engineering expenses in connection with filing an application with the FCC and other miscellaneous items bring the cost of a 4 kw or 5 kw satellite video station to roughly $60,000, not including erecting a transmitter house and running power lines to it, costs which vary too much with individual locations to be estimated on a general basis. Two engineers—three would be better—would operate such a station, which originates no programs locally. Their wages, which with power and replacement costs constitute the operating ex-

(Continued on page 180)
Even a 50,000 Watt Station Must Render Community Service

On April 21, 1944, WLAC dispatched the following "confidential" note to a highly-select list of Nashville business and professional men:

"The Columbia Broadcasting System has made elaborate plans to give American listeners full coverage of the 'Invasion.'

In anticipation of this important turn in the progress of the war, WLAC's engineering staff has been placed on 24-hour duty. Should the news break at a time when we are off the air, we shall resume broadcasting immediately.

Now when this happens, would you like for us to notify you by telephone?

... and in order that our system for handling the job may be completed just as quickly as possible, we must request an immediate reply."

More than 100 affirmative replies were received, and it is conservatively estimated that each of those people telephoned at least ten friends to tell them to "Tune in WLAC for the Invasion broadcast." From then on the news spread like wildfire and lights in thousands of Nashville homes blinked on during the early hours of dawn, June 7, 1944.

For this outstanding example of public service we are indebted to CBS—as well as all the other networks—without whose magnificent attention to the needs of the hour we could have not followed the Yanks to Normandy.

"The Gateway to the Rich Tennessee Valley"
Represented By Paul H. Raymer Co.
Ralston to Award Promotion Prizes

Exploiting of Youth Series by MBS Stations to Be Cited

PRIZES totaling $1,000 in War Bonds will be awarded by Ralston Purina Co., St. Louis, to Mutual network affiliate stations for the best promotion of juvenile programs between Sept. 1, 1944 and March 1, 1945.

Winners will be determined by a committee from the editorial staff of BROADCASTING.

Awards consist of a $500 War Bond first prize, $250 second, $100 third, $50 fourth, $25 for fifth, sixth, seventh and eighth prizes. The awards will be based on (a) the most effective, consistent and complete promotion of Mutual juvenile programs carried by Mutual stations throughout the six-month period, and (b) the greatest volume of promotion consistent with the size and population of the community in which the station is located.

Eligible to enter are any promotion manager, publicity director, station manager, program director or other individual employed by a Mutual affiliate station who has been entrusted by that station with the work of general program or merchandising promotion.

Entries are to be sent in the form of a scrapbook to Harold M. Coulter, manager, audience promotion, MBS, 1440 Broadway, New York 18, N. Y. Entries must be post-marked before midnight April 1, 1945, and become the property of Ralston Purina Co. No entries will be returned. Opinion of the judges will be final. Winners will be announced about July 1, 1945.

Representing Ralston Purina Co. in the contest is Hal Chase, Claire Cari-Cari represents the radio department of Gardner Adv. Co., Ralston Purina agency. Acting for Mutual are Robert Schmid, director of sales promotion, and Mr. Coulter.

Vets' Opportunity

SERVICEMEN returning to civilian life will have the opportunity of three programs of study offered to them by the Henry W. Grady School of Journalism, U. of Georgia. There will be: a special one-year course, a four-year course leading to a B.A. in journalism, a graduate course for an M.A. The term "journalism" as used in the Grady School includes radio reporting as well as magazine and newspaper journalism.

BELOVED TO BE LAST PHOTO of Tom Treanor, NBC war correspondent killed in France Aug. 19, is this picture of Mr. Treanor and radio co-workers, gathered around a camouflaged radio truck "someplace in France". Top row are George Hicks, Blue (1); Frank McCall, NBC; (Standing, 1 to r): Charles Shaw, CBS, who suffered a fractured leg in the accident that took Mr. Treanor's life; Larry Lesueur, CBS; Mr. Treanor. Seated is Bill Chapman of NBC.

1908 Thomas Stanley Treanor 1944

THOMAS STANLEY TREANOR, 85, correspondent with Gen. Patton's Third Army for NBC and the Los Angeles Times, was fatally injured Aug. 19 in France when a jeep in which he was riding with Charles Shaw of CBS and another correspondent was crushed by an American tank. Mr. Treanor died 10 hours later in a front-line hospital. Mr. Shaw received a fractured leg.

News of his death was announced on NBC last Monday by John MacVane in a broadcast from the American sector in France. Mr. Treanor's ambition was to be the first radio correspondent to reach Paris and send the word back home, said Mr. MacVane. At the time of his death the correspondent was at the tip of American Third Army units, pushing toward Paris.

Enroute to Seine

"Tom's loss will be great," said MacVane. "He was greatly loved by his fellow correspondents—ever ready and enthusiastic—ever ready to help." William F. Brooks, NBC's director of news and special events, also paid tribute to Mr. Treanor, who, true to the tradition of newsgathering, "sacrificed his life in the never-ending quest for news and in his desire to get it first."

Mr. Treanor was enroute to the Seine River front with two other correspondents (one whose name has not been disclosed). As their jeep swung out to pass a column of tanks, a Sherman tank also swung out and ran over the small car. The driver and three correspondents were injured. Mr. Treanor received severe scalp injuries, a crushed foot and internal injuries.

He was given 10 pints of blood. Until he became unconscious, he joked with the Army doctors and fellow correspondents. To a photographer he called out: "Did you get a picture of me under that tank?"

A native of Los Angeles, where he was born in 1908, Mr. Treanor was graduated from the U. of California. He worked for the Los Angeles Express and later the Times. He entered the war in 1940 and had covered the battlefronts in the Far East, Africa, Sicily and Italy. He went to England in March 1944 and, in addition to his newspaper work, was correspondent for NBC. He had written a book, One Damn Thing After Another, based on his experiences.

Tom Treanor was one of the first radio correspondents to cross the English Channel on D-Day, and was among the first to return to England with eye-witness stories of the early fighting. In recent weeks he had been assigned to Gen. Patton's Third Army.

Mr. Treanor leaves his widow, the former Eleanor Stimson, and three children. He was buried in an Army cemetery near LeMans.

DR. EDWARD J. BYNG, who set up the European continental services of the UP and served as general man-
ager for a number of years has started a twice-weekly commentary on WEVD New York.

1944

DIRECT-CUT COPIES

OF YOUR RECORDINGS

33 1/2 RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

-packaged and shipped to your station list from Chicago.

Write for complete details and prices.

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

Page 88 - August 28, 1944

BROADCASTING * Broadcast Advertising
By N. P. SULLIVAN

PIONEERING in the Baltimore area, WBAL Aug. 13-25 captured the interest of advertisers and agency executives in a 10-day studio clinic designed to bring forcefully to their attention the commercial potentialities of postwar television.

Daily demonstrations in WBAL’s studios, where a tele-camera, control equipment and three receivers were set up, were well attended by department store advertising managers, agency representatives and others interested in the advertising field. Harold C. Burke, WBAL manager, arranged the tele show in cooperation with RCA and NBC, and as host to the advertisers received much favorable comment.

Advertisers Interested

The projections brought to the audience from an adjoining room where special backdrops were erected, the images and music of a pianist, vocalists and an accordionist. Later a narrated film depicting the development of the mechanics of television was run off in the studio.

The keen interest of advertisers was noted especially in a question and answer period during which Mr. Burke explained the limitation of present equipment with which the demonstration was made (8 by 10 inch pictures of the 4:1 aspect ratio) and potential developments and future possibilities. Asked about color in future projections, Mr. Burke said that color, just as in motion pictures, would require development, but undoubtedly would be a factor in television’s future.

Queries concerning the necessity of darkening rooms for reception, the radio equipment and its price further indicated the interest of the audience from the local advertising standpoint.

Many left the studios with the announced intention of preparing an act or skit for the presentation of their product or service on the television apparatus while it remains at the WBAL studios. Several such demonstrations were definitely scheduled during the week.

A large Baltimore department store, Hochshilf & Kohn & Co., was among those who took advantage of the television facilities to stage a fashion show, gaining preliminary eduction in the art of producing effective television advertising.

‘Collier’s’ in 53

PUBLISHING Co., New York, on Aug. 4 started a 13-week spot campaign on behalf of Collier’s Magazine in 53 markets throughout the country. During the period, between 11,000 and 12,000 chain breaks and one-minute spot announcements will be used on 114 stations on Fridays and Saturdays only, with each station averaging 5 announcements per day. Campaign may continue beyond the 13-week cycle. Agency is Arthur Schuler, Inc., New York.

BROADCASTING • Broadcast Advertising
Sponsors and Agencies
Big Contributors in Blue’s Growth to Man-Size in Three Years

Recent Mailing by Network Recounts 1944 Progress; Acknowledges Cooperation from Many Sources; Pledges to Make it Easier “To Do Business with Blue.” Below are Excerpts from Letter by Edgar Kobak, Executive Vice-President

RIGHT after D-Day, Blue stations began wiring and writing us about the invasion news programs we were feeding them. One station, judging us from our service, said: “The Blue is now a mature network.” Allowing for bias in our favor, we like to think our station is right—that we are now man-size.

Let us see how the Blue measures up to “man-size”—from all the aspects of broadcasting. We believe such a review will interest you, because if you are a sponsor it is good to know that the horse on which you put your money is paying out; and if you are not yet an advertiser, well—here’s a medium that may soon fit into your marketing plans.

Big Handling of Big News
Man-size, we believe, describes the job we did on D-Day news: if you were tuned to a Blue station, we need not go into it. No one will forget that famous George Hicks broadcast from the gun-turret of a U. S. warship: Hicks emerged from it a “name,” and now has a program of his own—Tuesdays and Thursdays at 10:15 P. M., EWT.

Memorable, too, was the work of our other foreign correspondents covering the invasion: Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom turned in great stories. We want to thank the editors of Time and Life (“Time Views the News” program); AP, UP and INS; also BBC; and the Navy and War Departments—for their cooperation; and thanks to our contemporaries, NBC and CBS and MBS, for being together in the pool broadcasts.

Man-size was our coverage of the Republican National Convention in Chicago. Listeners to Blue stations got not merely the speeches; they got a running picture of proceedings from Ray Henle, on the speakers’ platform; Martin Agronsky and Harry Wismer on the convention floor; William Hillman talking from the Blue booth; as well as Earl Godwin, Henry J. Taylor, Bakhage, Leon Henderson, Bryson Rash, Patricia Dougherty, and the editors of Time and Life. They also got a carefully reasoned summary every night by no less a personage than Mark Sullivan. No wonder Variety said that the Blue had the “best all-around coverage” of the Republican Convention of any network.

The Democratic Convention was covered with equal thoroughness and news-flair; not only was the same battery of Blue commentators again on hand, but their ranks were augmented by Walter Kiernan and by Clete Roberts, Blue war correspondent for the Southwest Pacific, attached to General MacArthur’s headquarters—who served at the convention as a special roving reporter. Ernest K. Lindley, famed Washington correspondent for Newsweek, did the summary after each session exclusively for the Blue.

More Stations, More Coverage
From the viewpoint of stations and coverage, we believe the man-size fits. The most recent development has been, of course, the purchase by the Blue of Station KECA in Los Angeles. Other developments include the moving of WJZ to Lodi, N. J., so that this station now blankets the New York market; and the addition of 21 stations to the Blue since January 1, 1944.

Progress in Programming
Our Daytime Programming philosophy (based on survey findings that listeners want more than serials, they want variety) is proving out. We believe we are now man-size in listening. Hooper, who should know, says that taking the morning hours—9 to 12—the Blue has been in top position, i.e. ahead of all other networks, every month from January, 1944, on. That didn’t happen by virtue of one program which pushed up the average, but by virtue of consistent performance all through the morning. (Incidentally, we do have the No. 1 rating morning program on the Blue—“Breakfast at Sardi’s.”)

And it begins to look as though in the afternoon, we are going to duplicate our morning performance.

Another program point: Since January, 1942, the Blue has originated, produced and sold more programs than any other network. We believe the reason is not that the Blue has a corner on program brains or ability or even money; but simply that we are honest enough to admit we haven’t such a corner and welcome brains when they appear.

Advertisers Find Net Man-Size
Now comes the crucial question: do advertisers think we have grown to man-size? Let us judge what they think by what they do. When they bought BLUE, part of the reason may have been that there was no time elsewhere; but when they renew and stay on the Blue, then it must be because the Blue delivers audiences at a profitable figure.

In the period January-July, 1944, we added 23 new advertisers to our roster and have sold 11 new programs to old advertisers. When you turn to our list of new and old advertisers, we invite your attention to two factors:

1—The importance of the advertisers who are on the BLUE figure for yourself whether they are the sort who would buy a network because they like the salesman’s hair-cut, or because they want results

2—the type of programs and the caliber of the artists (more and more, advertisers are investing enough money to insure good shows—knowing that people listen to programs, not to kilowatts)

Another important point about BLUE advertisers is the consistency with which they order the full BLUE. At this writing there are 36 sponsors whose 45 programs were so ordered. Man-size networks, so to speak.

Never Too Young or Too Old
In addition to all this we believe we are doing a man-size job of covering listeners’ interest.
They are (almost) never too young or too old to get pleasure out of tuning to the BLUE.

For kids of pre-school and school age, we have the biggest block of children's programs of any network; for the "bobby sox" age we have the top name bands of the country, Spotlight Bands; for the serious minded we have the Metropolitan Opera, the Boston Symphony, and Town Meeting of the Air. Check the Blue's summer schedule—the new comedy shows make us perhaps the No. 1 comedy network in the summer with a challenge to old time comedy programs returning in the fall.

Man-size? You be the judge.

Now, how about the part our network is playing in the industry: let us be content with citing the fact that at the Conference of Education by Radio, held in May at Columbus, O., our representatives were far from silent. We have also been vocal about the rating service picture. And we think that we were pioneering for all radio when we entered the international field through our affiliation with a group of leading stations in Brazil. Also, the Blue has its eyes and its mind on Television and FM.

An Industry Job

Our national advertising campaign is man-size, too, we think. We have long believed that the radio industry needed and would benefit from a broad-gauge advertising campaign—a year-round "listener-relations" project designed to dramatize for the people exactly what broadcasting was doing to serve them; what radio meant in terms that were at the same time broad and intimate. In other words, a job for the industry's leader. That job, we undertook.

The doing of so many things in ways bigger than we have ever done them before has required more people—we have more people. When we started out, February 1, 1942, we had 407 people. On July 1, 1944, our payroll totaled 769. Meantime, 138 of our men and women are in the Armed Forces of our country.

Living Up To A Slogan

One final remark: you might think from what we have said that we are pretty pleased with ourselves. Well, we are not. We aren't satisfied that we can't do better—and we are going to try and try hard. For example, we have under way a Blueprint of future operations—to assure the best possible all-round postwar service to listeners and advertisers. Our slogan is "It's easy to do business with the Blue."

Sometimes, we are sure, isn't it so easy—and realizing the fault is ours, we are going to continue working and improving so that our slogan will be true in every sense of every word.

NEW COAST-TO-COAST ADVERTISERS ON THE BLUE
(Added Since January 1, 1944)

OLD BLUE ADVERTISERS CONTINUING
(Day and Evening)

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

BROADCASTING • Broadcast Advertising August 28, 1944 • Page 91
Peabody Awards
Chairmen Chosen

NAB Releases List of Local Committee Heads for 1944

THE NAB, through Dorothy Lewis, coordinator of listener activity, last week released a list of the local chairmen, who will set up committees to select and bring radio programs to the attention of the 1944 Peabody Awards (National Committee).

List of chairmen follows, with areas indicated in parenthesis:

- George Jenkins, director, Chicago Broadcast Council (Chicago); Mrs. O. Palmer, regional director, listener interests, Massachusetts Broadcast Council, (Boston); Mrs. J. F. Baker, regional director, listener interests, New York Broadcast Council (New York); Mrs. E. C. Anderson, regional director, listener interests, Kansas Broadcast Council (Kansas City); Mrs. A. E. Galaway, American Legion Auxiliary (Galaway); Mrs. W. F. Ottman, pres., Omaha Broadcast Council (Omaha); Mrs. R. W. Quesenberry, KFDM (Sacramento); Mrs. D. D. Hillis, director, Des Moines Broadcast Council (Des Moines); Mrs. W. E. B. Birn, pres., KFDM (Austin); Mrs. E. T. Anderson, Great Falls Broadcast Council (Great Falls, Mont.); Mrs. W. J. McCord, director, Battle Broadcast Council (Battle, Wyo.); Mrs. D. W. Van Horn, pres., WFRB (Baltimore); Mrs. J. G. Rowland, director, National Broadcast Council, Salt Lake City (Salt Lake City); Mrs. R. W. Overman, pres., San Francisco Broadcast Council (San Francisco);

C. Clifford Weiden, Maine Federation of Women's Clubs (Portland); Mrs. Margaret D. Biddle, Cleveland Broadcast Council (Cleveland); Mrs. J. W. C. Mahaffey, regional director, National Broadcast Council (San Francisco); Mrs. R. G. Hamilton, director, National Broadcast Council (Sacramento); Mrs. R. E. B. Overman, pres., WFRB (Baltimore); Mrs. R. W. Quesenberry, KFDM (Sacramento); Mrs. R. E. B. Overman, pres., WFRB (Baltimore); Mrs. R. W. Quesenberry, KFDM (Sacramento);

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national ‘names’ sponsored LOCALLY...

...make WXYZ a great station!

First in California, then in Chicago, and now in Detroit... EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the ‘standing room only’ sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.
Broadcasting Leaders Use


In 1938 when frequency modulation first caught the attention of the broadcasting field, Radio Engineering Laboratories had already collaborated with Major E. H. Armstrong, the inventor of FM, in installing the first FM transmitter (W2XMN, Alpine, N. J.).

Practically all the broadcasting leaders since 1938, to the advent of World War II, who were interested in FM, installed REL FM transmitters. Since the war, all FM transmitter orders for commercial use have been frozen, but when peace comes REL will be ready to serve the broadcasters in all their FM needs. REL has kept abreast of every FM development, and its war orders have added years of experience that will prove valuable to prospective owners of post-war FM stations.

RADIO ENGINEER
Long Island
**REL-FM EQUIPMENT**

WMTW (Mt. Washington - Boston). Licensed to the Yankee Network, Inc.

**REL INSTALLATIONS**

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<th>Power</th>
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<td>Major Armstrong's Station (Alpine, N. J.)</td>
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<tr>
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<td>50KW</td>
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<td>50KW</td>
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<td>10KW</td>
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<td>10KW</td>
<td>WBNS Inc.</td>
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<tr>
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<td>1 KW</td>
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WGTR (Paxton-Boston). Licensed to the Yankee Network, Inc.

WFIL-FM (Philadelphia). Licensed to WFIL Broadcasting Company.

**RING LABS., INC.**

City, N. Y.
Radio On-the-Spot Coverage Takes Long Stride Forward

Army’s 299 Transmitter Is Used for Combined Network Broadcast of Landings in France

RAPID, on-the-spot war coverage by radio took a long stride forward last week when the initial announcement from Rome of Allied landing on the Southern France was followed immediately by a brief broadcast from aboard a landing craft lying just a few hundred yards off the invasion shore.

The Army’s public relations teams landed on the beaches in the early hours and were contacted immediately by radio with the advance information. Transmitters were set up on shore within 30 minutes and the first contact was made immediately with the Allied Forces Headquarters in Rome at 8:30 EWT Tuesday morning.

Transmitter Moved Aboard

At 6:10 a.m. EWT the Army in Rome flashed the news of the landings and switched immediately to the beachhead from which point of contact. Chester Morrison, chief of the Army Public Relations Corps, directed the first American networks. The Army transmitter was operated with only a whip antenna, but the signal was picked up in Rome and relaid through the Army radio network.

At 11:30 the morning of D-Day, Capt. Frederick O. Wickham, Officer in Charge, moved the transmitter ashore. It was set up in a pine grove near the beach, a temporary double antenna erected in double time, and an hour and a half after the Army radio men first stepped ashore a broadcast began in which Eric Sevareid and Chester Morrison, U. S. network representatives, and Vaughn Thomas of the British Broadcasting Corp., were heard in their in-depth accounts of the invasion. The broadcasts were heard in America with almost perfect clarity.

The Army Public Relations transmitter which was moved in D-Day is a 250 kw, twin-antenna, 299 transmitter, a small, compact, mobile 250-wattter. It operates on either code or voice and is now being used for both—press copy is moved on CW and radio material by voice. Throughout D-Day morning and thereafter, the transmitter was sending press copy when not in use for voice.

Overall planning for the radio operation in Southern France was under the direction of Capt. Lawrence G. Hoover, Communications Officer for PRO AFHQ, and Lt. Robert Eckhouse, Radio Officer, PRO AFHQ. Both were in Rome “sweating out” the initial broadcasts from the Riviera.

This is the first plan of radio coverage of all important Army operations is coordinated by the theater public relations staff with Radio Branch, Public Relations, War Dept., Washington. The Radio Branch then coordinated the plans with the networks, giving them sufficient advance notice to make practicable broadcasting plans, but at the same time preserving the maximum security for the operations themselves.

Wire Recording Heard

In addition to the transmitter, portable wire recorders were carried in D-Day by three members of the public relations staff of Allied Forces Headquarters for the Mediterranean. They were Lt. Carl Zimmerman, who was program director of WEMP Milwaukee; Lt. Daniel Satter, former NBC producer; and Corp. Jack McMullen, newswriter with the Princeton University station of “Gaspipe Network” 1ame.

Their job was to record graphic descriptions, interviews and impressions of the landing assault and subsequent engagements.

A feature recorded by Lt. Zimmerman was used by the Army Hour Aug. 20, received by shortwave from Rome. In it Lt. Zimmerman did ad lib interviews with two parachutists who had participated in the assault. The recording was made on a hillside command post inside France just a few moments after the airborne forces had broken thru to the area held by the airborne units. The participants had just captured 300 Germans.

The wire recorder permitted the interview to take place while scenes and impressions were still vivid in the minds of the parachutists.

This eyewitness coverage, by both side of the battlefield wire recorder, was the culmination of years of effort on the Army’s part to speed news of new operations to the soldiers of the home front. With each succeeding campaign the radio reporters have spoken from points closer and closer to the battle front.

RCA Sets Up

First successful broadcasts from Italy came from Naples, when the Allied armies were fighting just a few miles to the north.

There is a 2 kw transmitter was installed and operating a few days after the Nazis had been driven from the city. Naples was at that time the point of landing the fighting from which radio men had spoken.

As the situation consolidated in Italy, RCA Communications in- stalled a transmitter and helped opened a voice circuit direct to New York. Prior to that time all transmissions from Italy had been relayed through the Army-oper- ated French transmitter in Algiers, a 10 kw shortwave station which

had been taken over on Nov. 8, 1942. Before the Naples operation all voice transmissions from the Western Mediterranean had been of necessity restricted to Algiers origination.

After the opening of RCAC in Naples, the Army moved its operation forward, beginning transmission direct from the Anzio beachhead. That continued until the triumphal march into Rome.

In planning for the move into Rome Army radio men developed a means of broadcasting from the Italian capital the day of occupation. It was by use of Signal Corps 299 transmitter, same as the one which was used again last week in the Southern France operation. The transmitter was mounted in a 2½ ton truck, a collapsible antenna constructed for beaming either to Naples or Algiers, a GI generator mounted in a trailer attached to the truck, and the car- avan moved off to join the spearhead for the attack toward Rome.

With this transmitter radio correspondents broadcast from a hill on the outskirts of Rome a few hours before the city was actually occupied, and from within the city just a few hours later.

The Army transmitter which had been used in Naples first was then moved to Rome to establish a more satisfactory day-to-day circuit with New York via Algiers. Now RCAC is beginning operations in Rome and the Army transmitter is being freed for movement to forward areas where the correspondents speak simultaneously with the guns.

FOR THE SECOND successive year Mutual will present weekly concerts by the Celeste Dandridge Symphony Orchestra, conducted by Staff Sgt. Alan Wilson, from WHK during the fall and winter starting Oct. 15 in the Sunday 7-8 p.m. period.

Radio Installations Aid Pacific News

Navy Sets Up Pearl Harbor And Guam Facilities

INSTALLATION of radio facilities to expedite news from the Central Pacific was announced last week when the Navy Dept. Two new studios will be erected, one at Makalapa, Pearl Harbor, using the available RCAF facilities, the other at Guam, where a Navy transmitter will be used to cover the base operations for radio coverage.

The Pearl Harbor studio will permit radio correspondents to broadcast. Its so news immediately after it has been received has been passed on by the censor at headquarters. The studios will have voice, picture, and field equipment and will be prepared at all times to censor and edit film recordings as soon as they are received. Two programs can be fed simultaneously over the RCA facilities.

Available to BBC

The first radio in the Central Pacific designed specifically for the conveyance of combat news, the Guam transmitter can be used for voice broadcast, for filing press copy and for radio picture transmission, with a Diesel generator. Facilities will be available to both American and RCAF radio correspondents, and network programs will be based there. The station also makes possible the immediate broadcast of Marine combat recordings, hereafter flown to the States.

Planes will be provided to fly back-on-the-scene accounts of action to be broadcast from the Guam station. The equipment will record film up to 5,000 cycles as compared with the 3,500 cycles used in European operations.

In addition to the two stations, the Navy has agreed to allow live broadcasting from flagships in the center of action, subject to the tactical commander’s consent. The ship’s radio, the broadcasts will be shortwaved to Guam and relayed.

Staffing the Guam radio will be the task of the Navy radio coverage of the Normandy landings in June: Lieut. James C. Shattuck, USNR radio officer; Lieut. E. H. Roseman, USNR engineer-in-charge; Radio Technician 1st Class Charles Chrismun, assisted by other personnel. Lt. Comdr. J. Harrison Hartley, USNR Officer-in-Charge, Radio Section, Navy public relations will supervise installation and the start of operations.

Arrangements for the Pacific news coverage were made two weeks ago by Rear Adm. A. S. Merrill, USN, director of public relations, and Col. A. C. Langley, USNR, commanding officer of the Banana Islands. Col. A. C. Langley, USNR, officer-in-chief of the magazine and book section; Comdr. A. J. Bol- ton, USNR, assistant director of public relations, West Coast; Maj. John H. Dillon, USMC, special assistant to the Secretary of the Navy; Lt. Royston; George W. Healy, OWI; Ray Mackland, Life Magazine, representing the Roto-Photo pool.

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BROADCASTING • Broadcast Advertising
A new milestone in the progress of television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away... by television.

How Philco Research Speeds the Advance of Television

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture... so that future television sets will have the greatest possible sales appeal. Thus in two ways... by helping to broaden the market for television, and by designing a more saleable product for that market... Philco leads toward the goal of television as tomorrow's "billion dollar industry."

Radio Hall of Fame Orchestra and Chorus.
Tune in Sundays, 6 P. M., E. W. T., Blue Network.

Philco
The Overwhelming Leader in Radio for 12 Straight Years

With programs like these, Philco Television Station WPTZ has pioneered in television broadcasting.

Since 1932, Philco has owned and operated its own television station, a rich laboratory of research and experience for television progress.

The Philco station has televised football, boxing, wrestling and other sports as well as news events direct from the scene of action.

Movies, variety acts, dramatic sketches, illustrated news talks and civic programs have been televised from the Philco studios.

Back the attack—buy war bonds.
"Give them what they want"

Ask a veteran showman how to attract audiences, and he'll probably answer, "Give them what they want!" But with radio audiences, that's a pretty big order. They want *everything*—and they want the *best*. Few stations could hope to fill this order without help. World Broadcasting gives them that help.

The World Library of electrical transcriptions puts into the hands of stations exactly what the public wants. The four thousand individual selections cover everything needed for balanced program-building. This basic library is constantly kept fresh by the addition of fifty or more new selections each month.

But variety is only the *first* requirement. Radio listeners want to hear the artists and orchestras they have voted tops. So World gives them such talent as Jimmy Dorsey, The Andrews Sisters, Duke
... A LARGE ORDER!

Ellington, Dorothy Lamour, Kenny Baker, Woody Herman—and scores of others with tremendous followings. In World's own studios, these stars have every advantage of sympathetic direction and the world's finest technical facilities.

World takes over a further part of the program manager's burden with the Continuity Service. This consists of seventy-eight complete continuities each week, in quarter- and half-hour periods. Written by World's staff of experts, these shows make first-class sustaining or sponsored programs.

The high fidelity of World recordings is famous among radio men. In a recent poll, a large majority of radio engineers voted the World Vertical-Cut Wide-Range transcriptions the highest quality reproduction.

*       *       *

For a detailed explanation of World services, write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22. New York.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
NEW YORK - CHICAGO - HOLLYWOOD - WASHINGTON
THE BLUE BEETLE

THRILLING DRAMA OF THE AVENGING GANG SMASHER
TWICE A WEEK--15 MINUTE TRANSGRIBED RADIO PROGRAM

THE BLUE BEETLE

MERCHANDISING

1. Free promotion and publicity in Fox Comic Group Magazines with net paid circulation of 1,800,000.
2. Press releases—mats for newspaper ads, etc.
3. Tie-in with exclusive 16-page give-away booklet "Radio Comics."
4. Big time promotion ideas for listening audience.
5. Free distribution of truck banners, display cards, window and counter cards.

SEE HARRY S. GOODMAN AT N. A. B. CONVENTION HEADQUARTERS AT PALMER HOUSE

Harry S. Goodman
19 EAST 53rd STREET AT MADISON AVENUE. NEW YORK CITY

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Merchandising & Promotion

Baker Brochure—Trade Deal—Tele Book
Tasty Promotion—Food Talks

A BROCHURE entitled Men With Plans, presented by Chapman & Smith Co., Chicago bakery supply house, inviting retail bakers all over the country to participate in a localized advertising and marketing program designed to help bakers retain the bulk of their wartime sales, describes a full year's product and sales promotion plan stressing the use of local radio station spots and newspaper ads. Campaign, to start in September, will be made available to retail bakers in three four-month units. A booklet presenting a specific product and sales plan will be sent out each month. John P. Garrow, vice-president and director of sales for Chapman & Smith, is the author of the plan. MacDonkin down according to the agency.

Trade Deal
NORMAN DRAPER, public relations director of American Meat Institute, Chicago, is in Hollywood supervising details of trade deal involving United Artists film, "Abead with Two Yanks," starring William Bendix, who is also featured in weekly Blue program, The Life of Riley. American Meat Institute sponsors the radio series. Motion picture trailer will carry credit lines advertising program, network and broadcast time. Promotion for the film will be inserted in forthcoming broadcasts.

Promotion Kit

TO ASSIST the more than 500 stations which have scheduled Something for the Girls, all-star Wave recruiting transcription series produced by the Navy for a mid-summer campaign begun in July, [BROADCASTING, July 3], the Navy distributed to the press books, containing complete stories on each program, mats, thumbail descriptions of program, and newspaper ads, instruction sheets and provision for glossy photos.

Flour Promotion

BRIEF HISTORY of durum wheat produced in the United States and how Pillsbury, now celebrating its 76th anniversary year, through the enterprise of John S. Pillsbury, chairman of the board of directors, pioneered in finding an American market for durum wheat and its products, is told in a booklet titled From Wheat Field to Macaroni Products, published by Pillsbury Flour Mills Co., Minneapolis.

Grey Tele Book

KNX Booklet

DESIGNED to show that KNX Oakland will sell goods at any hour in Southern California, the station has issued a promotion piece in booklet form titled "Everybody Here Sees Kelley," which is the story of how one R. L. Kelley of Los Angeles, dealer in used cars, profited by using midnight and early morning hours on KNX to catch the swing shifters.

Food Talks

TEXT of Elizabeth J. Odame's talk during the panel discussion at the War Food Conference of the New York State Food Merchants Assn., Saratoga Springs, N. Y., Aug. 6-8, has been distributed by WIBX Utica. Miss Odame is a home economist, whose Household Chat program is heard Monday, Wednesdays and Fridays on WIBX.

Broadcasting • Broadcast Advertising
KRLD does a BIG JOB in Texas!

KRLD
50,000 WATTS
CBS

50 KW
KRLD
1080 KC

THE TIMES HERALD STATION, DALLAS
Represented by the Branham Co.
BIG NAMES IN COMMUNICATIONS: WESTINGHOUSE, BENDIX, LOCKE INSULATOR, WESTERN ELECTRIC--ALL HAVE PLANTS IN BALTIMORE

Today these plants are engaged in vital and, in some cases, highly secret war work. But the very same type of operations can produce eagerly awaited peace time articles with practically no “time out” for conversion. When you enjoy television, frequency modulation, radar, electronics after the war, chances are that part or all of the equipment that contributes to your pleasure will be made in Baltimore.
GREAT CENTER OF THE COMMUNICATIONS INDUSTRY

You can’t talk about life in post-war America without referring to radio, radar, electronics, frequency modulation, television, improved telephone and telegraph service and all the other wonders of electronics and communications.

And, in Baltimore, communications is represented by the factories and research laboratories of the leaders of the industry!

The growth of this new industry in Baltimore is typical of what is happening in more than 100 different industrial classifications in Baltimore—the fastest growing big city in the East. The present boom is simply continuing and accelerating the trend of the last 25 years—a steady growth, an expansion in industrial output, in wage earners and in payrolls. Baltimore’s great diversification of industry insures continued progress. Now, and in the peace to come, Baltimore is one of America’s great markets—and Baltimore’s number one advertising medium is WBAL.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Beyond Victory

RADIO GOES to its third annual meeting in wartime; its 22nd since the organization of the NAB. All signs are that it will be the last war conference and that when broadcasters forecast again in 1945, victory will have been ours with the reconversion well under way. That's why this meeting is transcendental. The agenda can't be trimmed to a single issue or to a group of related ones. Of topmost importance is how radio, in this home stretch toward victory, can contribute most by shortening the war a month, a year; by saving a life or helping avert a casualty. That, radio is poised to do.

Then broadcasters must peer beyond victory. There's FM and television and facsimile. There's the bid for business on a normal plane—when advertisers aren't spending institutionally. There's the regulatory tug-of-war which will be intensified in the new peacetime economy.

The pressure groups haven't waited for hostilities abroad to cease. They've already begun firing. Jimmy Petrillo had his campaign strategy all worked out by trying to invoke in wartime his private WPA for relief of non-existent unemployment. CIO has unveiled its all-front campaign to cudgel radio into giving or selling time to labor unions and will ring station doorbells from now on demanding time to answer almost anybody on anything. The broadcaster must deal in fundamentals. The basic ingredient with which he works is his franchise—his assignment in the ether. That assignment is dictated by the Congress, for it is the licensing authority. It can't burden itself with details of allocation and regulation, so it delegates that authority to an independent agency—the FCC.

Both of these fundamentals—allocation and legislation—are ahead. The FCC has called an all-encompassing allocations hearing Sept. 28. The State Dept., looking toward the imminent ending of the war, has begun its own preparatory sessions for world conferences. The second fundamental—new legislation—is ever-present. The latest expression is from Chairman Lea of the House committees charged with radio, in his article in this issue. He calls for revision of the existing law (see page 42).

On allocations for new services, there are undercurrents and travail. Much is being withheld about technical developments—because of war restrictions. Yet a sound allocation can't be projected without that knowledge. How FM and television should be accommodated in the ultra-high spectrum, and how much properly should be allotted each, requires full information as to the needs of other services, including Government departments.

The FCC wisely has called the allocations hearing. It has the responsibility under the law to devise the allocations. It is seeking information from every service and source to enable it better to reappraise the entire spectrum and determine the needs of non-governmental services. Broadcast services will be given a full hearing. But they are shooting in the dark because of the rigid restrictions placed upon wartime developments by the military.

The NAB agenda covers these postwar broadcast operations. All of them—FM, television and facsimile—are the heritage of the standard broadcaster. He is best equipped by experience, background, public service and know-how, to do the job. He knows the hazards, too.

A new law is the umbrella under which postwar radio can develop and thrive and continue to give to the American people the world's best broadcast service. All these problems can be met under a good statute—the kind Chairman Lea bespeaks.

The time to start the ball rolling is this week in Chicago.

Can Radio Sell Radio?

THERE IS something new under the sun. Enterprising Arden X. Pangborn, manager of KGW Portland, has launched a 13-week spot announcement campaign over WQXR New York and its FM affiliate WQXQ to acquit sponsors, timebuyers and an exclusive eastern audience with the station and the Pacific Northwest area it serves.

The idea is new for radio, but not for other media. Newspapers advertise in other newspapers for the same business objectives. The experiment will be watched by others in the advertising field.

Radio sells everything from peanuts to politics. Then why can't it sell radio?

CIO's Heat Wave

RADIO has come to grips with the greatest pressure campaign this short but turbulent history—against its own Code of Ethics.

CIO is forcing the issue. It has brought license renewal proceedings against WHK Columbus, because the station edited its radio scripts, refusing to permit a labor spokesman to attack political candidates for public office. But that is only the greatest of the CIO goal is to "obliterate" the NAB Code and to force stations to carry its "educational" programs or face the alternative of revocation proceedings.

It is obvious, too, that this is only one facet of the all-out CIO campaign to toss about its political weight. The Radio Handbook of the Professional Station Owners Committee made evident. Unions were told to shout to the high heavens in their quest for free radio time and reports to Chairman Fly when stations refuse.

The NAB code inveighs against sale of time for controversial issues or for membership causes. That provision of the code largely was drafted to curb the Communists. It is a valid tenant of self-regulation.

But the code is not frozen. It can be changed by majority vote of the NAB's membership. If events indicate the desirability of change, the NAB membership can act. The opportunity is presented at the Executives War Conference this week.

The WHKC proceedings laid bare the CIO quest. It wants the Commission to force stations to carry CIO answers to programs sponsored by manufacturers where anything smacking of a labor issue is involved.

Since the Commission has no censorship power and proposes to assume none (according to its own statements), it seems to us CIO has gone to the wrong forum.
Two Great Stations with One Single Purpose

SERVING THE PEOPLE OF MILWAUKEE

WTMJ, The Milwaukee Journal Station, and WMFM, The Milwaukee Journal FM Station are different in many ways. They are programmed entirely separately and run independently. But both stations have one common denominator... serving the people of Wisconsin.

On the air since 1927*, WTMJ is unquestionably Wisconsin's number one radio station. It delivers a lion's share of the audience morning, noon and night. Its programming to local tastes, its dial position (620), its outstanding local and NBC network personalities, all contribute to WTMJ's overwhelming popularity.

WMFM, The Milwaukee Journal FM Station, is the first FM station to be built west of the Alleghenies. Its four years of pioneering, of keen programming, have produced a schedule that is an integral part of the lives of thousands of Milwaukee and Wisconsin families.

As soon as equipment is available, WMJT, The Milwaukee Journal television station, will take to the air to add another link to the radio services of The Milwaukee Journal radio stations.

When planning your Wisconsin radio programs, remember the call letters of WMFM and WTMJ... keys to success to Wisconsin.

*The Journal Company's Radio Service to Wisconsin People Began in 1927
“this...is MUTUAL”

More than a network signature... more than an engineer's cue...
“this...is MUTUAL”... has come to mean exciting progress in
programming for millions of listeners, profitably delivered by the
largest number of stations ever affiliated with one network.

Here is an abbreviated cross-section of Mutual programming today:

news

GABRIEL HEATTER, top-rated commentator, heard six nights a week.
WORLD’S FRONT PAGE, with 850 world correspondents on daily call.
FULTON LEWIS, JR., most widely sponsored of all news analysts.
CECIL BROWN, veteran of many years' observation of overseas action.
CEDRIC FOSTER, and other aces on the largest news roster in radio.

quiz

DOUBLE OR NOTHING, perennial favorite of listening millions.
SKYRIDERS, novelty show for military personnel and the folks at home.
QUICK AS A FLASH, fastest-paced program on the airwaves today.
STOP THAT VILLAIN, uncorking a bright, new idea in quiz shows.
WHAT’S THE NAME OF THAT SONG? hilarious and nostalgic.

drama

THE SHADOW, most popular daytime show in radio, year after year.
WALTER HAMPDEN, veteran stage star in his first radio series.
YOU CAN'T TAKE IT WITH YOU, adapted from the great hit.
FIRST NIGHTER, presenting "The Little Theater off Times Square".
SHERLOCK HOLMES, the master-detective solves new mysteries.
BULLDOG DRUMMOND, another ageless character comes to life.

SHERLOCK HOLMES, the master-detective solves new mysteries.
SUPERMAN, super-enthralling the nation's young five nights a week.
TOM MIX, rides to new, straight-shooting conquests of all juveniles.
CHICK CARTER, protege of the immortal Nick, glues kids to the dial.
SAFETY LEGION, Colleen Moore's popular safety stories and songs.

BOXING, from ringside seats in Madison Square Garden Friday nights.
GOOD WILL HOUR, radio's oldest program of friendly counsel.
JANE COWL, intimate daytime chats with the stage's first lady.
SCREEN TEST, unprecedented talent hunt by a top Hollywood studio.
AMERICAN WOMAN'S JURY, a women's panel rules on women's problems.
MEDIATION BOARD, featuring the original A. L. Alexander as conductor.
TANGEE VARIETIES, Sammy Kaye for music, Mahoney and Winchell for fun.
WORLD'S SERIES, in its sixth annual one-network triumph for MUTUAL.

You can't compress all that Mutual offers into the space available here. So we close this tabulation with the simple statement that Mutual stations, Mutual listeners . . . and Mutual advertisers are happily in accord—they all approve our progress in programming.

We plan to perpetuate that approval.
Our Respects to  
(Continued from page 104) and news with recordings.

"We didn't know what to do with a radio station, so we finally sold it," remarked Col. Steinman. Then followed radio's meteoric development and the Steinman brothers concluded they had made a mistake in letting their station go.

In 1929 they returned to radio when they established WGAL Lancaster, in what was the beginning of the Mason Dixon group. Two years later they bought, for $24,000, a struggling small outlet in Wilmington, Del., WILM. They planned to move it to Lancaster but the Federal Radio Commission wouldn't approve it. So the Steinman brothers found themselves with stations in two communities, as well as their newspapers.

"We spent another $24,000 trying to make something out of WILM and finally concluded the only way to get back our investment was to sell the opposition," said Col. Steinman. They acquired WDEL also, in 1930. Wilmington didn't need two stations at the time, they thought, so they broadcast half the time with one station in Wilmington and half the time in Hazleton, Pa.

In March 1932 they built WORK York, Pa., and in December the same year they acquired the full-time WAZL Hazleton. Early in 1936 they bought a small outlet in Lancaster and moved it to Easton as WEST. Three years later the Steinman brothers acquired WBKO Harrisburg from the Harrisburg Telegraph and only a few weeks ago they bought a minority interest in WRAW Reading, Pa., [BROADCASTING, Aug. 21].

District Operations

When they started WGAL the Steinman brothers transferred Cisar R. McCullough, who had been with the Steinman family in the newspaper business since 1915, to their radio interests. He is executive vice-president of each station and general manager of the Mason Dixon group.

Under the FCC duopoly rule the Steinman brothers disposed of WILM. They have sold two-thirds interest to the Chester (Pa.) Times, subject to FCC approval. Plans are to move WILM to Chester. In the meantime the Steinman brothers had built it from a struggling station to a thriving outlet.

In all their operations the Steinman brothers never have associated their newspaper and radio interests, believing each has a distinct field. Their newspapers and stations are operated as two entirely separate enterprises. They have always insisted that each station do a highly localized job and to that end the Mason Dixon outlets have gained nationwide reputations for public service.

In addition to their newspaper and radio interests the Steinman brothers own the Steinman Coal Corp. Col. Steinman also is director of the Hamilton Watch Co. of all his business enterprises, he likes radio because, he said, "radio, as the newspaper, deals with human interests and the public". In the newspaper field he learned journalism. In radio he has learned a new type of journalism. "Newspapers and radio go hand in hand," philosophized Col. Steinman. "Newspapers are informative, educational and entertaining. So is radio. Both deal with the public."

Civic Activities

Mr. and Mrs. Steinman live with their three daughters, Louis Tinsley, Caroline Morgan Hale and Beverly Randolph, in a country home on Marietta Pike, just outside of Lancaster. They have leased a house in Washington, however, and plan to move to the capital in the fall for the duration.

When Col. Steinman isn't looking after his business interests and family he takes time out for horseback riding, duck shooting and bird hunting. He has six riding horses. His interest in civic affairs is more than passing. He's a member of the Pennsylvania State Planning Board, is chairman of the Lancaster County Defense Council and commander of the Citizens Defense Corps. He is a member of the Society of Colonial Wars and the Pennsylvania Sons of the Revolution.

Col. Steinman maintains membership in the Lancaster Bar Assn. His fraternity is Psi Upsilon and his clubs include Yale, Racquet and Hamilton. He is president of the latter.

ZENITH PREPARING

ENGINEERING has been almost non-existent for civilian use and the company has not encountered any reconversion problem, Condon, E. F. McDonal Jr., president of Zenith Radio Corp., said in a statement to stockholders last week. He added that production on the new models can be started in 60 days if materials are made available.

JOHN F. STEINMAN

STEVEN PETER has left his post as general manager of WFTL Miami, Fla., Charles Pettersen, formerly manager of WAGA Atlanta, also the Caribbean Industry group, temporarily is supervising operations.

WILLIAM B. YODER, assistant to the treasurer of Mason Dixon, Philadelphia, has been named controller of the company. Mr. Yoder was associated with Mathews & Wiltiken Co., Philadelphia public accountants, from 1925 to 1942 when he joined Philco.

HUGH KENDALL ROGUE, vice-president in charge of sales of WQXR New York, is heading radio promotion for the Travelers Aid Society of New York in its current fund drive.

MRS. L. R. UPHAM of Minnesota has been elected president of the Minnesota Radio Council which now has a representative membership of nearly 400.

LT. COL. KEN R. DYKE, former director of advertising and promotion of NBC, now is on duty in New Orleans as assistant education officer, U. S. Army Forces in the Far East. Among other activities is the SWPA "Jungle Network," comprising stations in the area.

LT. THOMAS P. LITTLEPAGE in the Navy since November 1942, on Aug. 21 was honorably discharged at his own request and has returned to his regular legal practice with the law firm of Littlepage & Littlepage in Washington, in which he is a partner. Lt. Littlepage served in the Navy Bureau of Ships, Radio Division, Design Section, Airborne Radio & Radar.

FRANK FLYNN, salesman of KMYT Denver, and Jeannette Grain, of the station's traffic department, recently were married.

EVERETT PARKER, assistant manager of NBC's public service department, has been appointed by the board of directors of the Congregational Christian Churches, New York, to head a projected radio committee to work for improvement of religious broadcasting. He will assume his new post Oct. 1.

ALLEN D. DU MONT, president, Allen R. DuMont Labs., Passaic, N. J., on Aug. 20 received from the Remsen A. Anthony Institute the honorary degree of Doctor of Engineering, with a citation for his achievements in the science and art of television and in the development of the cathode-ray tube. Occasion was the 25th commencement ceremony of the Institute, of which Mr. DuMont is a graduate.

COMDR. F. O. WILLENBERGER, chief of the Special Studies Section, Plans Division, Office of the Director of Naval Communications, last week passed the District of Columbia bar after having taken a competitive examination. He has been a member of the New York bar since 1934.

EDGAR KOBAK, executive vice-president of the Blue Network, following the NAB convention in Chicago, will lead a two-month tour of the South and Southwest, returning around Sept. 13. Present plans call for visits to stations and clients in St. Louis, Fort Worth, Dallas, New Orleans and Atlanta.

TEMPORARY REARRANGEMENTS. WOLO Fort Wayne station, is the father of a boy.
The Pacific Coast is divided in half, and to successfully woo both halves with radio, you have to use the Don Lee Network. For half the retail sales are made outside the counties containing Los Angeles, San Francisco, Oakland, Portland and Seattle, and only Don Lee completely covers this outside half.

Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. But Don Lee, with 36 local stations, broadcasts from within each of these mountain-surrounded markets. A special Hooper survey (276,019 calls in 33 cities) showed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

Here's some interesting "inside" information: When Jack Benny added a Don Lee release recently, he got a higher Hooper rating on Don Lee than on Network A, the network he's been on for years. Point Sublime's Hooper rating jumped from 8.9 to 12.4 since switching to Don Lee from Network B. When Lowell Thomas changed from Network C to Don Lee, he got a higher Hooper in 3 weeks.

If you want to woo and win both halves of the Pacific Coast, buy DON LEE!
JOE SMOCK, former assistant advertising manager of the Times Recorder, Zanesville, joined the sales department of WWVA Wheeling, W. Va.

Wilton E. Hall, owner of WABT Anderson, S.C., has joined the sales department of WWVA. He was elected a member of Sigma Delta Chi, professional journalism fraternity, upon recommendation of the Henry W. Grady chapter, U. of Georgia.

John Salt, North American director of KFW, returned to his desk last week, having recovered from a serious illness.

Dave Roberts, released by the field of his 48 states, has been named by KGFW Kearney, Neb., as chief of the sales department of KVAK Anchorage, Alaska.

Shelton Earp, assistant manager of KROY Steubenville, Ohio, has joined KCBA Los Angeles, as account executive.

Milton Otte, on the staff of F. S. Moseley Co., Chicago, has joined the sales staff of WJJD Chicago.

L. T. M. Vickery, USNR, in civilian life president and general manager of WHSL, Detroit, returned home on leave last week and was chief of the sales department. Vickery was in the Navy since the spring of 1942, serving in the South Pacific.

Stewart Leaves KCMO

Jack Stewart, general manager of KCMO Kansas City for five years, last week announced his resignation. He has not disclosed his plans. Mr. Stewart, who joined KCMO on Aug. 8, 1939, previously had been national sales manager of WBBM Chicago, and prior to that had been manager of WCAE Pittsburgh, WFBR Baltimore, and WCAO Baltimore.

Tom L. Evans, president of KCMO and of the Crown Drug Co., has not announced Mr. Stewart's successor.

Joseph Mansfield

Joseph (Joe) Mansfield, 23, announcer of WNBC Hartford, died in a heart attack late last month. Prior to his position with WNBC, he was an announcer-engi- neer of WETA Batavia, N. Y., following his attendance at Clarkson College of Technology and the Blue Network's Announcers School. He is survived by his parents and a sister, living in West Hempstead, L. I.

Announcers' Fight

Sam Brown, announcer of WINX, was arrested last week and held for $1,000 bond on a charge of striking a fellow announcer, Ray Wakerman, sports- caster, with the leg of a piano stool while the latter was on the air. Reportedly Mr. Brown “spooked” M. B. Ransbotham, broadcast race track results traditionally handled by the sportscaster, who absolved his objection. It is said by slapping the announcer just before the end of the program. Mr. Brown is then said to have returned the blow during Mr. Wakerman's sports program. Mr. Wakerman was taken to Emergency Hospital where ten stitches were then in his head wound. Hearing against Mr. Brown is scheduled Sept. 7.

W. W. Chaplin, NBC correspond- ent who returned earlier this month from assignment in Normandy, beginning Aug. 28 takes over the World News Round-up on NBC Monday through Saturday, 8 a.m. Elmer Peterson, who has been handling the series, has been transferred to the West Coast, in line with expansion of NBO's offices there to handle anticipated increase in the volume of Pa- cific area news [Broadcasting, Aug. 11]. Mr. Peterson will work out of KPO, NBC's San Francisco office.

MAJ. MEL WILLIAMSON, former chief of the West Coast office radio branch, Bureau of Public Relations, War Dept., and now on terminal leave until Oct. 25, is to return to civilian radio production.

Henry Orbach, in charge of the KGO San Francisco news bureau, has been appointed Blue westerns' divi- sion news and special events director effective Sept. 1. He replaces John C. Robb, resigned.

Bob Hiestand, production manager of KFI Los Angeles, is the father of a boy.

Jane Glenn, of the CBS Holly- wood publicity department, has been shifted to New York and assigned to the network fashion editor staff.

Paul Huebner, released from the Marines, has joined KWG Stockton, Cal., as announcer. Connie Slater has been added as station traffic manager.

John Boylan, former producer of the CBS radio station in Hollywood, has joined the publicity department of Paramount Pictures as personal assistant to Martin Lewis, in charge of radio.

Louise Boose, formerly of WHK Cleveland, has joined the publicity department of KFI Hollywood, succeeding Helene Hiburg, resigned.

Lowell Smith, announcer of KFWB Hollywood, and Nancy Deslon, secretary to the KFWB program director, were married in San Bernardino Aug. 26. Mr. Smith is resigning his station post to become program director of Allied Adv. Agen- ties, San Francisco, on Oct. 1.

Charles Granville, former chief announcer of KFMB San Diego, Calif., has joined KFAC Los Angeles. Mr. Granville, a native of Miami has also joined KFAC.

WLC Promotions

Three promotions are announced by WLW Cincinnati. Edward G. Feintheil, in charge of WLW copy production, has been appointed assistant sales promotion manager. John Albert is now copy production manager, and previous- ly was field representative for the station's merchandising dept. in the Huntington, W. Va. area. Rudolph Prihoda, who has been with WLW's art dept. for six years, was promoted to art director.

BYRON POSSEN, announcer of KSFO San Francisco, has joined KYA San Francisco.

Bob Sweeney, chief announcer of KYA San Francisco, has resigned to freelance. Lenn Currey succeeds him.

Janet Pomeroy, formerly with United Press, Chicago, has joined the news staff of WENR Chicago.

Marie Ingram has left OWL to join the writing staff of KFRC San Francisco.

Charles Murphy has joined the announcing staff of WDAY Fargo, N. D.

Roland (Rollie) Furman, former announcer and war program director of WSYM Syracuse, last week became program director of WELI New Haven.

Don Sherwood, released from the Navy, has joined KFRC San Francisco as announcer.

Jack Peterson, former announcer of WindChicago, has joined the WBHM Chicago production department as a producer.

Fran Weigle, formerly of WLAV Grand Rapids, has joined the announcing staff of WJJD Chicago.

Arthur Kane, formerly of WSBX Salem, Mass, and WMXZ Boston, has joined the announcing staff of WTAG Worcester, replacing Bill Pariss.

Jeanne Brewer, former writer-announcer at WDWS Champaign, Ill., has joined RQRB Tyler, Tex.

George Mulyhill has re- leased Eugene Smith as announcer at KGVO Missoula, Mont.

Roger King has returned for part- time announcing at KOMA Okla- homa City. He is an instructor at the Naval Aviation Training Center at Norfolk, Va.

Jim Deligny, former announcer with WFBL Syracuse, has been promoted to assistant program director. J. F. Wylie has been named merchandising manager.

CJBC COMMERCIAL DEPT.

55 York St., Toronto, Canada

**THE RADIO PICTURE IN TORONTO HAS CHANGED**

*Increased Power (Effective September 1st 5000 Watts): Increased signal strength and coverage will give an additional 100,000 radio homes in Canada's largest and wealthiest buying area.

*Listener Promotion: Effective station promotion in Toronto and district . . . newspapers, ads, street cards, signs . . . mike promotion . . . attracting attention to finer block programming and creating more regular CJBC listeners.

*Dominion Network: The KEY STATION offering you the facilities of numerous studios, originating the majority of programmes heard on the Dominion Network throughout Canada.

*Blue Network: "The Best From the Blue" both sponsored and sustaining-America's aggressive network leaders.

*News: Prompt, accurate and impartial from the CBC newsroom . . . CP and BUP plus our overseas units. Also news and features from CBC and U. S. network reporters.

*NBC Features: Including such programmes as Bob Hope, Information Please, the Ronald Colman Show, Frank Morgan, Serenade to America and many others.

Page 110 • August 28, 1944

ANNOUNCE

**New Location**

in their own building at 6642 Sunset Boulevard Hollywood 28, California

"ON HOLLYWOOD'S RADIO ROW"
Where to go this fall... for your new headliner show

GO where most astute advertisers inevitably wind up... at NBC's Radio-Recording Division... advertisers who've discovered that NBC's syndication plan of sharing a show's cost among many non-competing advertisers all over the country is the most economical means of getting an expertly produced show that does a real sales job against tough competition. Here's a digest on some real finds:

Destiny Trails... recreates immortal classics of James Fenimore Cooper. First, The Deerslayer... 39 programs depicting the spirit of adventure that is our American heritage. Next, The Last of the Mohicans, 39 programs. 78 quarter-hours ready for release September 15 for three-a-week broadcast.

Come and Get It... first recorded audience participation show, radio's newest quiz mixes food, facts, and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to "Board of Experts." Alma Kitchell, well-known for her Woman's Exchange program and Gaynor Maddox, for food articles read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—ready for release about September 1.

FOR CHRISTMAS PROMOTION

Happy the Humbug... adventures of that strange breed of the Animal Kingdom and his fascinating menagerie of animal pals... whimsical adventures fabricated into a rib-tickling fantasy. 15 quarter-hours for Christmas promotions with a follow-up series of 39 programs, introducing many new characters and situations, to start Jan. 1. Two series available separately or in combination.

The Christmas Window... dramatizing children's stories both old and new... A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm). Each acted by a superb cast... all offer direct tie-in for retail displays. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

Ned Jordan—Federal Ace... thriller with new twist... woven from swift-action facts, sans fantasy... from "inside" sources on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger. 52 half-hours for release about Sept. 15.

The Weird Circle... modern dramatizations of the eerie classics... by such celebrated writers as Poe, Balzac, Dumas, Hawthorne, and Victor Hugo. 13 brand-new adventures bring program total to 65 half-hours.

Stand By for Adventure... stories of exciting happenings in far places among strange people... as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

* * *

If in planning your fall schedule you had in mind a definitely different type of show from those listed above, remember NBC Radio-Recording Division has myriads of other first-ranking shows from which to choose. Remember, too, that complete facilities are available to produce your own custom-built show—from idea to finished pressings. Write, phone, or wire for detailed information and audition records.


August 28, 1944 • Page 111
ANN CARLEY, new to radio, has joined the WIBBM Chicago transcription department.

HAL MOORE, following honorable discharge from the Army, is to re- 
summarize c. of Staff the Day Right on WNEW New York. Post is re- 
laid to by Bob Lewis who took over from Mc戎 
ago when the latter entered the serv- 
ice. Mr. Lewis had just been dis- 
charged from the Army at the 

BILL JEFFEY, former announcer 
WOL Washington and prior to that with Geyer, Cornell & Newell, and 
Ted King, who was m. o. of the 
Masonic Metalworkers show at WPKK 
Wheeling, W. Va., have joined WLS Chicago as announces.

HELEN KING, former radio editor of the Buffalo Evening News and 
seriously publicly and promotion direc- 
tor for WKBW and WKBW Buffalo, has joined the WOR New York public- 
ity staff.

CONNIE GREEN, former assistant to 
Ted Kinchel, commentator of WJZ New York, has joined WNEW New York as writer.

BEN YOST, organizer and director of 
choral units, this week joined NBC 
as choral director and supervisor of 
choral units.

NAT HERZ, formerly with Life 
magazine, joins the Blue Network 
around Sept. 1 as photo editor in the publicity department.

DONALD E. GILLIS, NBC Chicago 
director, has transferred to WBC 
New York to direct General Motors Sym- 
phonies for Packard. NBC 
Chicago sound effects man, succeeds Mr. Gillis.

MILDRED BRADSHAW, former 
school teacher, has joined WBBM Chicago as assistant to Florence 
Warner, educational director.

EDWARD STOCKMAN, network 
soldier of NBC central division, is the father of a girl.

BO KEARNS, formerly of KYA 
Atchison, Kans., has joined WBBW 
Tonawanda, N. Y., replaced by 
Dick McPhail.

CHARLES DURKES is a new an- 
nouncer at WFTL Ft. Lauderdale, 
Fla.

ALEXANDER S. GIBSON, an- 
nouncer at WFTL Ft. Lauderdale, 
Fla., is father of a boy.

PAUL PRICE, formerly with WABY 
Vincennes, Ind., has joined WKKMO 
Kalamazoo, Mich., as announcer.

VERN LOUDEN, former assistant production manager of KUTA 
Salt Lake City, has joined the KYA San 
Francisco announcing staff.

LITA ANDERSON, of the KUTA 
Salt Lake City continuity staff, was 
named to the KYSK San Francisco 
announcing staff.

JOHN SINCLAIR, discharged 
veteran who recently joined KUTA 
Salt Lake City, has returned to the station 
after a long illness.

PATRICK F. KRONE, formerly of the 
1st Marine Division of Guadal- 
canal, is now an announcer at 
KVEG San Luis Obispo, Cal.

BILL MARLOWE, former 
newsriter of WMC Memphis, has joined 
KKNX Las Vegas.

WALLY KING, formerly at WRRF 
Washington, N. C., is now on the 
announcing staff of WOGL Florence, 
S. C.

CHARLOTTE MILLER, former 
announcer with stations in the South, 
has joined WPHI Philadelphia.

FRANK HARTON, former assistant 
personnel director and editor of 
the house organ for Wilson & Co., 
Chicago, has joined the newswriting staff of 
WBBM Chicago.

WELCOMING SMILES for Lt. 
Frank Pearson, former NBC Chi- 
go announcer now stationed in 
Anacostia, D. C., with the Navy's 
Photo-Science Lab., come from 
units. This is the first 
announcer, NBC central 
and division program manager, and his 
secretary, Vera Fitzsimmons.

Lester E. Swinehart 
LESTER EMMETT SWINE- 
HART, 49, an executive of Lewis 
& Gilman, Philadelphia, died recently 
of a heart attack. Mr. Swinehart 
started his career as an office boy 
with Lord & Thomas, Chicago in 
1911. By 1917 he had become production 
manager in charge of copy, art 
and printing. After the war, in which he served as a second 
lieutenant, he became manager of the production dept. of 
H. F. Hurst & McDonald, Chicago. He was 
appointed vice-president of the 
firm, and later joined N. W. Ayer & Son, Philadelphia. In 1943 he 
went with Lewis & Gilman. Mr. 
Swinehart is survived by his widow 
and daughter.

EDWARD SOBOL, NBC television 
director, has taken leave until Oct. 
1 to supervise a series of stage produc- 
tions for USO Camp Shows.

DON FRANK, senior announcer 
of WWPA Philadelphia, has been named 
manager in charge of night opera- 
tions.

MARIAN ELLIS, formerly 
of WKMO Kokomo, Ind., has joined the 
transcription department of 
WOWO 
West Lafayette, Ind.

AL IARR, formerly with WISH 
Indianapolis, is now an announcer at 
WBSY Syracuse.

DONALD McCRaIG, KLZ Denver 
traffic manager and lieutent in the 
Civil Air Patrol, is now on active 
duty at Lovell Field, Col., undergoing 
special Army Air Forces training.

MARK SCHREIDER, sports an- 
nouncer of KYMR Denver, has been 
selected president of the U. of Colorado Alumni Assn., succeeding Gov. 
Ralph L. Carr.

MARGARET W. SIMPSON re- 
places H. C. Gould as continuity writer 
for WBBM Chicago.

WALTER A. KLOZAR, former 
anouncer and promotion manager of 
WMBW Marion, O., is now with 
WWJ Cleveland, succeeding 
the name of Walter Kay.

Awards to Stuhlman 
CAPT. FRANK W. STUHLMAN, 
USMC, former announcer of WTIC 
New York, recently received the 
Distinguished Flying Cross and 
citation from Adm. William Hal- 
sey, for his combat record as a 
trooped bomber pilot with the "Red 
Devils" squadron. He has taken 
part in 44 missions, operating from 
bases on Guadalcanal, Munda and 
Bougainville. He is now stationed 
at Cherry Point, N. C.

A. R. WHITMAN, a vice-president of 
Benton & Bowles, New York, 
reporting to the agency following an 18 
month leave of absence to serve as 
deputy director of the Office of 
War Information and subsequently as 
director of the fuel rationing division of 
the Office of Price Administration in 
Washington, D.C.

ED SILVER, formerly with Con- 
stone Hope Assoc. New York pub- 
lishing advertising & Rub- 
bien, New York, in charge of public- 
ity department copy.

CHARLES LEVITT, West Coast ad- 
vertising executive, has completed 
his WOJ Washington, D. C. assignment 
and re-established the Charles Levitt 
Agency at 412 West Sixth St., Los 
Angeles. Telephone is Vandyke 
6-572.

A. M. EMMONS, vice-president of 
Henri, Hurst & McDonald, Chicago, 
has been elected to the board of di- 
rectors.

E. F. (Boo) HASCALL Jr., account 
executive with Young & Rubicam, 
Chicago, has joined the newswriting 
staff.

LT. JOHN R. MONTGOMERY Jr., 
after 10 months on Army service, has 
joined the Personnel Department 
was formerly advertising and sales manager 
of the New York Post, and 
and promotion manager of Newscue.

DAVE ELTON and Arthur Moore, 
Hollywood producers of Young & Rub- 
icam, have been shifted to the agen- 
cy's New York staff.

TED WICK, Hollywood producer 
of Foote, Cone & Belding, has joined 
recently to the agency's Hollywood 
talent service, as radio department 
head. He succeeds Joe Donahue.

LESLIE N. DANIELS Jr., formerly 
of Knickerbocker-Hummert, Chicago, 
and Benton & Bowles, New York, has 
joined the copy staff of Duane Jones 
Co., New York.

CAMPBELL-EWALD Co. has re- 
established Los Angeles offices at 
714 W. Olympic Blvd., h. B. 
Coffer, executive vice-president and 
a director, in charge of Pacific Coast 
operations. Telephone is 5204. Richard C. Francis has rejoined 
the agency as assistant to the vice-
ci-yer. Functioning primarily as a service 
office in the past, the agency will now 
serve as a full-service agency as well 
as those of national advertisers.

ALBERTO P. NORIEGA, in the 
foreign trade field for over 20 years, has joined Irwin Vladimir Co., New 
York.

Ruthrauff & Ryan Opens 
Video Talent Auditions

RUTHRAUFF & RYAN, New 
York, has set up regular weekly au-
ditions for commercial television talent, building a 
highly-detailed cata-
logue of available talent and obtain-
ing actors for experimental shows 
for R&R clients. In charge is Lee 
Cooley, R&R television director. The 
catalogue is similar to one he built 
up for Don Lee-Mutual on the West 
Coast.

Agency has set aside the 4-5 p.m. 
period every Tuesday for auditions, 
under the supervision of Mr. Cooley, with the assistance of 
Teiffany McCarthy, who handles 
details of talent casting and arrange-
ning, and Tom Vietor, program di-
rector.
Every trading area in the country has a high Effective Buying Income today. In selecting markets, however, judge their relation to the rest of the country—their pre-war status—and their likely post-war level.

On all these counts, the Hartford Trading Area deserves first consideration on advertising schedules. Its pre-war leadership—present rating—and constant stability make it a better investment for advertising dollars.

In selecting media to cover this market, remember that the Hartford Trading Area fans out into 26 surrounding towns. The way to cover this entire market—economically and effectively—is to take to the air, on WDRC.

As the Basic Columbia Network Station for Connecticut, WDRC gives your advertising message wings—to reach a million people in the station’s Primary Listening Area.

**Use WDRC to connect in Connecticut**

Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn., for market study, and spot availabilities.
ENGLISH JEWISH WEED & STOVIN
Advertisers consider West STATION cover the RADIO advertizer who
4ä "It's Market. WATTS (EIGHT-IN-ONE gold tablets), on sept. 25 begins a TWA weekly quarter-hour program on "opedic. Contract is for 26 weeks through H. W. Kastor & Sons Adv., Chicago.

Y & R LISTS NEW FALL ASSIGNMENTS
NEW producer assignments for Young & Rubicam's radio programs starting this fall have been announced as follows:

HOLLYWOOD SHOWS: New Adventures of Sherlock Holmes, CBS; Dragnet Show Program, Walter Bunker; Eddie Cantor Program, Ted Collins; Adventures of Ozzie & Harriet, Al Silhouette; Melody Roundup, Francis Van Hartenvil; Duffy's Tavern, Jack Roche; George Burns and Gracie Allen Show, Ned Tollerling; Those We Love, Tony Hart.

NEW YORK SHOWS: Hey Harley, Harry Logan; We Love and Learn, Mary Harris; Two on a Clue, Raymond Clavonne; Builders Drummond, John Martin; Happy Island (starring Ed Wynn); Roaring 20s; Today from the Days of '60, World Today; Kate Smith Hour, Ted Collins (agency produced, unassigned); The Aldrich Family, Ed Duerr; Great Moments in Music, (Producer as yet unassigned); Alan Talmage, aka Dave Allen; March of Time; Lester Vale, We, the People, Joe Hill; Richard Hall, Marcia Hazzard; My Best Girls, Wm. McKinley; Mystery Theater, Frank Telford; Fannie Hurst, Presents, Eric Fincher; Bright Horizons, Day Tuttle; Paul West, Songs from Down Yonder; Jack Crawford, M.D.; Ralph Butler; Kate Smith Speaks, Day Till All.

Harry Ackerman will be associate director in charge of all production. The supervisors are George Barres, Joe Hill, Ed Duerr and Glenna Taylor.

MELVILLE SHOE Corp., New York (Tom McAul shoes), has renewed its 52-week contract with WLB Chicago for Monday through Friday, three-weekly, 7:30-4:15 a.m. (CWT). Agency is in Neff-Rogov, New York.

FORD-HOPKINS Co., Chicago, and KSWA-Blow (CWT), have been elected members of the Advertisers Assn. of Adv. exec.

CHARLES O. PUFFER, former ac- count executive of BBDO, Chicago, has joined Goodfellow, Joice & Morgan, Chicago, as account executive.

HOWARD B. KETTING, account executive; Hasico Grooth, in charge of merchandising, and Albert R. Callies, head of the media department, of Ruthrauff & Ryan, Chicago, have been elected vice-presidents.

JOHN W. SWALLOW, acting pres- ident of Canada Dry Bottlers, Los Angeles, and formerly program di- rector for NBC in Hollywood, has joined Kastor & Eckhardt, Elly- wood, as director of the Pacific coast radio operations.

CHICAGO TRANSFORMER Corp., Chicago, has begun sponsorship on WGN Chicago of a quarter-hour musical, "The American Musical Revue," starring Dick (Two Ton) Baker, Monday through Saturday 5:15-5:30 p.m. (CWT). Contract was placed through Lieber Adv., Chicago.

MORRIS B. SACHS CLOTHING Co., Chicago, started sponsorship, Aug. 26, of a quarter-hour program, "Dodo," for a feature, featuring Dick (Two Ton) Baker, Monday through Saturday 6:30-6:45 p.m. (CWT) on WEAF, New York. Contract was for 30 weeks and placed through Weade Adv., Chicago.

DAVID J. MAXIN, former drug merchandising director of H. W. Kastor & Sons Co., Chicago, has joined Associated Distillers & Dana Perfumes Inc., Chicago, as director of merchandising research.

CLAIR HEYER, formerly in the advertising department of Armour Co., Chicago, has been promoted to assistant to Edward N. Wentworth, direc- tor. Mr. Heyer's principal duties in his new position will relate to radio.

GILBERT C. WILSON Labe, Denton, Tex. (dehydrated sweet pota- toes), will begin its schedule on Aug. 21 started daily transcribed one-minute announcements on stations in Montana. Contracts are for 5 weeks.

Station list includes KGBL, KGFB, KGO, KGSR, KRKR. Placement is through Little & Co., Los Angeles.

BLACKHAWK BLEWING Co., Des Moines, Ia. (Blowing Topping), has begun sponsorship of a quarter-hour show for Aug. 10-10:30 p.m. (CWT) on WMAQ Mon., Thurs. in the Des Moines area.

SIO-GRAPE Co., Peoria, Ill., newly organized, has acquired from Judge & Dolph, Chicago, rights to manufac- ture and distribute Sio-Grape, Mace Adv., has been appointed to handle the advertising. No radio is planned at present.

FAIR STORE, Chicago, (department store) on Sept. 11 begins a five-minute news show, Monday through Friday 5:05-5:10 p.m. (CWT) over WMAQ Chi- cago. Contract is for 52 weeks through Ivan Hill Adv., Chicago.

N. W. Ayer Expands
N. W. AYER & Son, Hollywood, has taken additional office space at 1680 Vine St. Charles Herbert, former CBS New York producer, has joined the agency. Mr. Herbert has been appointed general manager and is as- signed to CBS Electric Hour starting Sept. 16. N. W. AYER is vice-president in charge of radio, has returned to New York following con- ferences with Herbert Sanford, Hol- lowood manager.

WALAW the NEW ENGLAND STATION with "Mass.*

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<tr>
<th>Day</th>
<th>Night</th>
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<tr>
<td>Mon.</td>
<td>11.97%</td>
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<tr>
<td>N. H.</td>
<td>53.44%</td>
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<td>Meine</td>
<td>1.56%</td>
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*RETAIL SALES

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<tr>
<td>Meine</td>
<td>1.56%</td>
</tr>
</tbody>
</table>

Coverage Map on Request

* P.S. Meine and N. H. too!
Cheers like these for U. P.'s superb coverage of all the fighting fronts are heard every day.

What especially has brought forth bravos from broadcasters is U. P.'s unprecedented advance supply of background material—as much as 45,000 words of it—for use with spot news flashes. This enables U. P. clients not only to seize listeners' interest but to hold it.

The service-plus job which U. P. has turned in it will repeat on V-Day—and every day before and thereafter when big news is on the brink of breaking. In addition to the fastest news, U. P. will continue to provide the fullest news background.

U. P. is foremost in radio news, with more clients than all other services combined. The reason why it is foremost is that it offers most.

UNITED PRESS
RADIO NEWS
WHO Des Moines

WMAQ Chicago

WOLS Florence, S. C.

WQXR New York
General Foods, New York (Raker's Cereal), 17 as weekly, thru Rutter & Sons, N. Y. Best Products, New York City (Oriole products), thru Reynolds & Roper, N. Y. Fastop Inc. New York (Fasto bottle products), 63 as weekly, 26 weeks, thru Ward Wheelock Co., Philadelphia.

WAOV Vincennes, Ind.

WJZ New York

WCBS Columbia, Miss.

KNX Hollywood

KTSF San Antonio
Electric Auto-Lite Co., Toledo (Presto-Ite), 8 as weekly, thru Ruthrauff & Ryan, N. Y. Bu-Tex Products, Huntington Park, Calif. (Raindrol Gutter), 6 as weekly, thru Glidden & Co., Los Angeles.

WENV Chicago
Lever Bros. Co., Cambridge, (Lifebuoy soap), 3 as weekly, thru Ruthrauff & Ryan, N. Y.

KMYR Drops Middle
Newscast Commercials
KMYR Denver eliminated all middle
newscast commercials in its newscasts
effective Aug. 6, and reports that
not a sponsor balked. A brochure is
being prepared for agencies, local
accounts and advertisers.

First station to eliminate middle
newscast commercials is New York's
KSD St. Louis, NBC outlet. The station
also established a policy of not accepting news
sponsorship from middle commercial sponsors
or from sponsors who use time exclu-
sively for the sale of vitamins.

KMYR Denver announced elimination of middle commercials in news broadcasts.

* * *

WJR Clients Stay
WJR, Detroit, has not lost any
advertiser because of its new pol-
icy restricting newsad advertising,
Charles Burke, WJR sales manager, announced last week.

The new policy, effective Sept.
1. as announced by WJR Vice-
President Leo J. Fitzpatrick, elimi-
nates the middle commercial and
adopts a new program designed
for not more than 45 seconds of opening
and 75 seconds of closing annun-
cements on quarter hour newsca-
sts.

Burke said the following spon-
ors will be conforme with the new
WJR policy beginning Sept. 1.

- McKesson-Robbins Co., Groves
- Laboratory, B. C., and
- American Indemnity Co.,
- Accident & Casualty Insur-
-ичество Co., Cracker
- Jack Co., Sinclair
- Refining Co.,
- Cunningham
- Drustores of
- Foster-Milburn Co.,
- Penn.
- Chrome Co.,
- Tea Co.,
- Chocolate Co., Peter Paul Inc.,
- Debalt
- Agricultural Association and
- brother Co.

Fuel Firms to Use Radio
In Oil Conservation Plan
A PUBLIC relations program de-
signed to create an understanding
of the need for fuel rationing
and win friends for the industry
has been inaugurated among 35-
000 fuel oil distributors by the
Petroleum Industry War Council,
headed by J. W. Connolly, of the
Standard Oil Co. of New Jersey.

Campaign material includes a
portfolio of advertising tools with
suggestions for radio commercials.

McConnell, Reynolds and
A Super Morial, is
reinstated in preparation of the
program. In a letter seeking coopera-
tion from members of the fuel oil
industry, Connolly stated that
$35,000,000 will be spent by allied
industries in the promotion of con-
servation of all fuels, for insulation,
weather-proofing and fuel conser-
vation methods.

Roesler Rep Firm
GEORGE ROESLER, account ex-
ecutive at First United Broad-
casting, has been assigned to
Reenter the radio
representative business effective last week. Offices
will be in Chicago at 606 N. Michi-
gan, suite 615, telephone Randolph
9634. New firm will represent
WINN Louisville.
x marks the spot

PAST
FUTURE
ASSURED
PERFORMANCE
PROVEN

WGRC BASIC Mutual

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION
= 57% OF ITS BUYING POWER

BURN-SMITH * National Representatives
FASHION PROGRAM TO BE SYNDICATED

DEPARTMENT stores will have a new vehicle for radio advertising with the Tobe & Tobe program of commentary on fashion, beauty care and similar subjects with contest tie-in, to be available as a syndicated live and transcribed feature beginning Sept. 4. Stores in 30 cities had already contracted for the series of 15 weeks with renewal options last week, according to Tobe, New York, fashion and beauty executive, owner and originator of the program. Show is heard live on WOR New York under sponsorship of Bloomingdale’s, New York.

Outstanding feature is a contest inviting listeners to submit topics for discussion by Tobe to the local sponsoring store, which awards prizes of $5 in merchandise for the best entries. Store forwards winning ideas to Tobe who makes two awards of $10 each in store merchandise for the best of all national entries, and includes them in her programs each week.

Disc is set up as a twice-weekly quarter-hour feature for promotion purposes, with openings for live copy by the sponsor to promote merchandise and announce contests. The show is further an addition to discussing fashion and beauty problems and various topics suggested by her listeners, presents Hollywood gossip and other items in “signposts,” brief concluding feature. Disc is cut and distributed by Rose Recording Division, New York.

CKCL Toronto Control Acquired by J. K. Cooke

ANNOUNCEMENT was made last week that Jack Kent Cooke, president of the Toronto Broadcasting Co., officially would take over control of CKCL Toronto on Aug. 28, the station to be hereafter identified as CKBY and to operate on a 24-hour, 7-day schedule of new programming and policy. Purchase price for the 1,000 w metropolitan outlet on 580 kc, previously operated by Henry Goddard, was not disclosed.

Mr. Cooke, long associated with independent broadcasting in Canada, had up to the first of this year served as general manager of Northern Broadcasting Co. and is identified with the organization and operation of such Canadian stations as CKRN Rouyn, CKMD Val d’Or and CHAD Amos, Que. He also has been associated with the installation and management of CKWS Kingston and CHEX Peterborough, Ont. Mr. Cooke joined Northern Broadcasting in 1935 when that organization operated CKGB Timmins, OKJL Kirkland Lake and CFCH North Bay, Ont. He was appointed general manager in 1938.

Jackson Local Granted

NEW STANDARD station on 1490 kc with 250 w and unlimited time, for Jackson, Miss., was granted by the FCC last week to Broadcasting Co., a partnership composed of P. K. Ewing, owner of WGHM Greenwood, Miss., and F. C. Ewing, general manager of the station. Transmitter and studio locations for the new outlet are still to be determined.

OVW PACKET, WEEK SEPT. 18

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 15. Outlines contain the 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plans schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>STATION</th>
<th>ANNOUNCEMENTS</th>
<th>N.AT. SPOT PLAN</th>
</tr>
</thead>
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<td></td>
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</table>

See OVW Schedule of War Messages 126 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

W. E. Long Co. Tells FCC Its Programs Are Entirely Free of Lottery Inference

“TELEPHONE MONEY” shows sold by the W. E. Long Co., Chicago, are free of lottery inference, the FCC is informed in a letter sent by E. J. Sperry, director of radio for Long. Copies of the letter were sent to a long list of Commission members and legal personnel and to trade journals.


Attached to the letter are copies of two articles in Broadcasting, dealing with giveaway programs.

The letter from Mr. Sperry explains how the Long telephone programs are operated. He explains that the firm has spent large sums to aid radio stations in eliminating lottery from their programs, regardless of whether they are clients. The Long telephone shows actually are quiz programs, it is stated. Every effort is made to avoid bad taste and violations of FCC regulations or lottery laws. Many of the programs are described as educational in motif, requiring knowledge and skill in answering. No person is forced to listen to the station to become eligible for a reward, it is explained and product-purchase is not a requirement.

Depts. Stores Sponsor

TWO Washington department stores have been added to the list of sponsors by WTOP. Claude McMahon, who recently moved to WTOP from WMAL Washington, now has his 7:40 a.m. newscast sponsored by Lansburgh Bros. Department Store and Vick Chemical Co., each thrice weekly. His 6 p.m. period is sponsored by Arcade Optical Co. on Thursdays and Saturdays. Elmer L. Kayser, Dean of George Washington U. and head of the university’s history department has a quarter-hour historical program following Joe McCaffrey’s 12 noon-12:15 newscast Sundays which is sponsored by the Hecht Co., Washington department store.
Easy to put on the air, easy to keep on the air... that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.

2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.

3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.

4. Simplified Circuits—require a minimum of tubes... no tricky wiring.

5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.
Come into a huddle with Hall
Touchdown Time with Halsey Hall, an expert wise in the ways of Northwest sports, is a new series of WCCO broadcasts that will follow the 1944 football fortunes of Minnesota's own Golden Gophers. There's room at Hall’s microphone—part of the time—for some smart sponsor.

Football in the Northwest is like baseball in Brooklyn—and, up here, the Golden Gophers are football. Yet they might as well play without goal posts as without Halsey Hall at the mike. He's reported their deeds, via radio and newspapers, for 20 years now. Never missed a game.

His actual play-by-play descriptions of Minnesota’s Saturday battles this fall can’t be sponsored. But half an hour before each one starts, WCCO will offer Touchdown Time—a 25-minute preview of the day’s football highlights across the country, transcribed by Hall, plus live college melodies and songs by The Backfield Men.

Five minutes before game-time, Hall comes on the air from the stadium; keeps up a swift play-by-play account (non-sponsored) until the final whistle. Then, when it's all over, WCCO listeners get Part 2 of Touchdown Time—a game review appraising every aspect of the afternoon’s contest.

These before-and-after summaries are available, singly or as a pair. They’ll be heard by a large, enthusiastic audience of Northwest fans who follow Halsey Hall as faithfully as they do the Golden Gophers.

Giving our listeners the best in football broadcasters is one more plus-mark in WCCO’s long record as “Good Neighbor to the Northwest.” If you want to get into a huddle with Halsey Hall and do some sales-scoring of your own in the Northwest, just call on us or the nearest Radio Sales Office.

Good Neighbor to the Northwest

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.
McGeehe (Continued from page 72)

each radio station can be heard clearly by those who live in those areas?

With these contour lines established, the total population available to hear the signal is readily obtained.

That information is fundamentally what advertisers want to know; that is what is needed to compare the opportunities for advertising to be read in newspapers, and magazines—and heard in radio—on a comparable basis.

List of Functions

Why not, then, an “Audit Bureau of Radio Circulations”, organized and controlled by advertisers, advertising agents, and station owners, to do for the radio industry one “research” job, and one research job only, by performing these functions:

1. To establish the procedure through which, by generally accepted and universally applicable engineering standards, the average primary and secondary contours of each radio station can be ascertained, the areas in which each radio station’s signal can be heard clearly.

2. To seek to induce all radio stations to make their signals conform to this standard procedure, publishing this information periodically for the interest of advertisers, together with a calculation of the number of persons residing in these areas, i.e., the number of persons who have an opportunity to hear the station’s programs.

3. Auditing and certifying to the measurements and statements of the station owners.

Mechanical Methods

Of all research methods, the technical least subject to debate, difference of opinion, argument or distortion is that which relies upon mechanical methods of measurement. Few dispute the validity of a meter reading or tape recording. Many deny the absolute accuracy of any research which involves the human and psychologically uncontrollable elements in personal interviewing, manual tabulating, and interpretation.

There can be little dissension over the accuracy of station signal areas measured by proper mechanical means.

And there is little debate over the essential reliability of the U. S. Census, and interim population estimates derived from Government and other reputable sources.

Once these two absolute factors are combined, on an identical and therefore comparable basis, in the measurement of audience potentials for every radio station in the country, the succeeding steps in a further refinement of radio’s ABC are obvious:

(a) Measurement of the area within the primary and secondary contours in which station signals fall below the established basis of contour definition—and the elimination of population residing within these areas from the total credited to the station within its contours.

(b) Separation of daytime and nighttime contours, with proper population adjustments.

(c) Study of seasonal variations in territorial coverage.

(d) Analysis of age, sex, economic, industrial and other population characteristics within the station’s contours.

(e) Exploration of the amount and character of each station’s potential audience which is available, by hours, days, and seasons.

Pointed questions are beginning to be asked about radio’s actual audience. More questions will be asked when advertisers have goods to sell again, when war contracts are terminated, when every dollar of advertising expense must be justified by facts.

Jolliffe (Continued from page 78)

band must be made without complete information. Assumptions must be made which are based on the best information available and decisions made which seem to be technically sound. This is not a situation which is new to allocation engineering. Allocation, to be effective, must always precede complete use.

Because of the large number of claims for use of frequencies and the lack of complete information as to what is possible, it will be necessary to make compromises and it will be impossible to meet all the requests of the claimant services. In the past it has been possible to make assumptions and arrive at compromises and conclusions which, through the years, have been found to be fairly satisfactory. It is expected that in the present discussions, compromises will be agreed to and the best engineering answers determined.

The present extension of the frequency spectrum will produce many new services and much improvement in many existing services. Much depends on the ability of engineers to look ahead and make reasonable predictions of things to come. The future successful operation and expansion of many radio services will depend on decisions and recommendations made now as to the orderly arrangement of this spectrum. It is expected that all engineers engaged in this work will realize their responsibilities to the engineers of the future who must make this allocation work.

Farmers’ Aid

CJL Kirkland Lake, Ont., broadcasts a resume of the day’s programs every morning for rural listeners. Because these listeners do not have their sets on all day to conserve hard-to-get batteries, the station broadcasts its program resume so that listeners may know when their favorite programs will be broadcast by the station.

Wichita KFH

SMOOTH WORK IN BOOM TOWN!

A selling job is smooth work, too in booming Wichita! For Wichita has the perfect set-up for record-breaking sales today and tomorrow! Wichita’s doubled population has likewise doubled its buying power per family. This lush spendable income is reflected in $6,000,000 in retail sales monthly, topping every city in the great Southwest; in second place for sales increases in the entire Nation! Booming Wichita is an aircraft center today . . . and Aviation is here to stay! Backed by its basic wealth in agriculture and oil, Wichita will remain your easiest ‘push-over’ market.

Your sales increases in Wichita will stick if you stick to that Selling Station in Kansas’ Richest Market—

CJS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE
WATER and AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Even for small Amperex tubes, extraordinary processing temperatures are specified by our engineers. To achieve these, we employ high frequency induction heating with high power water cooled tube generators. This "Amperextra" drives the occluded gases from the tube elements, after which they are pumped out in an operation for which specific and unique equipment was devised in our own tool shop. A better Amperex tube is the result...as substantiated by operating economy and an increased number of working hours per tube.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET BROOKLYN 1, N.Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N.Y., CABLES: "ARLAB"
antenna would be anchored to the building framework.

A station on the outskirts of the city would be located so as to provide satisfactory signals to residential areas. It would be placed in a locality free from noise. The plot would be large enough to contain studio and transmitter buildings and provide room for expansion. One large studio, one smaller studio, a control room, dressing room, storage space, film projection room and offices would comprise the operating portion of the building. The transmitters could be placed in the same structure or perhaps preferably in a smaller building at the other side of the plot. A tall steel tower would support the antenna.

**Truck Needed**

The video equipment would consist of three studio cameras, two film cameras, associated control equipment, monitors, etc. Audio equipment would comprise directional, high gain microphones slung or mounted on boom stands together with control room apparatus.

In either studio location, the use of portable type video equipment for initial installation is a possibility.

A light truck equipped with portable television pickup equipment is practically a "must" for any television station.

The factors which will vary widely with each situation are installation cost, rent or buildings, antenna support (roof modifications or supporting tower), transmission line, video studio to transmitter connection and accessory items.

The planning of a television station is, of course, far beyond the scope of a brief article such as this. The prospective station owner should avail himself of the best advice in considering the problems in detail. However, it is hoped that this material will indicate the possibilities of getting started in television of the necessity of growing with the art and of the wisdom of starting on a reasonable basis and planning for future expansion.

**Fighting Tropics**

GOOD NEWS for fighters in the Pacific is the disclosure that the new research laboratory at the Belmont Radio Corp., Chicago, is undertaking intensive studies in tropicallization, the prevention of fungus growth in electronic equipment. When the Signal Corps recently released information on tropicallization in connection with battle equipment in the South Pacific, Belmont's part in the work was revealed to the public.
It's Too Soon for a Television Price Tag

ONE of the earliest recorded examples of snap judgment was set by an anonymous woman who never got to be anybody known, only Jack's mother. She was the lady, if you haven't forgotten your "Jack and the Beanstalk," who berated her son for wasting his life away on a series of transactions with a handful of beans. The point is that said beans turned out to be a most fortuitous investment, with golden eggs rolling in for the fair damsel who had not listened to her listener until she knew a little bit more about the potentialities of the bean business.

Television has its short-sighted parents, too; and they're attempting to evaluate the medium without taking into consideration what must be said about the medium, the most important thing—its selling possibilities. After over a year of exploring this extremely vital avenue, I'd like to recommend a revision of the figure on the television price tag. In fact, it seems to me that it might be an excellent idea to leave the thing blank until—well, until. There's going to be a lot more money in the television business than most people seem to realize.

A Dynamic Force

During a commercial television career that has serviced such variegated clients as Park & Tilford, Tintex, Official Detective Magazine, Alfred Dunhill of London, Click Magazine; Harvey Wines, Real Story Magazine and Casual Clothes Inc.—such services as WAC recruiting, the Pat Salvage Campaign, and the AWVS, we've had a chance to explore the drawing possibilities of the medium. This experiment has convinced us that television is destined to be the most dynamic selling force in history.

For example, there is the classic story of the Yale professor and the folding globe. His demonstration of a $1 article drew over 200 letters—this, at a time in television's development when the known maximum is somewhere around 5,000 sets available to receive an advertising message. Those of us with radio background know that this would be an astounding percentage of direct sale, even accepting the highly improbable circumstances that 100% of the receivers were in working condition—which isn't very likely—and that every listener was at his post—which is, to say the least, improbable.

Then there was the Casual Clothes fashion show. Several women called to inquire about the price of costumes displayed immediately after the telecast, and a number of sales reps were made. This, again, at a television time when there is neither color nor sharp detail.

The WAC show deserves mention here, too, since it had its selling job to do, too. Its effect on the viewing audience was potent—so much so that one girl in the 42nd floor viewing room at WABD was so moved that she took advantage of a five-minute film interlude to write into the studio and volunteer—and was sworn in over the air before the show was over!

Too Expensive!

Yes, television will sell merchandise, and sell it dramatically. As a department store executive said to me after a recent telecast, "Our industry spends millions of dollars primarily to get the customer to our stores for demonstrations and sales talks. With television, you accomplish the most difficult part of the selling job for us, convincingly and graphically." And he was right; your television salesman can do just about everything short of putting the fountain pen between the prospect's fingers!

This whole situation isn't especially new, incidentally. I remember being sitting in on a conference of space salesmen almost 20 years ago, and a meeting called by the advertising manager of a midwestern newspaper, to discuss the potential threat radio offered to newspaper advertising. The admen broke up on an optimistic note; rumor had it, it seemed, that half-hour radio programs were going to cost as much as $500 apiece, and it was the unanimous opinion of the advertising men present that no advertiser in his right mind could be induced to waste THAT kind of money!

A year of commercial television convinces me that today's estimates of tomorrow's television costs are largely fallacious. Oh, I'm not quarreling with the estimates as such, although in many cases I'm pretty sure that they're overly pessimistic. As a matter of fact, I've had a lot of experience budget-wise too, and I know a lot of television commercials that are ripe for the cutting.

Two-fold Objection

My objections are two-fold: First, of all, I think that there's altogether too much invidious comparison with the radio budget. Radio has long been in the fantastic stage; soaring talent costs, based on what are often quite nebulous values, are rapidly becoming the aircasting norm.

I feel that the television budget is going to be affected favorably by an influx of show people, for television is simply show business turned into mass communications. Those show people, have, for many years, been accustomed to working under restricted financial conditions. I think that if you contrast the thinking which has developed half-hour radio programs loaded with $15,000 to $25,000 talent fees—and there are at least several in that category—with the practical showman's spending—the kind that turned out a two-hour "Oklahoma" for $50,000 to $60,000 and dramatic shows for a fraction of that—you will get the general idea.

What Can It Do?

My other objection to premature pricing is the total impracticability of attempting to set a figure on a racehorse until you've found out how fast it can run. A sponsor, aside from being a mysterious individual, is a hardheaded business man. He's primarily interested in the sale of shoes, or toothpaste, or what have you. He's far less interested in the expenditure than he is in the income; in other words, he hasn't any objection to investing a dollar that comes back to him with interest. And, if he can't pay a price tag on television until you know how much toothpaste it will sell. If a telecast sells, let's say, four times as much toothpaste as its radio counterpart, isn't it conceivable that a talent budget of two to three times the cost of the radio show may still be within the realm of economic common sense?

Let's not forget today's radio lost motion, either. Half-hour network commercials rehearse—and expensively—from several hours to several days. Television isn't going to need much more time—or much more money. It'll be a matter of using your time—and your money—to better advantage.

Learning the Hard Way

Commercial television, it goes without saying, has a long, hard pull ahead. We're making—and correcting—mistakes almost weekly. And we're stowing away a lot of invaluable—and pertinent—facts as we go. We're experimenting with expensive shows and inexpensive ones, long commercials and short commercials, that are partly visual and partly oral, commercials that are part of the basic action and commercials that are entirely separate. We're working with large casts and small casts, variety shows and dramatic shows, educational programs and shows that are purely entertainment. That's why I say you can't put a price tag on television until you know how much toothpaste it will sell. It is a talent budget of two to three times the cost of the radio show may still be within the realm of economic common sense?

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MR. NELSON
Transfer of Control of Licensee Corporations Authorized by FCC Since January 1, 1944

(As of Aug. 15, 1944)

LICENSEE, LOCATION AND ASSIGNMENT OF STATION

Trent Broadcast
Twin City Broadcasting
Saginaw Broadcasting
Kingston Broadcasting Corp. (WKNY)
Benjamin Anderson
Central Broadcasting
Palestine Broadcasting
WKNE Corporation
WHEB, Inc. (WHEB)

TRANSFEROR

Jean B. Couture, Deceased
Dr. J. R. Blayno
L. E. Wallgren
R. G. LeTourneau
A. Harry Zoeg
Bert Horsewell—84%
Beverly Gordon Horsewell—83%
Pauline Mayer Gordon Estate—80%
Daniel David Palmer
Roy E. Bloom—499 shares
Daisy R. Bloom—1 share
Thompson L. Guernsey
Philadelphia Record Co.
Benjamin F. Feiner, Jr.—500 shares
Morris S. Novick—125
Louis J. Ferman—125
Adolph Grecoebaum, Deceased—55 shares

TRANSFEREE

Faut G. Couture
(son of Jean B. and Mgr. of station
A. W. Talbot
(Owner KGEZ and KEVR
Charles M. Dale
(Atty. and Mayor of Portsmouth
Elmer H. Wence
(Wence now has 175 shares—46% Chicken Hatchery business and Congressman
M. S. Wilder and son H. C. Wilder
(Also own interest in WSVY and WTRY
Billy A. Laurie—69%
Leila Mary Laurie—1%
(wife of Billy
Ben A. Laurie—66%
(father of Billy
(Billy A. has served various broadcast stations as announcer, producer. Ben A. is (representative
B. J. Palmer, Mabel Palmer, Daniel David Palmer and Wm. M. Brandon
L. M. Kennett
(Part owner and Mgr. WHBU
Eastland Broadcasting Co.
William A. Banks
( Employed Station WIP
Myer Winsenthal—107
Gus. C. Swearingen—107
John J. Luda—107
Richard Titeubaum—107
Jack N. Bereman—107
Alex Titeubaum—107
Louis Bereman—107
Mitton L. Grecoebaum
(Son of Adolph

CONSIDERATION AND DATE AUTHORIZED

$500 shares bequeathed to son by will.
1-4-44
125 shares—100%, $27,500.00.
1-11-44
750 shares—100%, $60,000.00.
1-11-44
43 1/8 shares—11%, $8,465.75.
1-11-44
By issuance of preferred stock.
1-11-44
100 shares—100%, $7,300.00.
1-18-44

No money involved. Trust agreement to father, mother, son and friend to keep stock in family.
1-18-44
500 shares—50%, $10,000.00.
1-24-44
100%—$150,000.00.
2-1-44
200 shares—100%, $22,500.00.
2-8-44
750 shares—60%, $15,750.00.
2-17-44

Oral agreement.
2-17-44

(Continued on page 188)
on deck
to greet you

Drop anchor at Standard Radio Headquarters in the Palmer House during the NAB Convention—and spin a yarn with those well-known "sale-ers" JERRY KING, MILT BLINK, ALEX SHERWOOD, JACK RICHARDSON, HERBERT DENNY, and GUS HAGENAH. You'll find it a mighty friendly harbor—and maybe we can help you set your course for the Port of Postwar Prosperity!

Standard Radio
"THE MOST POPULAR OF THE LIBRARY SERVICES"
NEW YORK • CHICAGO • HOLLYWOOD • DALLAS
ASSIGNMENT CONSIDERATION

ASSIGNMENT

Transferor:
Allentown Call Publishing Co.—495 shares

Transferee:
Royal W. Welser—50
J. Calvin Shumbersger, Sr.—165
David A. Miller—15
Fred W. Welser—115
Samuel W. Miller—60
Donald F. Miller—50
Miller Associates—50

(Interest in newspaper)

Marshall E. Kornett—150 (State Senator)

Lee W. Jacobs—20, Was Promotion Mgr. KFJ,
temporarily employed at newspaper

Paul V. McEwan—130 shares—Automobile Dealer,
owed part BKBR.

Glenn E. McCormick—20 shares. Mgr. BKBR but
selling interest in BKBR:
Springfield Newspapers, Inc.—250 shares, in addition to
246 new holds.

Lester E. Cox—472
Ralph D. Foster—338
C. Arthur Johnson—162
L. M. Magruder—24
Abe Bixby—1

Howard Dahl
Dorothy Dahl
Catherine Dahl Wood

Ernest D. Black—23.4%
E. G. McHale—80%
Mrs. Margaret Curtis—1.6%
Grace C. Convey

J. C. Liner, Jr.
(Reinquamation of control)

Milton Holiday—87
Herman Stein—88
E. J. Pegg—77

Richard E. Coon
Alexander H. Rogers, Deceased

E. K. Cargill

Sidles Co.—500
State Journal Printing Co.—250
Star Printing Co.—250
Sidles Co.—501
State Journal Printing Co.—250
Star Printing Co.—249
C. C. Cavanaugh

Ray E. Callister
(Reinquamation of Control)

Victoria B. Corcoran

Tri State Milling Co.—46
C. A. Quickern—14
E. F. Gromley—10
P. R. Quickern—10
Geo. A. Brunner—10
Wis. McNulty—10
H. G. Wall
Margaret B. Wall
Thelma M. Lehan

George Bennett—87 1/4
Russell Bennett—91 1/4
Jan. H. Bassil, Jr.—15
Joe H. Booth—2 1/4
R. M. Simmons—10
H. M. Rogers—15
C. R. Simmons—10
Harley Sadler—10
Mayrotee Doher, Executrix of Estate of
J. H. Doher, deceased—13/4

Arkansas Broadcasting Co. (KEBA)
Little Rock, Ark.
1010 15th St., Suite 10

WCOL, Inc. (WCOL)
Columbus, Ohio
1230 25th St., U

KID Broadcasting Co. (KID)
Idaho Falls, Idaho
1560 500 6th St., U

Silver Broadcasting Co. (KWAL)
Wallace, Idaho
1455 25th St., U

Palm Beach Broadcasting Co. (WWFG)
Palm Beach, Fla.
1940 25th St., U

CONSIDERATION AND DATE

AUTHORIZED

495 shares for $44,006.40.
2-9-44

170 shares—100% $20,000.00.
2-9-44

150 shares—100% $69,000.00.
2-9-44

250 shares—50% $25,000.00.
2-9-44

500 shares—50% $100,000.00.
2-9-44

498 shares or 49.5% being ex-
changed for 496 shares of common
stock of Limer's Laundry, Inc.
3-21-44

112 shares or 66% for $3,920.00
or $50 per share it take out in
advertising over station.
2-9-44

480 shares common 60% and 80
shares, 20% preferred, $10,800.
3-21-44

610 shares or 83.5%—no money
sherry Ban on Buoy, co-executors under
the will of Alexander H. Rogers, deceased.
3-21-44

Seventy Scientific Co., Inc. to purchase 279 shares
from Cargill to be held in treasury. Will leave
George F. Rankin, Jr., in control.

Charles T. Stuart

James Stuart

Charles T. Stuart

James Stuart

Harold S. Woodworth

Gloria Dalton

45 shares or 45%, $18,000.00.

Robert J. Dean

100 shares and 111
preferred, $25,000.00.

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

6-23-44

50% of stock, $12,500.00

3-20-44

6-23-44

251 shares, $12,000.
4-4-44

1,000 shares or 100%, $250,000.
4-14-44

1,000 shares or 100%, $100,000.
4-14-44

109 shares common of 200,
$18,080.00.
5-24-44

40% of stock, $69,000.
5-24-44

5-24-44

45% of stock, $18,000.00.
6-23-44

2,400 shares out of 3,720—
64.5%, $275,000.00.
See At for BKBR.
6-6-44

250 shares or 100%, $250,000.
5-24-44

250 shares or 100%, $100,000.
6-6-44

50 shares or 50%—Decree of
Superior Court of State of Wash.
6-19-44

125 shares or 50%, $12,500.00
plus $17,500 worth of mort-
gage for $27,600.
6-19-44
Today and Tomorrow

Specialists in Broadcast Engineering
AM · FM · Television · Facsimile · Relay

RING and CLARK
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING · WASHINGTON, D. C.
The Mid-South Network (World's Smallest), affiliated with The Mutual Network (World's Largest), points with pride to this picture of listening in Columbus, Miss., as recorded by C. E. Hooper, Inc., for the Spring of 1944:

<table>
<thead>
<tr>
<th>INDEX</th>
<th>WCBI</th>
<th>STA. &quot;B&quot;</th>
<th>STA. &quot;C&quot;</th>
<th>STA. &quot;D&quot;</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM-12:00 NOON MON. thru FRI.</td>
<td>84.8</td>
<td>1.9</td>
<td>8.2</td>
<td>1.9</td>
<td>3.2</td>
</tr>
<tr>
<td>12 NOON-6:00 PM MON. thru FRI.</td>
<td>85.6</td>
<td>6.7</td>
<td>7.7</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>6:00 PM-10:00 PM SUN. thru SAT.</td>
<td>61.9</td>
<td>11.8</td>
<td>11.3</td>
<td>5.6</td>
<td>9.4</td>
</tr>
</tbody>
</table>

**MARKET DATA, COLUMBUS AND TUPELO:**

Population . . . over 800,000
Radio Homes . . . over 80,000
Retail Sales . . . over $65,000,000

**Surprises in Television Seen by Dr. De La Rosa**

DR. LUIS DE LA ROSA, of Mexico City, chairman of the National Chamber of the Radio Broadcasting Industry, Mexico, and a member of the Interdepartmental Radio Advisory Committee, has recently come to this country to study radio development in the United States. He, Dr. De La Rosa predicted that in the not-too-distant future, radio, before any other medium, will announce the complete victory of our arms and ideals.

Television, which will soon be within the reach of the most humble, he said, "reserves for us really incalculable surprises . . . and will become a very important factor in the raising of the cultural level of the people.

There are 172 stations in Mexico this year as compared to one in 1925, and there are more than 1,800,000 radio sets in the Republic of which 200,000 are in Mexico City and its environs, he stated.

**Spots for Thieves**

THIEVES—WTAG Worcester has a message for you! Keep your radios tuned in and hear the daily announcements on that station telling you that those War Bonds you have been lifting from their owners are redeemable only by those to whom they are issued. WTAG also tells the owners to record bond serial numbers.
The Atlantic Refining Company has made a great many friends in Pittsburgh during the last seven years

And isn’t making friends after all the goal that every business house having something to sell to people, strives (or should strive) constantly to achieve. It’s that intangible and yet most precious element without which no business can succeed . . . good will. So for seven years . . . since 1937* the Atlantic Refining Company has sponsored the broadcasts of big league baseball and football games (college and professional) over WWSW. There’s no way of telling or showing just how many friends . . . how much good will Atlantic Refining has created for itself and how much acceptance it has gained for its products but when 10,000 requests are made for admission tickets to a “Sunday Afternoon Party” at Carnegie Hall and 7500 letters and postcards are received registering listener votes for their favorite crooner (one announcement) and the Nixon Theatre was packed to its 2300 capacity for 16 successive Sundays on the broadcast of War Workers Victory Varieties . . . all WWSW productions . . . it’s fair to assume that Atlantic Refining Company has made many, many thousands of friends and customers in the last seven years. WWSW can help any and every merchant and manufacturer to build good will and sell what they have to sell . . . efficiently, effectively and economically.

*WWSW has been broadcasting Pittsburgh Pirates National League games since 1932

Pittsburgh’s 24 hour station WWSW

ATOP THE KEYSTONE HOTEL 1490 ON YOUR DIAL
Pittsburgh 30, Penna.

REPRESENTED NATIONALLY BY FORJOE AND COMPANY
Assignment of Licenses and/or Construction Permits Authorized by FCC Since January 1, 1944

(As of Aug. 15, 1944)
FITS PERFECTLY Into High Frequency Design

At last designers of tomorrow's high frequency apparatus have an improved type of glass-bonded mica insulation to specify where new advancements in low-loss characteristics are desired, as in ultra high frequency applications.

Just as the original MYCALEX was a vast improvement over other ceramics, so the new MYCALEX 400 is a comparable advancement over all early forms of glass-bonded mica.

MYCALEX 400 meets government specifications for L-4 characteristics, by virtue of its pronounced low-loss factor of 0.013 at 1 megacycle, and its surface resistivity of 300,000 megohms. Its power factor is 0.0018 at 1 megacycle, in accordance with American War Standard C-75.1-1943 (Jan. 1-10). Its dielectric constant is unchanged from 50 kilocycles to 10 megacycles. MYCALEX 400 can be machined with greater precision... drilled, tapped, milled, sawed, turned and threaded.

Improved postwar hf equipment deserves this newly refined and perfected electronic insulation. Let us supply your stock requirements in sheets and rods, or have us fabricate component parts to your specifications. Write for full details and samples.
Applications Pending Before FCC for Transfer of Control of Licensee Corporations

(Ass of Aug. 15, 1944)

<table>
<thead>
<tr>
<th>LICENSEE and LOCATION</th>
<th>ASSIGNOR, LOCATION and ASSIGNMENT OF STATION</th>
<th>ASSIGNEE</th>
<th>CONSIDERATION and DATE AUTHORIZED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Broadcasting Co., Inc. (WCOV)</td>
<td>Montgomery, Ala. 1240 kc, 500w, U</td>
<td>G. W. Covington, Jr. (New owner 1945) out of 250 shares and is Pres. of WCOV</td>
<td>Remaining 63 1/2 shares transferred to Covington and Covington to assume all liabilities. 2-25-44</td>
</tr>
<tr>
<td>Pueblo Broadcasting Co., Inc. (WHOP)</td>
<td>Pueblo, Colo. 6700 kc, 250w, U</td>
<td>Hopkinton Broadcasting Co., Inc. (Same officers as previous)</td>
<td>Pueblo Broadcasting Co., Inc. to have 66 2/3% of stock plus $1,500.00. 2-24-44</td>
</tr>
<tr>
<td>Pueblo Broadcasting Co., Inc. (WSON)</td>
<td>Pueblo, Colo. 7900 kc, 250w, U</td>
<td>Henderson Broadcasting Co., Inc. (Same officers as previous)</td>
<td>Pueblo Broadcasting Co., Inc. to have 59% of stock plus $825.00. 2-24-44</td>
</tr>
<tr>
<td>The Garden City Broadcasting Co. (Horace A. Kline and Frank D. Conard) (KIUL)</td>
<td>Garden City, Kansas 1460 kc, 100w, U</td>
<td>Frank D. Conard tr/r as Radio Station KIUL</td>
<td>$1,000 and other considerations. 5-16-44</td>
</tr>
<tr>
<td>Oklahoma Broadcasting Co. (WOSH)</td>
<td>Oklahoma City, Okla. 1280 kc, 250w, U</td>
<td>Oklahoma Broadcasting Co. (WOSH) owned by Oklahoma Broadcasting Co. (WOSH) and is not a corporation. 5-16-44</td>
<td></td>
</tr>
<tr>
<td>Arkansas Broadcasting Co. (KGGH)</td>
<td>Little Rock, Ark. 1380 kc, 250w, U</td>
<td>Arkansas Broadcasting Co. (KGGH) owned by Arkansas Broadcasting Co. (KGGH) and is not a corporation. 5-16-44</td>
<td></td>
</tr>
<tr>
<td>Ruth W. Finley, Executive of the Estate of E. L. Finley, Decedent (KMGH)</td>
<td>Santa Rosa, Calif. 1260 kc, 1kw, U</td>
<td>Ruth W. Finley (Owner Press Democrat Publishing Co.)</td>
<td>$1,565.12 6-6-44</td>
</tr>
<tr>
<td>Bayer University and Carr P. Collins (KWBU)</td>
<td>Corpus Christi, Texas 1010 kc, 50kw, U</td>
<td>Bayer University and Carr P. Collins (KWBU) owned by Bayer University and Carr P. Collins (KWBU) and is not a corporation. 5-16-44</td>
<td></td>
</tr>
<tr>
<td>South Carolina Broadcasting Co., Inc. (WCSC)</td>
<td>Charleston, S. C. 1850 kc, 50kw, U</td>
<td>Marion Johnson, President (WLBC) 280 kc, 250w, U</td>
<td>$1,200.00 per month rent for 12 years. 6-27-44</td>
</tr>
<tr>
<td>WBBN Broadcasting Co. (WBBN)</td>
<td>St. Louis, Mo. 1460 kc, 5kw, U</td>
<td>WBBN Broadcasting Co. (WBBN) owned by WBBN Broadcasting Co. (WBBN) and is not a corporation. 6-27-44</td>
<td></td>
</tr>
<tr>
<td>Frank E. Hurt, KFXD</td>
<td>Nampa, Idaho 1280 kc, 250w, U</td>
<td>Frank E. Hurt, KFXD owned by Frank E. Hurt, KFXD and is not a corporation. 6-27-44</td>
<td></td>
</tr>
<tr>
<td>WSBX, Inc. (WSIX)</td>
<td>Nashville, Tenn. 980 kc, 5kw, U</td>
<td>WSBX, Inc. (WSIX) owned by WSBX, Inc. (WSIX) and is not a corporation. 6-27-44</td>
<td></td>
</tr>
<tr>
<td>Ben E. Stone, (KSO)</td>
<td>Des Moines, Iowa 1600 kc, 5kw, U</td>
<td>Ben E. Stone, (KSO) owned by Ben E. Stone, (KSO) and is not a corporation. 6-27-44</td>
<td></td>
</tr>
<tr>
<td>Frank E. Hurt, (KFXD)</td>
<td>Lodi, Calif. 1460 kc, 5kw, U</td>
<td>Frank E. Hurt, (KFXD) owned by Frank E. Hurt, (KFXD) and is not a corporation. 6-27-44</td>
<td></td>
</tr>
<tr>
<td>Joe W. Nagel, (KFXD)</td>
<td>Chattanooga, Tenn. 1400 kc, 5kw, U</td>
<td>Joe W. Nagel, (KFXD) owned by Joe W. Nagel, (KFXD) and is not a corporation. 6-27-44</td>
<td></td>
</tr>
<tr>
<td>Forrest Broadcasting Co., Inc., Hattiesburg, Miss. (WFOR)</td>
<td>Hattiesburg, Miss. 1400 kc, 3kw, U</td>
<td>Forrest Broadcasting Co., Inc., Hattiesburg, Miss. (WFOR) owned by Forrest Broadcasting Co., Inc., Hattiesburg, Miss. (WFOR) and is not a corporation. 6-27-44</td>
<td></td>
</tr>
</tbody>
</table>

TRANSMITTERS | TRANSFEEREE | CONSIDERATION |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Frank Falknor and Rex Scheppe</td>
<td>Donald Flamm, New York, N. Y.</td>
<td>50% of stock $49,000.00.</td>
</tr>
<tr>
<td>Worsh Kraner</td>
<td>Eugene Cooper, Charleston, W. Va. (movie theatre owner) (Now has 78 shares and buying 14 more).</td>
<td>Kraner selling 28 shares (now fair market value at time of sale.</td>
</tr>
<tr>
<td>Arne Bulova and Harry D. Henkel</td>
<td>Murray Minter and Meyer Minter (Production and Distributors of Balboa Oil—Brooklyn Food manufacturers and distributors).</td>
<td>50% of Class A and 80% of Common stock $300,000.00.</td>
</tr>
<tr>
<td>Carl F. Woos</td>
<td>John F. Grimes</td>
<td>250 shares—100%, $2,400.00.</td>
</tr>
</tbody>
</table>

(Carried on page 188)
STATION FOR NORTH CAROLINA'S NUMBER ONE MARKET

The Prosperous HEART OF THE PIEDMONT

WSJS

in Winston-Salem
5000 WATTS-600 KC.

Represented by
HEADLEY-REED COMPANY

(FM) AFFILIATE WMIT
LICENSING AND LOCATION

Puerto Rico Advertising Co. (WPRA)
Mayaguez, P. R.
3-7-44
900 kw, 1 kw 5 kw-L, U
Muscle Shoals Bel. Corp. (WFLY)
Muscle Shoals City, Ala.
4-18-44
1450 kw, 250 w, U
Radio Broadcasting, Inc. (KTBS)
Hot Springs National Park, Ark.
5-18-44
1990 kw, 1 kw, 10 kw-L, U
Neptune Broadcasting Corp. (WFFG)
Atlantic City, N. J.
5-29-44
1450 kw, 250 w, U

Nebraska Broadcasting Corp. (KORN)
Pompton, Neb.
5-26-44
1450 kw, 250 w, U
Wm. Penn Broadcasting Co. (WPEN)
Philadelphia, Penna.
6-10-44
950 kw, 6 kw, U
State Broadcasting Corp. (WNBC)
Hartford Conn.
6-10-44
1410 kw, 5kw, U
Southern Utah Broadcasting Co. (KSUI)
Cedar City, Utah
6-21-44
1840 kw, 100 w, U (CP 250 w)
Twin Cities Broadcasting Corp. (KWLK)
Longview, Wash.
6-18-44
1400 kw, 250 w, U
Hillside & Roters Co. (WILAI)
Lawrence, Mass.
680 kw, 5 kw, U
Tacom Broadcasters, Inc. (KTBI)
Tacoma, Wash.
1490 kw, 250 w, U
Andersen Broadcasting Co. (WHBU)
Andersen, Ind.
1240 kw, 250 w, U
Massachusetts Broadcasting Corp. (WCOP)
Boston, Mass.
1160 kw, 500 w, U
Radio Industries Broadcast Co. (WCAP)
Asbury Park, N. J.
1310 kw, 500 w, U
KALE, Inc. (KALE)
Pompton, N. J.
1830 kw, 3 kw, U
KVOX Broadcasting Co. (KVOX)
Mooshead, Minn.
1340 kw, 250 w, U
Manzan Radio Amn. (KGCU)
Mendan, N. Dak.
1270 kw, 250 w, U

Delaware Broadcasting Co. (WILM)
Wilmington, Del.
1450 kw, 250 w, U
Berks Broadcasting Co. (WEEU)
Reading, Penna.
1820 kw, 2 kw, D
WLJB, Inc. (WLJB)
Brooklyn, N. Y.
1190 kw, 1 kw, LT
KJPR Broadcasting, Inc. (KJPR)
Klamath Falls, Ore.
1240 kw, 100 kw, U

Page 136 • August 28, 1944

BROADCASTING • Broadcast Advertising
Tonight

INTERMOUNTAIN AMERICA
WILL HEAR
RCA Transmitters have long been recognized as the finest that money can buy.

Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

- High-Level Class B Modulation
- Air-cooled High-Power Tubes
- Mercury Vapor Rectifiers
- Front-of-Panel Access
- Streamlined Styling

RCA earned its leadership in this field, and will maintain it.
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency NOW.

RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.
RCA has been and will continue to be an active leader in FM development.

A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas...and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need...in AM, in FM, in Short Wave, and in Television.
The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter.
It should.
Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters... RCA quality standards which broadcast engineers know and appreciate.
It is built the way broadcast engineers want it built.
It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.
RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.
Applications Pending Before FCC for Assignment of Licenses

(As of Aug. 15, 1944)

LICENSEE AND LOCATION

1480 kc, 250w, B. H. 3-25-44

Julio M. Conesa (WPRP)
Fonce, P. R.
1420 kc, 250w, U 1-29-44

Tri-State Broadcasting System, Inc., (KTBS)
Shreveport, La.
1480 kc, 1kw, U 5-18-44

Carlsbad, N. Mex.
1420 kc, 250w, U 6-25-44

Ben T. Wilson, R. A. Corbett & Thomas W. Baker d/b as Red Landes Broadcasting Assn., (KRBA)
Lufkin, Texas
1480 kc, 250w, U 10-22-44

The Herald Publishing Co. (WALB)
Albany, Ga.
1520 kc, 1kw, U 7-1-42

Doughty & Welch Electric Co., Inc. (WSAR)
Fall River, Mass.
1480 kc, 1kw, U 5-19-40

Glen D. Roberts, Melva F. Roberts, Walthood Nesbit, Robert M. LaFollette, Jr., Evelyn H. Dolph, Hope D. Pettay, Leo T. Crowley & James E. Markham, d/b as the Milwaukee Broadcasting Co. (WEMP)
Milwaukee, Wis.
1480 kc, 250w, U 6-16-44

The Crowley Corp. (WSAI)
Cincinnati, Ohio
1560 kc, 5kw, U 6-23-44

Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adelie Moulde, Vivian Christoph and Wm. F. Moss, d/b as Radio Station WAIT
Chicago, Ill.
820 kc, 5kw, LT 6-29-44

Chicago, Ill.
1890 kc, 5kw, U 6-29-44

Julius Brunton & Sons Co., (KJBS)
San Francisco, Calif.
1190 kc, 50kw, LT 7-1-44

Lake Region Broadcasting Co. (WLAK)
Lakeside, Fla.
1840 kc, 280w, U 7-6-44

American Broadcasting Co., (WOL)
Washington, D. C.
1320 kc, 1kw, U 7-10-44

Iowa Broadcasting Co., (WMT)
Cedar Rapids, Iowa
600 kc, 5kw, U 7-19-44

WCOL, Inc. (WCOL)
Columbus, Ohio
1220 kc, 350w, U 7-11-44

WCCM, Inc. (WCGM)
Gulfport, Miss.
1420 kc, 250w, U 7-25-44

Westinghouse Radio Stations, Inc., (WGL)
Fort Wayne, Ind.
1450 kc, 50kw, U 7-23-44

The Oregonian Publishing Co. (KKEX)
Portland, Ore.
1190 kc, 5kw, U 7-27-44

C. G. Hill, George D. Walker and Susan H. Walker (WAIR)
Winston-Salem, N. Car.
1480 kc, 250w, U 7-27-44

Illinois Broadcasting Corp. (WTAD)
Quincy, Ill.
600 kc, 1kw, U 8-4-44

E. M. Woody (KASKA)
Kirk City, Cal.
1420 kc, 10kw, U 8-11-44

ASSIGNEE

Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller d/b as Radio Station WBSC, Chicago, Ill.


Voiles of Porto Rico, Inc., Fonce, P. R.

(Francisco Suoni, V.P. 25%—Ally; Andres Gillanas, Pres. 25%—Mayor of Fonce, Fernando Sanchez, Secy. 25%—Chemist Felipe Segara, Texas, 25%—Dry Goods and Furniture Stores, Real Estate Julio M. Conesa—50%—Now owner WPRP).

George D. Wirzy, Allen D. Morris, P. E. Furlow and John C. McCormack, d/b as Radio Station KTBS, Shreveport, La.

In exchange for transfer of 600 shares—80% stock of KTHS. See TC on KTHS.

Carlsbad Broadcasting Corp., Carlsbad, N. Mex.

(Vall Lawrence, Pres.—80%—Mgr. KROD, V.P. of El Paso Times; Gene Rothmayer, Texas—11.15%—Adv. Manager; Norman B. Low—10.55%—Newspaper Advertising Business; Edward F. Taibott, Secy. 15.6%—Chief Engr. KROD)

Darrell E. Yates, Lufkin, Texas.

(Mgr. KRBA)

Albany Herald Broadcasting Co., Albany, Georgia

(Herald Publishing Co.—now license WALB 58.79%)

Fall River Broadcasting Co., Inc., Fall River, Mass.

(Fall River Herald News Publishing Co. owns 100% stock)

Glen D. Roberts, Melva F. Roberts, Walthood Nesbit, Robert M. LaFollette, Jr., Evelyn H. Dolph, Hope D. Pettay and Rachel Young LaFollette, d/b as the Milwaukee Broadcasting Co.

Crowley and Markham selling their interest to Rachel Young LaFollette.

Crowley 1/2 & Markham 3/8 for $12,500.00.

John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, and Wm. F. Moss, d/b as Radio Station WGES (New partnership)

KJBS Broadcasters, a partnership consisting of Wm. B. Dolph, Hope D. Pettay, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenn G. Dolph, Edwin F. Frankin and Alice H. Lewis.

S. O. Ward tr/ as Radio Station WLAK

Iowa Broadcasting Co.

American Broadcasting Co.

Lloyd A. Fitey, Martha F. Fitey, Milton A. Fitey and Grace M. Fitey, d/b as The Fiteys.

No money involved—Change from corp. to partnership.

WQCM Broadcasting Co., a Co-partnership composed of Hugh O. Jones, William E. Jones and James O. Jones.

(Hugh & Wm. E. now own all stock in WQCM, in partnership to have each 1/3. James D., is father)

Farnsworth Television and Radio Corporation

$235,000.00

Westinghouse Radio Stations, Inc.

$400,000.00

No money involved—gift by Susan H. Walker of her 1/8 interest to her husband and brother.

Lee Broadcasting, Inc. (Licensee KUJO)

$487,410.00

Southwest Broadcasting Co.

(Loisie J. Preston—Pres. 50% Former Mgr. KGKL and Asst. Mgr. KABC and Mgr. KPLT, now station representative KGNC. Hoyt Houck, V. P.—50%; Walter G. Russell Sec.—25%)

$11,250.00

C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Co.

$100,000.00

No money involved—change with C. G. Hill.

$30,000.00

No money involved—gift by Susan H. Walker of her 1/8 interest to her husband and brother.

$68,000.00

$175,000.00

$10.00 and other good and valuable considerations.

$22,000.00

$100,000.00

$100,000.00

$55,000.00

No money involved—Change from corp. to partnership.

Dissolution of corporation.

S. O. Ward owed all stock in corp.

$28,347.41

$3,081.55

No money involved. Change from corp. to partnership.
Always in Step with Progress and as usual leading the procession in Virginia • Richmond's WMBG will be out in front with F. M. and Television.

Wilbur M. Havens
Pres. - General Manager

WMBG - The First in Virginia To Apply For a Frequency Modulation License
WMBG - The Only Virginia Station To Apply For a Television License
WMBG's Prewar Policy - Vision-Decision-Accomplishment
WMBG's Postwar Policy - Decision-Television-Accomplishment
WMBG BRINGING TO VIRGINIA THE LAST WORD IN RADIO. THE FIRST WORD OF TELEVISION
New Radio Research Methods Show Value of Local Stations

A new, sound technique in radio research now shows actual listening in homes of all income classes. This method reaches all types of set owners because it does not employ telephone interviewing. It also measures the audience in both telephone and non-telephone homes.

PERSONAL INTERVIEW—CONTROLLED SAMPLE METHOD

All information on listening is gathered at the homes by trained field investigators who call in person and conduct face-to-face interviews. This method is more efficient and more dependable than telephone interviewing because it reaches a truly representative, selected sample of all radio homes. In some markets there is a much higher percentage of listening in non-telephone homes than in telephone homes. Incomes of homes without telephones have shot up rapidly. The old methods of radio research do not reflect this listening.

MANY STATIONS UNFAIRLY RATED

Pre-war methods of radio research may have given your station an unfair rating because the non-telephone homes were never interviewed. Also, “samples” have usually been too small to give a fair rating.

C. C. Chapelle Company

MARKETING CONSULTANTS

500 North Dearborn Street
Chicago 10, Illinois

Telephone: Whitehall 7731

WOWO-FM, FORT WAYNE—Licensed to Westinghouse Radio Stations Inc. (WOWO-WUL). Frequency: 44.9 mc. Service Area: 6,000 sq. mi. Personnel: J. B. Conley, director; Eldon Campbell, program manager; Bruce Ratto, chief engineer.

WAWW, INDIANAPOLIS—Licensed to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schuck, director; R. H. Swantz, commercial manager; H. C. Cole, chief engineer.

LOUISIANA


WBC, FORT WORTH—Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGMR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 10,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 45.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d, Chairman of the Board; staff, see Yankee Network.


MICHIGAN


WLJ, DETROIT—Licensed to John Lord Booth (WJL). Frequency: 44.9 mc. Personnel: John L. Booth, director; Huch M. Gray, manager; Eric Hay, commercial manager; Richard Part, chief announcer.

MISSOURI


(Continued on page 148)
for Chicago

W-I-N-D

is TOPS—on the Dial

**EXCLUSIVE** WHITE SOX BASEBALL

**EXCLUSIVE** CHICAGO BEARS FOOTBALL

**EXCLUSIVE** 24-HOUR NEWS SERVICE

**EXCLUSIVE** BLACK HAWKS HOCKEY

Serving all Chicagoland exclusively—24 hours a day

5000 WATTS • 560 KILOCYCLES

W-I-N-D Chicago

NATIONAL SALES OFFICE
230 North Michigan Ave., Chicago 1

JOHN E. PEARSON COMPANY
250 Park Ave., New York 17
In Kansas City

the Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB...for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Daytime Station...delivering the 'most listeners per dollar' throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availabilities, "phone DON DAVIS"

KANSAS CITY — Scarritt Building — Harrison 1161
NEW YORK CITY—507 Fifth Avenue—Yandell 6-2550
CHICAGO—333 North Michigan Blvd.—CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOLlywood 6211
KEY STATION FOR THE KANSAS STATE NETWORK
Kansas City, Wichita, Salina, Great Bend, Emporia
Missouri, Kansas, Kansas, Kansas, Kansas

MONTHS: APRIL-MAY—KANSAS CITY

HOOPER STATION LISTENING INDEX
TOTAL COINCIDENTIAL CALLS — THIS PERIOD 13,954

MORNING INDEX
MONDAY THRU FRIDAY
8-12 A.M.
Station A Station B Station C Station D Station E WHB Station E
8.0 9.9 26.7 15.6 32.5 6.4

AFTERNOON INDEX
MONDAY THRU FRIDAY
12-6 P.M.
Station A Station B Station C Station D Station E WHB Station E
14.3 5.8 17.1 30.7 25.5 5.4

NEW JERSEY

WAAB, JERSEY CITY—NEWARK—CP issued to Bremer Broadcasting Corp. (WAAB). Frequency: 49.5 mc. Service Area: 6,200 sq. mi.

NEW YORK

WEAF-FM, NEW YORK—Licensed to National Broadcasting Co. Inc. Frequency: 45.1 mc. Personnel: C. L. Mower, vice-president in charge of programs; Ernest LaPrade, program director; O. B. Hanover, vice-president and chief engineer; Robert Shelley, d-v Department, director; J. J. Brusalis, FM station engineer.
WFPG, NEW YORK—CP issued to William G. H. Fine. Frequency: 45.5 mc. Service Area: 8,500 sq. mi.
WXOL, NEW YORK—Licensed to Interurban Broadcasting Co. Inc. (WXOR). Frequency: 45.6 mc. Personnel: Arthur H. Sulzberger, chairman of the board; John V. J. Hogan, president; Nicholas Roosevelt, vice-president; Elliott M. Sanger, exec. vice-president; Hugh K. Boisse, exec. vice-president in charge of sales; Russell D. Valentine, chief engineer.
WHEE, ROCHELLE—Licensed to WHEE Broadcasting Co. (WHAM). Frequency: 49.1 mc. Service Area: 2,200 sq. mi. Personnel: Norman Wise, director; Russell O. Thompson, project manager; Kenneth J. Gardner, technical supervisor.
WGMF, CHICAGO—Licensed to General Electric Company (WGB). Frequency: 44.7 mc. Service Area: 6,000 sq. mi. Personnel: G. Emerson Markham, manager.

NORTH CAROLINA

WMTT, WINSTON-SALEM—Licensed to General Columbia Broadcasting Co. (WIBG). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Esser, managing director; Norris O'Neal, business manager; Robert C. Estes, program director; Paul Chilton, chief engineer.

OHIO

WEOL, COLUMBUS—Licensed to WEOL, Inc. (WEOL). Frequency: 44.5 mc. Personnel: Lester H. Neff, managers and chief engineer; Herbert Welch, program director.

PENNSYLVANIA

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 44.9 mc. Service Area: 9,300 sq. mi. Personnel: Norris West, program director.

WASHINGTON DC

WISP-FM, PHILADELPHIA—Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Service Area: 3,900 sq. mi.
WIPX-FM, PHILADELPHIA—Licensed to WIPX Broadcasting Co. Frequency: 47.3 mc. Personnel: Arthur Simon, general manager; L. Leadon, ass't director; Charles W. Harkins, chief engineer.

WTTT, PITTSBURGH—Licensed to WQX, Inc. (WQX). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel: Frank R. Smith Jr., director; Marie Wilk, program director.

UTAH

WSMF, NASHVILLE—Licensed to Nashville Life & Accident Insurance Co. mc. Service Area: 17,000 sq. mi. Personnel: Marion Cooney, director.

WARE, MILWAUKEE—Licensed to The Journal Company (WJML). Frequency: 44.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Her- zog, station manager; R. G. Winkle, ass't manager; D. W. Gellerup, chief technical supervisor (on leave); Philip Lenser, FM-Television engineering supervisor.

WDEL, SUPERIOR—Licensed to Westwood Broadcasting Co. (WEPRO). Frequency: 44.5 mc. Walter C. Bridges, general manager; H. E. Westmoreland, national sales manager; John Miller, program director; C. B. Persons, chief engineer.
HIGHLIGHTS
from G.E.'s TELEVISION DIARY

1926  Dr. E. F. W. Alexanderson, G-E engineer, developed a mechanical method of television.

1927  Experiments using a rotating perforated scanning disk proved successful.

1928  January—First public demonstration of television in Dr. Alexanderson's home.

1929  May—WGY, G-E radio station in Schenectady, became pioneer television station, with regular schedule—three afternoons a week.

1930  August—First remote pickup, Governor Alfred E. Smith making acceptance speech at Albany, N. Y.

1931  September—First play presented on television—"The Queen's Messenger"—over WGY.

1932  G-E engineers produced television images by means of cathode-ray tube—fore-runner of modern picture tube.

1933  May 22—Television projected on a large screen, before a theater audience, for the first time, at Proctor's Theater, Schenectady.

1934  June 10—First long-distance reception of modern high-definition television, in Helderberg Mountains, 129 miles from New York, of King George and Queen Elizabeth touring the New York World's Fair.

1935  January—First television network put into service with G-E relay station and television transmitter WRGB, rebroadcasting to upstate New York area programs originating at WNBT, NBC in New York City.

1936  WRGB moved to new, modern, fully equipped studios, where G-E engineers continued research on engineering problems and the program staff experimented with staging, lighting, and programming techniques.

In the last two years more than 700 live-talent programs, ranging from pure entertainment to advertising commercials, have been produced in this program laboratory. Analysis and classification of audience reactions to these programs provides not only a basis for further program experiments but also an invaluable fund of information for the guidance of everyone interested in the further development of television programming.

Write to WRGB, General Electric Television Station, 60 Washington Ave., Schenectady 5, N. Y. for the free, illustrated book, "Television at WRGB".

WRGB

television station
SCHENECTADY, NEW YORK

GENERAL ELECTRIC
THREE BIG BULL’S-EYES

- Bull’s-eye No. 1—
  50,000 Watts means always a good signal to power your campaign.

- Bull’s-eye No. 2—
  Coverage of 123 primary area counties in Ohio, Pennsylvania, West Virginia, Maryland and Virginia; 140 good secondary area counts in 19 States.

- Bull’s-eye No. 3—
  One of America’s most highly personalized radio broadcasting operations. Is producing phenomenal results for many advertisers.

ASK A JOHN BLAIR MAN
Basic Blue Network

### Estimating Television Costs

(Continued from page 86)

Estimating Television Costs

penses, again vary too widely from place to place for a general estimate to mean anything, but the figures can easily be supplied locally.

**Network Service**

This simplest type of video operation presupposes the existence of a network program service. AT&T has promised a rapid extension of its coaxial cable facilities and several companies have developed radio systems to install on a network basis after the war, but it will be years before video networks become truly national and the prospective television broadcaster should be reasonably certain that network service will be available to his community before planning a purely satellite type of operation.

Present thinking is that video programs will also be distributed on a national basis by film, comparable to the transcription in sound broadcasting, and that this method of distribution will probably be fairly well developed before video networks attain nation-wide proportions. So the next step for the telecaster is the installation of movie telecasting equipment. A complete 16 mm equipment costs in the neighborhood of $15,000, plus construction of an operating room and film storage space, fireproofed and sprinkler equipped in accordance with fire regulations. On the operating end, a projection operator and an audio engineer must be added, bringing the total to a minimum of four or five men to handle network and film programs.

**Ready for Service**

The television station is now equipped for national program service, either by network or film. And, with the addition of a 16 mm silent movie camera and a portable recording unit, it is also prepared to enter the local program field, making and broadcasting film reports of parades, baseball and football games, fires and other local events.

Merchandise for sale in local stores can also be filmed, on the shelves or in use, and telecast under the sponsorship of the local merchants. A camera operator and a sound recording engineer have now been added to the television technical staff, as well as a film editor, although for limited programming of this type these functions may be performed by men already on the payroll.

**Good Programming**

The next step is the addition of live local programming to the recorded service. The local department store may have an internal video setup for displaying merchandise demonstrations, fashion shows and the like to store visitors and window shoppers—passersby, and may offer to buy time to send such demonstrations into the homes of customers as well. An intra-store video setup, incidentally, will cost the store from $25,000 up, depending on the number of camera channels used and on the number of receivers setup throughout the store.

Possibly the broadcaster or store management can work out an arrangement whereby the store's studios could be available to the station for live programs in the evening hours when the store is closed. But in any event, if programs from the store's studios are to be broadcast into the homes of the community, the station must have studio-to-transmitter relay equipment or coaxial cable connection, which, with installation, will add a maximum of $15,000 to his capital investment.

Perhaps a national advertiser is willing to sponsor a play-by-play daily telecast of the local ball club's home games, but insists on coincidental broadcasts, rather than a delayed filmed version. To get this business the broadcaster must invest another $40,000 or more in a truck with antennas and a gas-driven power supply, which will carry two cameras and associated video and sound equipment.

**Mobile Unit**

This mobile unit will be manned with a crew of six or eight men:

Two cameramen with at least one helper and relief operator, an audio and a video engineer, a technical or production director or both, and there really should be at least one extra man to help out at the truck.

The unit may, of course, also be used for pickups from interior locations, such as radio studios, school auditoriums and gymnasiums, halls, theaters, churches, etc. It can and will be used to televise studio shows where these are not broadcast often enough to justify a permanent television setup. There is some basis for belief that for many local stations a mobile unit is all that is needed to handle whatever programs are apt to be produced.

It is probable, however, that the usual television station, like the usual radio station, will have its own studio or studios. Here are some estimated capital investments.
TVA has created a new power empire in the Tennessee Valley. It has brought new industries, new capital, and incalculable new prosperity to this great region, now actively engaged in war work.

Tomorrow this water will work at the more pleasant pursuits of peace, stabilizing the industrial economy of the TVA region, making it a vast new and potent force in the ever growing development of the South.

This water, too, will be devoted, in and around Chattanooga, to the more relaxing activities of the vacation-minded.

LATEST HOOPER FIGURES PROVE WDOD CONTINUES TO DOMINATE IN CHATTANOOGA!

C. E. HOOPER, Inc.
MIDWINTER 1944

STATION LISTENING INDEX, CHATTANOOGA, TENN.

<table>
<thead>
<tr>
<th></th>
<th>WDOD &quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING INDEX</td>
<td>48.2</td>
<td>24.1</td>
<td>26.6</td>
</tr>
<tr>
<td>(9 TO 12 P.M.)</td>
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<tr>
<td>AFTERNOON INDEX</td>
<td>45.9</td>
<td>25.1</td>
<td>27.7</td>
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<tr>
<td>(12 TO 3 P.M.)</td>
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<tr>
<td>EVENING INDEX</td>
<td>43.2</td>
<td>35.5</td>
<td>19.3</td>
</tr>
<tr>
<td>(5 TO 10:30 P.M.)</td>
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</tbody>
</table>

WHERE NATURE AND INDUSTRY JOIN HANDS
for complete stations, offering studio, motion picture and field pick-up programs, with all prices on a prewar basis:

**DuMont 25-kw Television Station**

<table>
<thead>
<tr>
<th>(Studio Equipment)</th>
<th>(Prewar Cost Basis)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Du Mont 10 kw push dollars</td>
<td>$28,000</td>
</tr>
<tr>
<td>2) Du Mont Studio Control Desk</td>
<td>$2800</td>
</tr>
<tr>
<td>3) Electrically Controlled Camera Dolly</td>
<td>$10,000</td>
</tr>
<tr>
<td>4) Special Film Projectors</td>
<td>$6,000</td>
</tr>
<tr>
<td>5) Du Mont Monoscope Film Pickup Camera</td>
<td>$5,000</td>
</tr>
<tr>
<td>6) Du Mont Master Control Board</td>
<td>$2,500</td>
</tr>
<tr>
<td>7) Du Mont 12.5 kw Audio Transmitter with 12.5 kw Audio Console</td>
<td>$85,000</td>
</tr>
<tr>
<td>8) Suitable Antenna</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

Total: $135,500

(Studio Pickup Equipment)

<table>
<thead>
<tr>
<th>(Installation, Sound, Lighting, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Studio Installation</td>
</tr>
<tr>
<td>Structural Alterations, soundproofing, electrical wiring, etc.</td>
</tr>
<tr>
<td>Studio Lighting, sound equipment and intercommunication system</td>
</tr>
<tr>
<td>Fireproofing Film Studio</td>
</tr>
<tr>
<td>Equipment spaces and tent instruments</td>
</tr>
</tbody>
</table>

Total: $46,500

**GRAND TOTAL** | $182,000

**General Electric 40-kw Television Station**

2) Studio Camera Channels at $3,800 each | $16,600 |
3) Motion Picture (35 mm.) Channels at $2,400 each | $6,000 |
4) Basic Studio Equipment at $10,000 each | $40,000 |
5) Sound (50 kw) and Picture (40 kw) Transmitter | $100,000 |
6) Installation and Engineering Antennas | $16,000 |

**Pre-war Selling Price**: $285,000

*Installation done by electrical contractors under supervision of G-E engineers. $16,000 covers antennas and supervision, not installation.*

The production of studio television programs requires far more personnel than are needed in radio. A typical dramatic show, for example, calls for an audio and video engineer, a technical director and a program director in the control room, while in the studio, in addition to the performers, are: A production director, a stage director, three stage hands, a property man, a makeup man, three cameramen, a dolly operator and his assistant, a boom microphone man, a lighting engineer. This does not include the costumer and the scenery designer and their crews and the others whose work is done before the program goes on the air.

With rehearsals, a studio crew can probably handle only three or four hours of programming a week, so for an extensive schedule several full crews would be necessary. Their activities would require rehearsal studios in addition to the main studio and almost as well equipped, dressing rooms and store rooms, carpenter shops, drafting rooms and the like, with the offices for executives and the clerical staff, the plant of a major television station begins to resemble that of a motion picture studio, and so do the expenses. But if television is half as popular as radio, the medium as medium television men believe it will be, the revenue will be commensurate with the costs.

**VIDEO SEMINAR**

**WPDQ Gives Jacksonville Television Preview**

**POSSIBILITIES of television as a revolutionary means of entertainment and advertising were visually described to Jacksonville (Fla.) businessmen during Television Seminar Week conducted nightly Aug. 7 through Aug. 11 by WPDQ. The station has a video application pending before the FCC.**

Department store personnel, leading retail merchants and civic leaders were shown the GE film "Sight-seeing at Home", demonstrating television in use at WRGB Schenectady, and two RCA films, "Television" and "Magic in the Air", showing television in operation at WRGB in New York. Discussions were led by Robert Feagin, general manager of WPDQ.

**INTEREST in television in the Southeast has mounted since WPDQ filed an application for a station costing approximately $250,000, of which would include both sound and sight transmission and incorporating FM broadcasting over an area within 30 miles of Jacksonville.**

Mr. Feagin expects that television presentations in Jacksonville probably will be limited to local programs at the outset but he believes that within two or three years programming will reach the area by way of direct video lines and relay stations within four years.

**Program Previews**

**CALLING attention to programs following within the next two hours, WNAV Yankton, S. D., is now carrying 10-second promotion announcements at every station break. The announcements have already brought a good response from listeners as well as advertisers and will be continued at an average of 68 breaks daily. All breaks for two weeks prior to WNAV's big "Midwest Farmer Day" were devoted to its promotion.**

**REPRESENTED BY RAMBEAU**

Radio's First Special Representative
Lightning ⚡️ strikes in the same place again and again when the lightning is ⚡️. Haas Bros. made that discovery by offering booklets 📖 on the 8 a.m. “Date at Eight.” Last year’s requests 🎉 averaged 824 per day, which is pretty terrific. This year it was terrifier—1128 daily—with mail coming in from 50 counties in California, plus four far away states. Again proving KPO’s influence is outstanding—even at ⏰ 8 a.m.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.
Ellis on Future Broadcasting
(Continued from page 61)

continue so, but in general the conservation measures practiced by broadcasting stations have made it possible for manufacturers to meet most of the essential needs of stations without interfering with the war effort.

Microphones are available in limited quantities. Simpler types of speech amplifier equipment can be procured where a station demonstrates that it is necessary for continued operation. Here again the supply does not permit expansion of existing facilities.

Turntables Scarce

Turntables and recording equipment continue in very, very tight supply and probably will remain so for some time. Applications for such equipment should be made on Form WPB-841. It is impossible to predict when production of broadcasting equipment may be increased to a point where it will be available to new stations under present military schedules and because of unpredictable war developments.

Video, FM Omitted

Concerning the policy on applications for new or expanded broadcasting facilities, WPB did not have television and frequency modulation (FM) in mind when this policy was stated and no new authorizations are being made for television and FM broadcasting.

The postwar picture of broadcasting is difficult to predict. Undoubtedly, the radio field, including both the broadcasting stations and the home listeners, will be able to make use of many new developments coming out of this war. Equipment for standard broadcasting will be more efficient and easier to maintain and operate.

Television and FM probably will come into their own. Walkie-talkies and mobile broadcasting and receiving equipment will be more widely used, not only in broadcasting, but by many other public services and in many other industries for short-range communication.

FM is going to be of greater value to broadcasting and may permit many new stations in towns now having too few outlets and will also provide other important services.

Television Future Good

Television had demonstrated before the war that it was to have a permanent place in the broadcast picture. New technical developments resulting from war experience probably will bring the price of television receivers to within the reach of almost any pocketbook. American mass production methods will assist in this development. Advances in radio relaying and the use of coaxial cables will allow wider dissemination of television programs than were possible before the war.

On the whole, the broadcasting industry may look forward to important development and growth and wider public service in the postwar era.

Two Records To Remember—
KFNF
"The Friendly Farmer Station"
SHENANDOAH, IOWA

1. In One Month, March 26th thru April 26th, 1944, started or accepted contracts calling for production, before May 1st, 1945 of up to— 3958 Commercial Quarter Hours.

2. Increased Net Time sales by more than 278% In 24 months—May 1944 against June 1942.

Proof beyond question that KFNF dominates an important portion of the nation's richest farm market. Yes! You can spend more to reach fewer farm folks—but why?

In the Heart of the Missouri Valley—It's
KFNF
1000 Watts Shenandoah — Iowa 920 KC.
For availabilities write or wire direct to Frank Stulbs, Mgr., KFNF, Shenandoah, Iowa

Page 154 - August 28, 1944

Dick Brown
Records for LANG-WORTH

Broadcasting - Broadcast Advertising
Eddy on Costs
(Continued from page 74)
proportion. This same index of return apparently holds true in television making the problem of production cost one that can be regulated by company policy and local competition.
Based on actual experience at WBBB, it can be shown that a television station not only will not cost millions to construct and operate but in contradiction to this assumption can be built, staffed, and programmed for less than $200,000 a year. Necessarily these figures are taken from a pre-war experimental operation based on the minimum of five hours a week but on the other hand these costs represent expenditures over a period where no income was received from any program and the costs of equipment were in many cases double that of today.
It further represents the cost of converting space, tower construction, mobile unit and other experimental costs of a developmental nature. Although this figure does not take into consideration either talent cost or union operation it is believed that postwar stations can be built and operated at well under this figure of $200,000.

Outdoor Map
GIANT OUTDOOR relief war map, constructed in two sections, showing progress in the European and Pacific areas, has been erected in CBS Hollywood studio building forecourt. Allied front lines are changed with each news flash, while loud speakers keep passersby informed of latest battle bulletins. In addition, last minute flashes are posted in an outside glass-enclosed bulletin board. Battle lines on relief portion of map are indicated by a series of arrows on moveable pins. James Cantwell, CBS Hollywood art director, designed the map with display constructed under direction of Ralph Taylor, sales promotion. Overall size of map is approximately 28 by 9 feet.

The news comes to Chicago's millions...
...via WMAQ
From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.
The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.
The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.
In Chicago it's WMAQ.

They all tune to the
National Broadcasting Company
It's a National Habit

COUNT BASE records for LANG-WORTH
Loucks on FM

(Continued from page 48)

an opportunity to utilize a new localized type of copy—tailored to fit the area in which it must accomplish its purpose.

Government may well recognize in FM an opportunity to build an improved public service and a democratic competition at the same time. FM's freedom from interference—both natural and man-made, its full-fidelity potential and its inherent spectrum economy are factors which can contribute to this goal. FCC Commissioner Durk has appropriately defined FM as "a whole new radio kingdom."

FM will rate high among the job providers after the war. Thousands will be needed to staff the numerous stations it will make possible. Still more thousands will find their ways into related industries whose demands for personnel will grow because of FM. A whole new horizon of opportunities should be opened for entertainment talent.

How long will it take FM to develop to its full height? Industry leaders have predicted that FM will fully replace AM within 8 to 10 years after the war. It has been estimated that 5,000,000 FM receivers will be sold within one year and 20,000,000 within four years when they again become available. Dr. W. G. Baker, General Electric vice-president and chairman of the Radio Technical Planning Board, has predicted 500 FM stations within five years after the war. Recent events tend to make all of these forecasts appear conservative.

Actually the rapidity with which FM can develop need depend only upon how swiftly and how thoroughly the public receives and absorbs its message. Surveys show that nearly all who will buy radios after the war desire some or all of the features which FM can provide. Not all of them, unfortunately know that there is a new radio system which makes these features available.

Investors appear daily who are fully aware of the FM commercial potential. They seek, however, qualified guidance into the field—information which will help them set their FM plans in motion.

FMBI, the new industry's trade association, has been serving as a clearing house and dissemination point for FM information. From its Washington headquarters, 711 Colorado Bldg., it endeavors to tell the FM story to all concerned. As a contributing sponsor of the Radio Technical Planning Board it is active in the planning which will recommend the freedom of development FM is to be afforded. It strives for the kind of freedom FM deserves.

The organizers of the trade association helped lay the very foundations of the new art. It was active at the commercial launching. Begun by an interested few, its membership has grown this year from 73 to 196. It fully deserves the participation of all those who now and hereafter associate themselves with the commercial and educational aspects of FM broadcasting.

Construction Costs

No timely discussion of FM can be complete without some venture into the prediction of costs. Questions which potential FM broadcasters want answered seem to present themselves in the following order: How much coverage can I get? How much will it cost? What will my operating costs be? When I've decided what I want, where do I go to get it?

The successful FM broadcaster will be guided more by his needs than by his wants. Within reason he can usually get the coverage he wants but he will be wiser to determine the area which he can most profitably serve. That will generally be his own or his city's sphere of social and economic influence, the area from which the city draws its trade.

Estimates of construction cost must be carefully qualified if they are not to be misleading. They naturally cannot take into consideration the mass production economies which have been learned from the war. Nor can they contemplate correctly the purely local items
such as studio and transmitter sites and buildings.

The same is true of operating cost estimates. This expense will depend in large part upon the quality of the operation intended.

In both instances some items can be rounded estimated. FM broadcasters have prepared such round and carefully qualified estimates for the guidance of prospective FM broadcasters. They appear elsewhere on these pages.

The shortest cut—and perhaps the most economical move in the end—is to secure the counsel of a good attorney and the talent of a competent engineer who will, if advisable, prepare and prosecute the application.


FDR-Dewey Appeals

SHERMAN H. DRYER, WGN Chicago writer-producer, is the author of an article comparing the radio appeal of Roosevelt and Dewey, soon to appear in This Week, syndicated newspaper magazine section. According to Dryer, Dewey is the only competitor possessing a good radio voice and effective delivery that Roosevelt has faced since 1932.

Why is a Farmer?

Why is a farmer expected to love metropolitan stations which condescend to one farm program a day? He can’t be.

A farmer wants market reports when he needs them. And he wants them given by a fellow who knows his livestock and his grain. He likes farm news and USDA requirements interpreted by a farm editor who knows his farming. He likes live-talent shows emceed by a friendly chap who can personalize entertainment. He gets all this from KMA.

And there you have the secret of KMA programs—the reasons why KMA is the No. 1 Farm Station in the No. 1 Farm Market. No other station in this area gets more than half the listener mail KMA gets each year. No other station in this No. 1 farm region is a full-time farm station.

Everyone knows the average Iowa farmer made $7,672, in 1943. That’s why everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. Call Free & Peters today. To set your availabilities, the time is NOW.

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

BROADCASTING • Broadcast Advertising
August 28, 1944 • Page 154C
NOW! More Than Ever—

WFMJ
The BEST RADIO BUY in
Ohio's 3rd market

Hooper Station Listening Index—Oct.’43—Feb.’44

<table>
<thead>
<tr>
<th></th>
<th>WFMJ</th>
<th>B</th>
<th>C</th>
<th>D</th>
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<tr>
<td>Mon. thru Fri. 8 to 12 A. M.</td>
<td>46.9</td>
<td>18.2</td>
<td>11.7</td>
<td>14.5</td>
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<tr>
<td>Mon. thru Fri. 12 to 6 P. M.</td>
<td>30.8</td>
<td>19.2</td>
<td>15.2</td>
<td>24.5</td>
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<tr>
<td>Sun. daylight 12 to 6 P. M.</td>
<td>37.4</td>
<td>19.1</td>
<td>12.1</td>
<td>22.1</td>
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<tr>
<td>Sun. thru Sat. 6 to 10 P. M.</td>
<td>23.2</td>
<td>35.4</td>
<td>...</td>
<td>32.1</td>
</tr>
</tbody>
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Ask Headley-Reed
New York Chicago Detroit Atlanta San Francisco

WFMJ
"Youngstown’s Blue Network Station"

WHAT ARE YOUR POST-WAR POSSIBILITIES

THEY'RE DEFINITELY GOOD! And the best way to assure yourself a healthy slice of profits from America’s Third Market after the war is to hook up with CKLW now! Let us show you how 5000 watts at 800 kc. gives you the largest concentrated coverage at the lowest dollar cost and will help make your post-war plans sure-fire! Time schedules at present are jammed, but we can, occasionally, squeeze in a new advertiser. Let's talk it over!

Union Guardian Bldg., Detroit
J. H. McGillivera, Inc.
Representative

CKLW
5,000 WATTS DAY AND NIGHT 800 KC.
MUTUAL BROADCASTING SYSTEM

Dumont on Television Stations

(Continued from page 82)

Sitting on one side of the director is an engineer who shades the pictures as they come up for proper light contrast. Sitting on the other side is a technical production assistant who pushes buttons putting cameras on and off the air at the director’s command. Still further away is a sound man with turntables who superimposes off-stage sound effects and music, if and when the director wants them. The director is likewise in constant interphone communication contact with a projectionist in the film studio. A scene can be dissolved from camera to camera or it can be flashed from camera to camera at the director’s discretion. Likewise the studio scenes can be faded into and out of film sequences.

An illustration of this technique was a program known as "Television Roof". Studio cameras picked up a couple sitting in the living room listening to a radio program. The radio program ends—the wife says to the husband, "let's go to a party"—where to—Television Roof—the husband gets up, turns off the radio, the wife puts on her wrap and the two of them exit on a taxi. The film sequence dissolves into a couple entering a taxicab. The taxicab pulls away from the curb and drives through city streets at night-time. The cab pulls up to a curb, and the couple emerges. Studio cameras pick up a marquis of a building, dolly into an elevator with the door closing, dolly back and slowly pans up the face of a skyscraper. At this point film camera dissolves into a regular jute box type film of a hand in a night-club. After about 35 or 49 seconds there is another dissolve back to the studio where an m.c. thanks the orchestra and goes into its routine of introducing entertainers.

Films Used

In a program of this sort which is interspersed with short films of dance bands coming back constantly from live studio to film studio the audience is never aware of a change from one to the other. Just like on a transcribed radio program the announcer at the end says "Orchestra and taxicab sequences were film presentations". But apart from this the audience has never been aware of this fact. We have had guests in viewing rooms at WABD who after the program have wanted to know if it was possible to get the orchestra leader's autograph. And when told that the orchestra leader had been present on film, have insisted indignantly that they were being given the brush-off.

It has been said that the technique of television programming more closely resembles that of motion picture production than of radio programs. This is only partly true since there is undoubtedly a great similarity between the two. The big difference, however, is that whereas, in motion pictures many scenes wind up on the cutting room floor—in television there is no cutting room floor. The actor can't make a mistake and feel that after all the public won't see it. Television is instantaneous and everything the camera takes goes on the air. The "flush" of a line, the embarrassed expression are seen and heard and as a result of this it has been found that those shows built around more informality where errors can be covered make for better television entertainment.

NEW FEMALE FIELD
WRGB Discovers Video Takes—Well to Charm

WOMEN may find themselves leaders in the field of television when the medium gets fully under way after the war, according to the experiences of the GE television station, WRGB Schenectady. Over a year ago they hired Helen Rhodes, U. of Michigan graduate of 1942, with an A.B. degree in speech and one semester completed toward her master's degree. She is now chief announcer.

Combining a natural charm with genuine ability, she has proven the value of a woman before a video camera, not only as an announcer, but also on the production end. She plans programs, from operettas to military drills, supervises production, does scriptwriting, in addition to being chief announcer.

Sponsored Column

A SPONSORED morning newspaper radio column starts in the Toronto Globe & Mail on Aug. 22, a new departure in department store advertising to gain reader attention. Robert Simpson Co., Toronto and Montreal department store head office house, will use an 800-word column of friendly radio program news and anecdotes of radio artists in its regular full-page space in the morning newspaper thrice-weekly, Tuesday, Thursday and Saturday. The column is known as Frank Chamberlain's Radio Column.

Under One Roof

FORT BENNING, Ga., has now combined its PPO radio and newspaper activities in a new office at the post. There is a soundproof studio located with the newspaper, Bayonet, in one wing of the Post Headquarters. T/Sgt. Owen J. Remington, former Minneapolis and St. Paul newspaperman, is chief of the PPO radio branch, directing eight radio programs originated on WRBL, WDAK Columbus.
Southern California War Workers Listen to KGER!

Takahashi isn't the only one who has found out that working people in the Los Angeles-Long Beach area listen to KGER! Many advertisers who want to sell economically to the more than two million prosperous consumers in this area use KGER year after year—and get results! There are good reasons, of course: KGER gives you complete coverage of metropolitan Los Angeles and Long Beach, at rates that make KGER one of the best buys in radio. Consider KGER when planning your Southern California advertising schedule!

HONORABLE AGENT IN SOUTHERN CALIFORNIA REPORT FAILURE OF TOKYO PROPAGANDA BROADCASTS!
Collingwood Report of Paris Liberation Brings Confusion

CONFUSION over premature reports on the liberation of PaPria de-
veloped last week following radio and published reports Aug. 23
that the French capital had been retaken and a subsequent denial from
SBAPF Headquarters in London.

Charles Collingwood, CBS cor-
respondent in France, had dis-
patched to London last Wednesday (Aug. 17) a report of the French
capital's self-liberation from the Nazis.

"Translation Error? At CBS it was explained that the story had reached London by
courier plane in typewritten form and on film recording and that it
had been assumed the script had passed Army field censorship. CBS
editors, who handled the dispatch for press distribution concluded
that the context indicated the dis-
patch came from Paris and had placed the Paris dateline on it.
The New York office had asked the London office of the origin of the dispatch and the
answer was Paris.

From London came a United Press report that possible explana-
tion of what caused the premu-
atre announcement by the French
may have been an error in trans-
lation from French to English. Referring to "the City of Paris" it
was pointed out, could also refer
to the island city in the Seine, as
well as the entire French capital.

The FPI did seize the island.

After the Collingwood dispatch, Gen. Eisenhower's headquarters
last Thursday described as a "pure but serious" error the manner in
which the Paris dateline dispatch reached New York the same day with-
out having been passed by or sub-
mitted to Supreme Command cen-
sorption.

Story of the entrance into Paris of the French Second Armored
Division on order of Lt. Gen. Omar
N. Bradley was sent by Mr. Col-
ingwood to London and read from there by Richard Hittleleat. It was
subsequently picked up by news-
papers and press associations and
appeared under a Collingwood by-
line on the front pages of morning papers Aug. 24.

Questioned for details about the story, CBS on Thursday said: "It was in typewritten form and with it
was a film recording made by
Collingwood. It was the first time in the experience of our London office that such a record had been
accompanied by a script and it
was assumed, it now appears er-
roneously, that the script had passed Army field censorship. The
radio censor in London passed the script in time for delivery on the air at 12:45 a.m., London time,
upon the statement of CBS men
there that they assumed such prior censorship had taken place.

Both the Collingwood story and the film recording, which was
played later and which proved to
parallel the script, contained these
words:

"The people of Paris rose in
their might and drove the Germans out and then we came in with the French Second Armored Division
provingly leading the way into the
city which is the spiritual home of all Frenchmen."

"Collingwood is an able and
experienced war reporter whose
coverage of the Allied invasion of North Africa won him both the
Peabody and National Headliners
awards in 1943."

With a script prepared in ad-
vance for the occasion, Coca-Cola
Co. was ready to go on the air at 3
p.m. Wednesday on its regular
Songs by Morton Downey program

White House Decision Through Byrnes
Expected Soon in AFM Recording Ban

DISPOSITION of James C. Pe-
tillo's defiance of the War Labor
Board's directive ordering AFM
musicians to return to their record-
ing work now rests on the White
House doorstep, with the transmit-
tal last week by WLB to Director
of Economic Stabilization Fred M.
Vinson of the two-year-old contro-
vary.

Should the precedent of the Mont-
gomery Ward case be followed, the
White House could order the Gov-
ernment to take over the RCA-NBC and Columbia Recording Corp.
operations, and thus order the AFM
strikers to return to work. While
there are other alternatives to
force compliance, the extreme
course of Government take-over
was looked upon as most likely.

Vice-Chairman George W. Tay-
lor, in his letter released last Fri-
day, denied Justice Vinson of the
Board's decision the preceding week
to refer the issue pursuant to es-
ablished wartime procedures. The
dispute involving KSTP St. Paul
and the musicians union, however,
which also was ordered referred to
OES, was not transmitted to Jus-
tice Vinson, but action by WLB is
expected momentarily.

Mr. Taylor explained that he had
been directed by WLB to advise
OES of the failure of AFM to "ac-
cept the directive order of the Board determining a labor dispute" and
moreover, that the transcription
manufacturers and the union. Com-
panies remaining in the dispute are
RCA Radio Recording Division, Columbia Recording Corp. and RCA
Victor. The union, Justice Vinson
was told, had refused to lift its ban
on union members of these com-
panies as ordered by the Board.

Previously, other transcription and
record firms had come to terms with
AFM. The Board had voted 10-2,
with the two AFL members dissent-
ing, to refer both the recording and
KSTP cases.

Justice Vinson, under OES pro-
cedure, will consider the evidence
in the dispute and determine
whether to recommend to the Pres-
ident that punitive action be taken.

It is expected that the ruling will
come through Justice James F.
Byrnes, Director of War Mobiliza-
tion, in his official capacity as
"assistant President." An official
noted for speedy action, Justice
Vinson may transmit his recom-
mendations to the White House
within a fortnight, it was thought.

Do you know
Ultra low-drift Crystals
are now available for prompt
shipment to Broadcasters

HOLLISTER CRYSTAL CO.

Boulder Colorado

Broadcasting • Broadcast Advertising

Page 156 • August 28, 1944
SAUCIEST of the "gnawing" mammals, the Squirrel is EXCLUSIVE because of its thrift . . . and because of its scolding bark, its blithe spirit. Gray, black or reddish brown, living mostly in trees in evergreen forests, building its nest of leaves and twigs in tree cavities, the Squirrel feeds on grain and nuts which it stores away and saves up for the winter.

K-O-Z-Y . . . FIRST FM VOICE in the Kansas City Area . . . is EXCLUSIVE by right of its Pioneering Spirit, its Proven Ability, its Practical Potentialities. KOZY is not just Dreaming it Out for the Duration . . . it is Building and Bettering its Service Assets to You and the PEOPLE YOU WANT TO REACH! Do you want to know more? Write for Rate Card 3.

EVERETT L. DILLARD  ELIZABETH WHITEHEAD
General Manager  Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
FCC Approves Seven Station Sales Involving More Than $700,000 Total

ENJOYING ANOTHER transfer field day, the FCC at its meeting last Tuesday granted seven station sales transactions involving an aggregate of $700,000. At the same time, it approved some two dozen other broadcast items, in an effort to clear its docket preparatory to the all-embracing spectrum reallocation hearings to get under way Sept. 28.

Heading the transfer approvals was the assignment of WSAI Cincinnati, Ohio, by the Crosley Radio Corp. to Marshall Field, Chicago department store owner, newspaper publisher and broadcaster, for $550,000. Mr. Field had acquired WJJJ Chicago for approximately $750,000 and is understood to be considering at least one other station acquisition. He publishes the Chicago Sun and P.M.

Also approved was an exchange arrangement whereby 66% of KALE Portland, Ore., was transferred from C. W. (Chuck) Myers, former NAB president, and Mrs. Sophie Hunt, to the Portland (Ore.) Journal Publishing Co. in exchange for 26% of the stock held in KOIN by the newspaper. This transaction, growing out of the FCC’s “duopoly” regulation, gives Mr. Myers and Mrs. Hunt full ownership of KOIN (Mr. Myers holding control) and the newspaper 100% ownership of KALE.

WLAN Acquisition

Acquisition of control of WLAN Lawrence, Mass., by Irving E. Rogers for $26,887.03 was approved by the FCC in another transfer transaction growing out of a settlement of the estate of Arthur H. Rogers, Sr. Robert M. LaFollette, Jr., Mr. Rogers’ business partner, will hold 33.3% of the stock in the station.

Sale of WFPS Atlantic City, by 21 stockholders to a group of nine, several of whom are interested in WYTV Scranton, Pa., WKNY Kingston, N. Y., and WPJA Washington, Pa., for $83,775, was also approved by the Commission. The new stockholders are John J. Laux, general manager of WYTV; Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch, chief engineer; and John L. Meyers, manager, program director of WSTV.

Sale of KAVE Carlsbad, N. M., by Barney Rubys, A. J. Crawford, Jack Hawkins, and Harold Miller, doing business as Carlsbad Broadcasting Co., to partnership for KARL Broadcasting Co. for $22,000 also was approved. New owners are Val Lawrence, president (52.6%), general manager of KROD El Paso; Gene Rethmeyer, treasurer (21.1%), KROD sales manager; Norman R. Loose, vice-president (10.5%), advertising man; and Edward W. Talbott, chief engineer of KROD. Messrs. Rubys and Hawkins are owners of KIUN Pecos, Tex., and are selling their KAVE interests to devote their time to that station.

WEMP Switch

Transfer of control of KSUB Cedar City, Utah, from Leland M. Perry to Radio Service Co. of Utah, licensee of KSL Salt Lake City, for $5,061, was approved at the same meeting. The purchase, involving 50% of the stock, leaves Mr. Perry with the minority ownership. He will remain as station manager. Ivor Sharp, vice-president of KSL, said the acquisition was to provide better program service to Cedar City under the joint operation. The station is on 1340 kc with 100 w.

Sale of WNZB Saranac Lake, N. Y., by Carl F. Woese to John F. Grimes, general manager, for $24,000, also was approved. Mr. Grimes is also a writer for the New York Times and the Syracuse Post-Standard.

The FCC approved voluntary assignment of the license of WEMP Milwaukee, from Glenn D. Roberts, his wife and several other partners, doing business as Milwaukee Broadcasting Co., to a new partnership, wherein Leo T. Crowley, director of the Foreign Economic Admin., and James E. Markham, Alien Property Custodian, sold their one-eighth interest for $12,600 to Rachel Young LaFollette, wife of Robert M. LaFollette Jr. Other partners, in addition to those named, are Welwood Nesbitt, Sen., LaFollette, Evelyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL Washington; and Hope D. Petey, wife of Herbert L. Petey, director of WHN New York.

Voluntary assignment of the license of KSBS San Francisco, from Julius Brunton & Sons to KJBS Broadcasters, a newly formed partnership, also was approved. There was no consideration involved since the new partnership recently acquired the station from the Brunton family, operating KQW San Francisco, for approximately $250,000. They are Mrs. Mary A. Brunton, Mrs. Dolph, Mr. and Mrs. Petey, Son., William W. Oakes (Idaho), Helen S. Mark, president of WOL; Glenna G. Dolph, Mr. Dolph’s sister-in-law; Edwin P. Franklin, general manager of KJBS; Elizabeth N. Bingham, wife of Herbert M. Bingham, Washington attorney; and Alice H. Lewis, wife of Fulton Lewis Jr., radio commentator.

KJAN Signs NBC Pact; Gordon Named Manager

AN AGREEMENT whereby KJAN Monroe, La., new 250 w outlet on 1460 kc, will become an affiliate of the NBC network, was announced last week by James A. Noe, president of KNOE Inc., to which a construction permit has been granted [Broadcasting, Aug. 7]. James E. Gordon, manager of WNOE New Orleans.

At the same time Mr. Noe, former Governor of Louisiana, announced that James E. Gordon, vice-president and general manager of WNOE, also will manage KJAN. The FCC on Aug. 6 granted permission for reconsideration and grant without further hearings of the KJAN construction permit to the WPB-FCC Order of Jan. 26, Station has cleared the WPB and construction is underway.
We at WING are "going to town" for the Convention . . . Just to chin a little, have some fun and learn all we can.

Figure wise (a good convention thought) and fact conscious, we at WING have been going to town for a long time. Reasons, . . . Plenty . . . 55,855 population increase, . . . one of the highest per capita incomes in the United States . . . an excellent postwar future.

For proof of what WING can do in "going to town" for your products in Dayton write or wire today.
New Law Needed—Ryan
(Continued from page 41)
world today, and so aided in keeping up morale on the home front, in the camps and on the battle fronts. In addition to providing radio entertainment for servicemen, radio entertainers made personal appearances at the camps and at the fronts.

The result of all this was increased listening. When it is recalled that before the war between 85 and 90 homes out of every 100 in this country were radio-equipped, this result appears the more extraordinary. It was accomplished in the face of considerable difficulty in getting replacement tubes, parts, etc.

Radio Is First
When the last shot is fired, what will be the trend of radio listening? While it is true that the news will not have the same world-changing quality, the problems connected with the making of the peace will hardly be of less importance than the news which today we receive through air radio.

Almost every important thing is heard first by means of radio, whether it be strictly in the line of news, the expression of opinion of statesmen and politicians, the presentation of a new Shostakovich Symphony, the criticism of a new book, or the thousands of programs that are presented for entertainment and amusement. Everyone will continue to talk about yesterday’s radio programs.

It is no news to the public that radio stations are currently enjoying a good business. Most of them are operating on the profit side. For many station managers, next to trying to maintain an adequate staff under present manpower shortages, the greatest difficulty has been to find enough time on the air to satisfy all demands.

What will be the trend of advertising after the war? Total radio advertising volume had been steadily increasing before 1942, and would undoubtedly have shown substantial increases in 1942, 1943 and 1944 without the added impetus that the war undoubtedly gave. There are a few—a very few—advertisers on the air today who may discontinue their advertising when peace comes, and more who may curtail the amount of air advertising they are now using.

On the other hand, many new advertisers, or old friends now temporarily off the air, will turn to radio as a means of assistance in moving their product. This is especially true of dealers in automotive lines and in household appliances.

New business can be expected from department stores and specialty shops as the advantages of radio advertising are brought home to these merchants. All in all, it seems to me, that while there may be a slight momentary falling off in advertising volume after the war, it will be rapidly overcome, and the present pace will for the most part continue.

What of the form that broadcasting will take after the war? There we have a tough question. What about FM, television, facsimile? Will frequency modulation surpass amplitude modulation, or by means by which the radio programs of the future are brought to the public? Is FM as free of all imperfections as some feel? Can AM be so improved as to make unnecessary a switch to other frequencies with consequent scraping of hundreds of millions of dollars worth not only of transmitting equipment but of receiving equipment in the hands of the public? Is television as near as it seems to some? Will facsimile prove up to the high expectations that were held for it some years ago?

Without being able to appraise two factors, these are difficult questions to answer with any assurance. The first factor is the progress that has been made in the laboratories during the war. What stupendous changes will come from this direction when the curtain of secrecy is raised that, after all, was the necessity, had to be drawn while the war was going on? We can only guess at some of these changes and improvements.

FCC Rules a Factor
The other factor has to do with the rules and regulations that may be established by the FCC. Without a more accurate knowledge of these two variables, it is rather useless to try to speculate. We can only surmise that the future of radio broadcasting will be even more exciting and fascinating.

And what about international shortwave broadcasting? When the war came, there were 11 shortwave stations, owned and operated by seven companies. Through the Office of War Information and the Coordinator of Inter-American Affairs the programming was taken over completely by the Government, although the technical operation remained in the hands of the owners. In addition, these same owners serve as contract operators of the new international stations built by the Government, making a total of 30.

What is to be done with them when the war is over? Will the new stations be dismantled, sold to private ownership, operated by the Government, or will there be a combination of operating methods? Will there, indeed, be any international shortwave broadcasting in the postwar world?

The crying need of American broadcasting for the present and the future is a new radio law which shall be more definite in marking out the limits of the rights and the obligations of the nine hundred odd licensees, on the one hand, and the rights and obligations of the regulatory body, the FCC, on the other. Very few industries have experienced the rapid growth that has marked commercial broadcasting in the period 1920-1944. Not many arts have passed through such engineering changes and improvements as has radio during this quarter of a century. Yet broadcasters are operating under a law originally passed by the Congress 17 years ago and revised 10 years ago.

The record of the licensees, by and large, in their development of this means of mass communication for the public good, has been so meritorious that they deserve to know more exactly the rules under which they are operating. Who can better appraise the “public interest, convenience and necessity” than the average station operator with his daily public contacts and his knowledge of the likes and dislikes of his immediate public?

I have such an abiding faith in the broadcasters of this nation that I feel they are entitled to know definitely all the rules of the game before they are asked to invest the hundreds of millions of dollars that will be necessary in the development of radio in the postwar world.

Broadcasting is an intriguing occupation. If at some times it seems to you to be slightly “wacky”, it is only because it is spinning so fast on its way to the future!
RADIO SYSTEMS ENGINEERING

RADIO SYSTEMS ENGINEERING is the coordinated application of the principles of engineering and economics to the formation of plans for the future which will be in the public interest.

With its extensive background of experience, JANSKY & BAILEY is pioneering the application of Radio Systems Engineering to the Frequency Modulation (FM) Broadcasting field.

...—

Owner and Operator of Washington's Experimental FM Broadcast Station W3XO

JANSKY & BAILEY
CONSULTING RADIO ENGINEERS

NATIONAL PRESS BUILDING WASHINGTON, D.C.
Murphy Assumes Operation of KSO
H. F. Holm Named Controller; Headley-Reed Appointed

WITH the sale of KSO Des Moines consummated last week, the station is now operating under new ownership and management, effective to an announcement last week by Kingsley H. Murphy, midwest newspaper, radio executive and new owner of the station [Broadcasting, May 8].

In addition to the appointment of George J. Higgins, formerly of WTCN St. Paul radio manager [Broadcasting May 15], Herr...

Mr. Murphy  Mr. Higgins

Mr. Murphy, formerly of the Minneapolis Tribune newspapers, will be new controller of KSO, while Ed Linehan, who has been with KSO since 1930, will continue as program director. Floyd Bartlett will join the station as studio supervisor; Dick Burris, veteran newscaster, and Max M. Friedman and Mort Lach, formerly with some 30 radio stations, will be added to the KSO sales staff. Other KSO personnel will continue with the new management in various capacities.

Name Headley-Reed
Under the new management, KSO will be represented nationally by Headley-Reed Co., replacing the Katz Agency. Mr. Murphy, who for many years was principal owner and executive of the Minneapolis Tribune, has branched out into the radio field, becoming affiliated with the reorganization of WTCN-Des Moines, with which he is still associated as vice-president. Referring to new plans as the new owner of KSO, Mr. Murphy said:

"We are going to continue the very fine service given by KSO in the past. As technical improvements are made and when such technical improvements are available, we will incorporate them at KSO as to give our listeners the benefit of all new and improved facilities. We have plans for new studios, and these plans call for the latest and up-to-date material in both construction and engineering. We believe that our studio will be the finest in the midwest."

KSO now shares quarters with KNIT. Both stations will continue to use the same transmitter site and antenna, until such time as essential materials are released.

20th for WBGC
WBGC Altoona, Pa., affiliated with the NBC and Quaker networks, on Aug. 24 celebrated its 20th anniversary on the air. Operating on 1340 kc with 250 w power and unlimited time, station is managed by Roy F. Thompson.

Reinsch Names Merrifield
JOHN MERRIFIELD, farm director of WJAS since 1940, has been granted a leave by the station to accept the appointment of farm director of the Radio Division, Democratic National Committee, J. Leornard Reinsch, Chairman, announced last week. A graduate of Kansas State College, Mr. Merrifield served in the armed forces and has previously worked in the Chicago area.

Mr. Merrifield

Mr. Merrifield

Public to Be Told Of NBC 'Parade'
SPECIAL network programs will be used to stimulate public interest in the NBC "Parade of Stars" promotion, one-time seasonal project, which now is being introduced around the country. In addition, NBC plans displays throughout the area of its Bandbox, containing promotion material. New England and other key cities will get the displays.

Preceding the project will be an intensive campaign in radio and advertising trade publications, supplemented by posters, stickies and mailing pieces.

In closed circuit talks last Tuesday, Niles Trammell, NBC president, and W. D. Rich, vice-president in charge of stations, held a conference with representatives of the "Parade of Stars" project at station managers. Immediately following the talks, distributed the 1944-45 edition of "Parade of Stars" to 140 affiliated stations.

Recordings by NBC stars again form the backbone of the promotion set, with a large number of transcribed spots, many of them shorter than heretofore. The 12-inch recordings as well as scripts, editorial, photos and other promotion aids covering NBC's list of some 80 supported shows, were shipped out to NBC stations last week in brightly colored Bandboxes.
We Ask You—

SHOULD ALL VETERANS WORK?

Every part of the Nation from Capitol Hill to the smallest American Legion and VFW Post is talking and planning on "Jobs for Service Men." What we have yet to see ballyhooed is the fact that for many of these service men a job immediately upon their discharge when hostilities are concluded is perhaps the last thing those men should have. Uncle Sam was the first regular, full-time 'employer' that thousands of the men in uniform had. For the young fellow who left high school or college to become a GI, the immediate job is possibly not the best for him. Completion of his educational program might be more important, not only to him, but to the future of America. World War I veterans know it. Yet in most instances, World War I reemployment committeemen have not been able to sell that idea on even a part-time basis to returning 'teen lads and fellows in their 20's. We think radio should take a look at the picture and slap the page of continuing education in its post-war planning book. We think that said service by stations will pay off plenty 15 years from now.

SHOULD RADIO ADOPT AAF?

Aviation is the new 'baby', now and post war. The field of aeronautics cannot absorb all of those men now in the air force. We think radio broadcasting should make a concerted effort to employ the returned AAF man. We don't care whether he ever saw a broadcast studio or not. Train him, and again fifteen years from now, radio with radio-air personnel will be a still more solid industry.

DON'T MANAGERS AND CHIEFS NEED HELP?

A lot of good guys from broadcast field went to war from 1940 to date. While they have been gone, a lot of other guys (and gals) have kept the programs rolling. During the interim, years of radio scientific research and development have been jammed into a few months. Yet results of that research being completely military have not been open for civilian surveillance. Likewise, so vast has been the development that correlation of the material has been impossible. When the war is over, this vast fund of scientific radio knowledge becomes available. What we propose and suggest is that in each NAB district two courses be set up with some major college or university for chief engineers and station managers. The course for the engineers could cover a six months period. The course for managers could perhaps be handled in two months. Not because managers are any smarter than chief engineers, but because their knowledge can be more superficial and not so exhaustive. The president of Stanford University and the engineering department of that institution have already indicated their interest in such a plan. Radio men who have stayed with the home kilocycles we think are just a little bit tired and need a shot in the arm with new ideas. The radio men who became GI's will be tickled to death to take over. This idea has been presented to or discussed with five men: Four Stanford officials and our chief engineer. Result? Reaction thus far favorable. If consummated, we think net result would again be one of enlarged and more intelligent service to radio listeners.

THE VOICE OF THE REDWOODS

KIEM

Located at Eureka, California in heart of Redwoods is 1000 watt full time affiliate of Mutual Don Lee. Has highest day-night Hooper. Service facilities include shortwave stations KRED and KIDN, UP and INS news, MacGregor, World and Standard transcriptions and 48 local remote outlets. Strong signal serves Northwestern California and Southwestern Oregon. John Blair has immediate availabilities.

THE VOICE OF SOUTHERN OREGON

KUIN

Located in Grants Pass, Oregon at northern end of Redwood Empire is a 250 watt full time station serving that rich area of Oregon. Mutual-Dan Lee affiliate, KUIN is completely modern in equipment with management under a six foot six individual who is rather proud of the job the station is doing. Hooper ratings are available.
old headquarters at WSPD Toledo.

Mr. Ryan is expected to tell the Conference that he will shortly name a committee of three or five board members to consider the selection of a new paid president, subject to board approval. At this date, no names have been mentioned. Return to peace by next summer would make available a number of key public figures for the NAB helm.

Avid interest in postwar services has been evident among broadcasters for many months. With upwards of 200 applications pending for new FM stations, and with some 60 applications for television on hand at the FCC, interest in these new services has heightened week by week. Practically all standard broadcasters are giving more than cursory thought to these new services but are withholding actual prosecution of applications until they get first-hand information at the Chicago session.

Code to Be Aired

In addition to the normal budget of radio operating problems, there is injected at the conference reappraisal of the NAB Voluntary Code of Ethics. Under sharp attack by the CIO at hearings involving WHKC Columbus, the Code will be studied with a view to modification of certain of its provisions regarding sale of time in the light of prevailing conditions. The Code itself specifies that it must be the result of a continuous evolution of interpretations and policy to meet changing conditions of taste and circumstance. It was drafted originally in 1939 by the NAB Compliance Committee.

The formal opening of the conference on Tuesday will be preceded by meetings of 17 NAB committees on Monday, as well as affiliate sessions of the major networks. Remains from the sphere of strict war topics will be a broadcast advertising clinic, at the opening session Tuesday, covering the entire field of broadcast business and programming activities. This will be highlighted by several panel discussions on phases of station sales and programming activities.

At the Wednesday session there will be unveiled a discussion of station coverage methods. Long a bone of contention among stations and their clients, this discussion is expected to touch off considerable debate on establishment of standardized methods of measuring coverage. Once agreement is procured that knotty issue, machinery will be set in motion toward establishment of a standard method of audience measurement, likewise perennial topic at NAB conventions.

Another lively topic will be the music, centered around the bombastic activity of James C. Petrillo, AFM president. Scheduled for discussion at the Thursday morning session will be the AFM recording ban, still in force insofar as the RCA-NBC and CBS recording companies are concerned, and the platter-turner situation, where in Mr. Petrillo proposes unionization of all record turners at stations as members of AFM. That proposal touched off a controversy which has spread in union ranks and has caused contention among broadcasters. Cal J. Smith, general manager of KFAC Los Angeles, a vigorous critic of what he has characterized "appeasement" of the national networks is expected to precipitate the Petrillo platter-turner debate.

The concluding session Thursday will be given in its entirety to a postwar seminar on the future of broadcasting. Comdr. T. A. M. Craven, former member of the FCC, will preside over a panel in which a number of outstanding engineers identified with FM, television and commercial broadcasting will participate. They include Maj. Edwin H. Armstrong, FM inventor; John V. L. Hogan, WQXR, a pioneer in the facsimile field, and Frank E. Mullen, vice-president and general manager of NBC.

Inevitably entering this discussion will be plans of broadcasters, under the aegis of the NAB, to present an overall case to the FCC on postwar allocations at the FCC hearings. Such matters as extension of the standard broadcast band below 550 kc to encompass the channels 540, 530 and possibly 520 kc will enter the discussions.

The precise nature of the testimony to be adduced at the FCC hearings will not be known until the proceedings are under way. The FCC is expected to begin such hearings mid-October.

FDR, Dewey Hail Radio

(Continued from page 39)

For any questions the West's largest Distributor of Radio Towers

Erection - Lighting Painting - Ground System

TOWER SALES & ERECTING CO.
6100 N.E. COLUMBIA BLVD.
PORTLAND, OREGON

When It's Towers Go to TOWER

YOURS
FOR THE ASKING

UNIVERSAL STROBOSCOPE

This handy photograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and record owners through their local dealers and jobbers. As a reminder the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo. Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours-dealer shelves will again stock the many new Universal recording components you have been waiting for.

"PHOENIX AND TUCSON"

THE SHADOW

Available locally on transcription—see C. MICHELS0N 67 W. 44 St., N.Y.C.

BROADCASTING • Broadcast Advertising

Meyer Drug Series

MEYER BROS. DRUG Co., St. Louis, has bought Speaking of You, a five-minute transcribed series of oddities and stories produced by Nebbitt Radio Productions, for broadcast effective Sept. 11 on these 14 stations: KCMD KPLC WGCN WJDX KALB WJPR KMLB WJTH WCBS WJDO KRMD. Contract is for 52 weeks and was placed by Anfenger Adv. Agency, St. Louis.

Hosiery Spots

NEUMODE HOSIERY Co., Chicago, has signed for 260 time signal announcements five times weekly starting Aug. 28 on WMAG, WBBM, WCLF, WLS. All of Chicago, for 52 weeks. Agency is George H. Hartman Co., Chicago.

The FCC intention, however, is to limit the testimony to broad allocations policies, rather than to pleading of particular causes, such as East-West Coast duplication on clear channel or individual applications for facilities in any branch of the spectrum. Proposals of FM, television and other licensees or prospective licensees for such services would be considered to cover overall allocations, rather than individual situations, according to FCC spokesmen.

It was indicated that special pleas would be rejected by the Commission, since it hopes to complete its allocations hearings within a month, giving it time to prepare recommendations to meet the State Dept.'s deadline of Dec. 1 for data to be used in United States proposals to the forthcoming international conferences on telecommunications.

Any case presented by broadcasters, through the NAB, it was felt, should be developed with regard to the provision of sufficient space in the spectrum to accommodate the maximum needs of the post-war services. With allocations set, manufacturers then would be in a position to design receivers to cover these new services in a minimum of time.

This procedure presages later hearings, probably covering each service to be accommodated in the enlarged spectrum, ranging up to 30,000,000 kc—the span to be covered at the FCC hearings for all types of services, including aviation, ship, government, amateur and industrial electronics uses, aside from broadcasting.

NAB participation in the Sept. 28 as well as in the subsequent allocations hearings will be considered by the new board of directors which will convene Friday, Sept. 1, upon conclusion of the War Conference.
CIO Plans Drive for Time

(Continued from page 46)

"I feel that as a manager of a radio station, I should see that my programs are well balanced," replied Mr. Everson. "As to the legal standpoint, I'll leave that to my lawyer." He declared that the fact that organized labor was not on WHKC was "purely labor's fault."

"We are not going out at the present time and seeking sustain- ing programs," he asserted. "But should labor come to us with an educational, informative and in- structive program, I shall be glad to give them time."

Mr. Goodman questioned the witness about Mutual's coverage of the Democratic National Convention. Counsel Louches ques- tioned the convention coverage as to what "Mutual is going to do or has done. That's not our responsibility," he asserted.

"Insofar as what went over this station (WHKC) it is," interposed Commissioner Wakefield.

How Policy Works

Reverting to the scripts which the CIO alleges had been changed by the station, Mr. Everson said that under WHKC's future policy the scripts would be permitted "if that's what the CIO wants to say!"

With reference to changes in one script, Mr. Everson said:

"If the union wants to present a script that is belligerent towards management, to use an old saw, "it's no skin off my nose." He added, however, with reference to certain alterations, that the station still felt portions were not in "good taste."

As to the controversial issues, he said the station now would ac- cept them for broadcast on commercial time. He declared, too, that if a controversial issue were discussed on MBS and the network refused time to opposing sides, WHKC would grant such time if the station carried the program in question.

Mr. Everson was cross-examined at length on the station's future policy as set forth in a statement of fact filed with the FCC before the hearings began. Mr. Goodman referred to an NAB bulletin which advised against members accepting from the UAW-CIO a series of programs on the rollback of prices.

"Do you still feel you'd be guided by the NAB?" asked the CIO counsel.

"You know darn well we wouldn't, Mr. Goodman," replied Mr. Everson. "We'll take anything that doesn't violate the laws."

"Under the Code you couldn't do that!" questioned CIO counsel. "No," was the answer. Mr. Ever- son said he did not object to the solicitation of memberships on the air, nor did he oppose the discussion of race, religion and politics. Then he asserted that "labor has been very backward" in public relations and in making its wants

(Continued on page 166)
known with reference to radio time.

Referring to an editorial in the Aug. 7 CRAIN'S CHICAGO BUSINESS, Mr. Goodman asked the witness if he read the magazine, then commented: "That is the outstanding magazine of the broadcasting industry, isn't it?" Mr.Everson replied: "Yes, it is one of the best."

Mr. Goodman then read from BROADCASTING: "But the CIO all-out foray is one that bears watching..."

The **Radio Handbook** of its Political Action Committee is a breach, impudent effort to pressure broadcasters into yielding free time to union members, and the method ever devised is trotted out—complaints to the FCC, to newspapers, and to union headquarters.

A block-buster is dropped upon the NAB Code of Ethics, which has worked well in fostering self-regulation in radio. Unions are told to 'shout' and 'make it loud'; organize and demand public statements get station refusals in writing.

Then he asked: "Would you consider it proper for labor unions to take steps expressed in this editorial?"

Hyde Objects

Commissioner Wakefield said he thought that line of questioning was "going pretty far afield" and Mr. Goodman asked if Dr. Everson thought it proper for a labor union to instruct its members as to how to go about getting radio time.

"I think labor unions should do it and do it fast," replied the witness. "You've been backward."

There was considerable questioning as to why labor unions should get refusals in writing (as directed in the CIO Radio Handbook which admonished members to send the refusals to FCC Chairman Fly).

Mr. Hyde interposed: "It seems to me this has become an examination of labor and not of the issue."

Mr. Goodman dropped the subject when Mr. Loucks interjected: "I'll tell you why they want it in writing."

Mr. Hyde questioned the witness as to Sec. 317 which provides that sponsored or furnished programs must be identified as to source.

Mr. Moses testified as to procedure with reference to the CIO scripts. He failed to recognize a copy of a speech by Richard T. Frankensteen, UAW-CIO vice-president, written for broadcast Aug. 8, 1943, as the copy which he said had been submitted. The CIO had introduced the script as one used by Messrs. Moses and Evans at first reading by the station.

### Universal Stroboscope

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and record dealers and individuals through their local dealers and jobbers. A phonograph or Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempos.

Universal Microphone Co., pioneer manufacturer of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is sure—dealer shelves will again stock the many new Universal recording components you have been waiting for.

### Goldsmith Defends Panel 1 Activities

Says RTPB Group Is Acting Within Its Authority

REPLYING to the accusation of C. M. Janyski, Jr., chairman of Panel 5 (FM Broadcasting) of the Radio Technical Planning Board, that in dealing with the question of FM band width, Panel 1 (ouples spectrum utilization) was usurping the functions of Panel 5 (BROADCASTING, Aug. 21), Panel 1 Chairman Alfred N. Goldsmith, consulting radio engineer, has written W. R. G. Baker, general chairman of the RTPB, that "Panel 1 is acting strictly within its proper scope."

Pointing out that the official scope of his panel is "the analytical study of the factors pertinent to the most effective use of the transmission medium," Dr. Goldsmith states: "This means that this panel must know what services desire to use any band of frequencies, in what way such services propose to use the band in question, what carrier frequencies are available for each type of transmission, and what are the operating characteristics of each such band of frequencies. This is precisely what Panel 1 has properly been doing."

Tells of Questionnaire

Dr. Goldsmith reports that his panel sent a questionnaire to all the RTPB service panels, most of whom furnished "reasonable, complete and helpful" answers, but that Panel 5 submitted no such engineering data, indicated "by implication and omission that the statements of conclusions of Panel 5 represented what was essentially a final matter and one which should be accepted without questioning as to its engineering bases."

While Panel 5 has no obligation to "give it material unless it wants to," Panes 1 must take its conclusions on the basis of the best engineering information available to it," he declares, adding that if it does not get such information from Panel 5 it will have to develop what it needs itself. "It cannot utilize assertions unsupported by an available engineering data."
The North Central Broadcasting System covers this rich and profitable market fully and effectively. NCBS offers you a wired network of modern, progressive stations . . . the most frequently tuned-in, most consistently listened-to stations in this productive territory. Mass and class coverage in rural and urban homes available at amazingly low cost . . . exclusive or participating sponsorship on full network or individual stations. Retail and jobbing mer-
chandising service that pays dividends cheerfully and efficiently rendered gratis!
We're particularly proud of KSJB (Jamestown, N. D.) whose sensational mail returns prove its impressive productivity. Morning and afternoon music and variety shows plus use of all available farm services and information make KSJB the favorite of 250,000 rural dwellers and 100,000 town dwellers who buy more than $91,000,000 worth of merchandise annually!

We'd like to give you full details and show what we can do for you!

North Central Broadcasting System, Inc.

New York
8 East 41st Street
Lexington 2-6992

Chicago, Illinois
360 North Michigan Avenue
State 4314

Chicago, Illinois
360 North Michigan Avenue
State 4314

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Decisions

AUGUST 11

Cincinnati Times Star Co., Cincinnati—

Filing request for pending application for new FM station.


Racing Broadcasting Corp., Racine, Wis.


WFAA Dallas, Tex.—Pending application for new FM station.

August 22

Murfreesboro Broadcasting Co., Murfreesboro, Tenn.—Reinstated to original application without prejudice application for CP new station.

WACO Waco, Tex.—Granted motion for continuance of hearing now set for Sept. 11 to Oct. 17.

WSAR Fall River, Mass.—Granted motion to reinstate application for new FM station. August 16.

Columbia Broadcasting System, New York—Filed application for Class D station to be located at Monticello, N. Y. Board to hold hearing.

Southern Tier Radio Service, Binghamton, N. Y.—Pending application for Class D station.

Valley Broadcasting Co., Pittsburg, Calif.—Granted petition for leave to amend application for CP new station.

L. B. Saracen Lake, N. Y. —Granted vol. transfer application for Class D station.

WFPG Atlantic City, N. J. —Granted vol. transfer approval for new CP station.

WRLW Raleigh, N. C.—Denied without prejudice application for reinstatement and granted application for change frequency, increased power.

August 30

WBZ Saracen Lake, N. Y. —Granted vol. transfer. change of control by transfer 250 sh (100%) from Carl F. Weese to John F. Grimes for $2,400; set aside assignment for hearing on renewal application.

WPFG Atlantic City, N. J. —Granted vol. transfer approval for new CP station.

WRLW Raleigh, N. C.—Denied without prejudice petition for reinstatement and granted application for change frequency, increased power; denied request for special service authority to operate on 880 kc.

August 31

WGBF-WEOA Evansville, Ind.—Designated by Commission for hearing on rule on applications requesting that multiple ownership rule is not applicable for owners of accompanying WGBF license renewal application.

Ewing Broadcasting Co., Jackson, Miss.—Granted application for Class C1 station.

Billings, Mont. —Pending election of call letters to new CP station.

September 7

Imperial Jr., Meriden, Conn. —Pending petition for renewal of call letters.

Misipibi Broadcasting Co., Jackson and Macon, Miss.—Denied petition requesting FCC to reconsider previous denial of call letters.

IRIS Jr., Meridian, Miss.—Denied petition for Class D station.

Renters, New York—Pending application for new CP station.

September 8

POPI Bristol, Tenn.—Designated for hearing application for CP change of control.

WBB Kansas City—Designated for hearing application for CP change of ownership.

WTN Minneapolis—Granted order reinstating record for further hearing application for CP change of ownership.

AUGUST 12

Tentative Calendar

Ultra Observer Dispatch, Utica, N. Y.—CP new standard station (Aug. 28).


WABI Bangor, Me.—Granted order granting petition for leave to amend application for Class C station to be located at Bangor, Me. Granted to request 104.4 kc in 1 kw unlimited DA-N; cancelled hearing before Board previously set for Oct. 2, 1944; applicable to request 5 kw, 1 kw unlimited DA-N; cancelled hearing before Board previously set for Oct. 2, 1944; applicable to request 5 kw, 1 kw unlimited DA-N.


WBTW New York—Granted vol. assign. license from Julius Brunton & Sons Co. to WBC, Inc., broadcasters, a partnership. No monetary consideration.

WBEN Buffalo—Granted for renewal application.

WYJ Oklahoma City—Same.

WAPQ Chattanooga, Tenn.—Same.

WOFK-WEAW Lakeland, Fla.—Same.

WHN New York—Granted renewal application for period ending 8-1-45.

GFX Pierre, S. D.—Granted license renewal application for period ending 4-1-46.

WRAQ San Juan, P. R.—Same.

Applications

AUGUST 21

National Broadcasting Co., New York—Extension of authority to transmit to CJM, CBM and other CBS stations, for period ending 9-1-44.

National Broadcasting Co., New York—Pending application to transmit to all CBS stations, for period beginning 9-1-44.

WBCM Bay City, Mich.—Pending application for new FM station.

KGKL San Angelo, Tex.—Pending application for new FM station.

E. Anthony & Sons, Boston—Pending renewal application for new FM station.

WOCO Columbus, Ohio—Pending application for new FM station.

Molino Broadcasting Co., Moline, III.—Pending application for Class D station.

WGGA Galveston, Tex.—Pending application for new FM station.


August 24

Phifer's Television, Inc., Boston—Pending application for new FM station.

August 30

New Business

ARMSWORTH & Childers, Ariz., on Oct. 2 for 52 weeks, starts Hedda Hopper's Weekly. Mon. 7:15-7:30 p.m. (EWT), with West Coast repeat, 8:15-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, Chicago.

AMERICAN SCHOOLS, Los Angeles (cor- respondent), pursuant to an 8-10-44 order, started Show Tours on 2 Don Lee Cal. stations, Mon. 7:30-8:30 p.m. (PWT). Agency: Earl Culp Co., Los An-

cles.

TRIMOUNT CLOTHING CO., Roxbury, Mass. (Clipper Cloth Craft Co.), on Sept. 24 for 9 weeks, started The Tommy Show on 17 BT stations. Sun. 8:30-9:30 p.m. (PWT). Agency: Emil Mou-

gul Co., N. Y.

WILSHIRE OIL Co., Los Angeles (in-

stitutional), on Sept. 29 for 5 weeks, that's A Good Idea on 5 CBS stations, Sat. 8:45-9:45 p.m. (PWT). Agency: Dan B. Miner Co., Los Angeles.

ALLEGHENY Ludlum Steel Corp., Brack-

envridge, Pa. (institutional), on Oct. 1 starts Steel Horizon on predetermined number of stations. Sun. 9-9:30 p.m., plans to discontinue Sept. 28 Mother Kelly. Sun. 9:30-10 p.m. Agency: Walker & Downwing, Pitts-

burgh.

SCRIPTO MFG. Co., Atlanta (pencil & pen), starts September 1 for 10 weeks, George Hilt Commentary on 190 WABC stations. Sun. 11:15-12 p.m. Agency: WABC, New York.


Renewal Accounts


MILES LABS, Elkhardt, Ind., on Sept. 24 renews Quiz Kiddo and on Sept. 25 Lum and Abe, Quiz Kiddo is on 240 Blue stations. Sunday 6:30-7:00 p.m. (CWT) and Saturday, 10:30-11:00 p.m. over 125 blue stations. Mon. thru Fri. 7:15-8:30 p.m. (CWT). Agency: Emmett & Schaefer, New York.

WANDER Co., Chicago (Ovaltine), on Sept. 28 renews Quiz Kiddo. Saturday, Mon. thru Fri. 4:15-5:00 p.m. (CWT) on 150 blue stations. Agency: Hill & Blackett Co., Chicago.

ELECTRIC AUTO-LITE Co., Toledo (in-

stitutional), on Sept. 16 for 4 weeks, news Everything for the Host on 120 NBC stations, Mon. thru Fri. 7:30-8:00 p.m. (PWT), with West Coast transmitted record 9:00-9:30 p.m. (PWT). Agency: Ruthrauff & Ryan, N. Y.

PRODECO, Fort Madison, Iowa, on Sept. 17 for 4 weeks renews Quiz Kiddo. Sat. 6:00-6:30 p.m. over 120 NBC stations. Sun. 5:30 p.m. Agency: Russel M. Seeds Co., Chicago.
WCL0 Has Everything!

Serving a Diversified Market Without Parallel in the U. S.

Dairying-Income
Located in the very heart of the nation’s rich dairy and Swiss cheese center, WCL0’s market has 16,000 of the best dairy farms in the U. S. with an “Effective Buying Income” in farm dollars of $600,000. Close to 90% of these farms are served with electric power; 97% have radios; all offer a tremendous post war market for types of consumer goods.

Vacation Area
Because Southern Wisconsin has been endowed with a myriad of lakes and other recreational advantages, WCL0’s market has become a mecca for vacationers from nearly every state. It is estimated that over 6,000,000, or twice our State’s normal population, come into Wisconsin yearly. A “vacation hungry” horde of war workers and returning veterans will find Southern Wisconsin’s “Land of Blackhawk” a real haven of rest.

Twin City Market
WCL0 serves the only Wisconsin county boasting two important cities. Beloit and Janesville with a combined population of 52,000 are within a 7-mile radius of WCL0’s transmitter. Programs originating from each of these cities and complete local news coverage assure advertisers of the lion’s share of the potential audience. Both cities are growing and expanding toward each other.

Diversified Industry
C. E. D. surveys made among the industries in WCL0’s area reveal that more people will be employed in the post war period than during the war. Fairbanks, Morse & Co., Beloit’s major industry, is the first to go into post war production with its first Diesel locomotives delivered to RR officials August 8. Other industries, long established in WCL0’s market, are ready for quick conversion to peacetime goods. The average weekly industrial wage is $51.56, ranking high among Wisconsin cities. WCL0 area is the home of:

- Parker Pen Co.
- Chevyler-G. M. Plant
- Rock River Woolen Mills
- Highway Trailer Co.
- Moe Bros.
- Freeman Shoe
- Taylor Freezer
- Gilman Engineering
- Sm-Bite Products
- Borg Industries
- Warner Electric Brakes
- Baker Manufacturing
- James Manufacturing
- B. F. Yates Co.

Newspaper Affiliation
The Gazette Printing Company, publisher of the Janesville Daily Gazette, owns and operates WCL0. The newspaper has an ABC net paid circulation of 17,230 as of August 1, 1944, which with the exception of Beloit and Northern Illinois covers the station’s primary area. All programs making and commercial are publicized in advance. News releases, photos and exploitation copy are published in advance of new radio campaigns thus providing advertisers with a ready-built audience.

Audience-Coverage
WCL0’s primary market boasts 57,181 families with 53,928 radio sets. Janesville and Beloit are the shopping centers of this 35-mile radius comprising 36 cities and towns. The Gazette staff of 85 Southern Wisconsin news correspondents feed all local news to both the newspaper and radio station. Remote broadcasts of special events, pickups from spots in the famous “Land of Blackhawk” resort region and rural programs keep the audience tuned to WCL0.

Educational Institutions
The fine school systems, colleges and nearby University of Wisconsin are responsible for a very minimum percentage of illiteracy (less than 1/2 of 1%). Janesville’s school system is recognized throughout the country as is its city manager form of government. Educational institutions within WCL0’s primary area are Beloit College, Milton College, Whitewater State Teachers College and the Wisconsin School for the Blind.

Population-Income
WCL0’s primary area has a population of 201,000 consumers with an “effective buying income” of over $182,000,000. Retail sales were $97,145,300 with the difference representing liquidation of debts, purchase of War Bonds and other savings which will pour forth after the war to create a tremendous local demand for merchandise and equipment. The “effective buying income” in Janesville is placed at $1,256, a figure well above the $1,103 per person in the nation and the $1,071 of Wisconsin.

Help Wanted

Transmitter and control operator for 5KW station located in Indiana. Salary $350 to $700, depending upon experience. State education and work experience; enclose a snapshot. Box 544, BROADCASTING.

Transmitter Engineer for 5Kt Midnight station. Must hold Graduate First Class license and be familiar with Transmitter. Must have four years experience in similar work. Send qualifications and salary expected to Box 956, BROADCASTING.

If You Are a Mull pull announcer and want a position with a Midwest NBC station, you are invited to apply for the opening here. Successful applicant must be able to accept responsibility. Make sure your work is adequate. This is a good job for a good man. Send full details including references, etc. Box 562, BROADCASTING.

Chief Announcer for mid-west regional. Successful applicant must have at least five years experience in the casting office. Salary $1,750.00 per year; length of contract one year. Position requires articulate speaking voice and good public relations. State education, experience, references, etc. Box 600, BROADCASTING.

Wanted—First and third operators. Local and commercial. Must be at least 21 years old. Send full details including references. Box 605, BROADCASTING.

Chief Announcer—Wanted. Must be an experienced chief announcer. Must have at least five years experience in the radio field. Must be familiar with network radio. State qualifications and salary required. Box 604, BROADCASTING.

Wanted—Outstanding local network affiliate wants all-around announcer of rare ability and with good education. Will pay $175.00-$225.00 monthly depending on qualifications. Tell everything with first letter. Rotate on various shifts. Box 606, BROADCASTING.

Wanted—Announcer experienced in sports and commercials. Able to make 1500 word per minute. State experience, references, location. Box 608, BROADCASTING.

Wanted—Announcer—Wanted for 5Kw station located in Indiana. Salary $800 to $1,000, depending upon experience. Send full details with reply. Box 609, BROADCASTING.

Help Wanted (Cont’d)

Transmitter—Wanted for five kilowatt station. Must have first class license and be capable of announcing news and commercial. Apply to WLOG, New York, N. Y.

Wanted—Announcer for five kilowatt station. Must have first class license and be capable of announcing news and commercials. Apply to WLOG, New York, N. Y.

Chief Engineer—Wanted for 5Kw station located in New York. Must have at least five years experience. Salary $1,750.00 per year; length of contract one year. Position requires articulate speaking voice and good public relations. State education, experience, references, etc. Box 600, BROADCASTING.

Chief Announcer—Wanted. Must be an experienced chief announcer. Must have at least five years experience in the radio field. Must be familiar with network radio. State qualifications and salary required. Box 604, BROADCASTING.

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SERVICE DIRECTORY

SOUND EFFECTS

Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete. Write for catalog. THOMAS AMERICAN INC. Transcriptions—Specialized Recordings 1600 Broadway N.Y. 19, Circle 6-4073

Commerical Radio Equip. Co.

Washington, D. C.

BROADCASTING

GERARD TO AIR-FM Expansion

Radio Engineering Consultants


Washington, D. C.

Holocaust

United Manufacturing Corp.

Division of U. S. Radios Co.

Custom Built Broadcast and Laboratory Equipment

1121 Vernon Ave., Wash., D. C. 5

1640

YOUR CANADIAN DISTRIBUTION is assured thru WALTER P. DOWN LTD.

5305 Dominion Blvd., Montreal, Can.

Present Lines:

FREE RECORDING CORP.
FONDA CORP.
JAPANESE TUBES AWARD DEVELOPMENT CO.

BROWN BUILDING RADCITY N. Y.

Circle 7-012

The School of Radio Technique

(America’s Oldest School Devoted Exclusively to Radio)—Broadcasting

6 Weeks’ Day Course

SEPTEMBER 5

8 Weeks’ Evening Course

SEPTEMBER 19

Tuition and Equipment—$1,500.00

Situations Wanted

Production Man Available—Seeks permanent position in station or agency with exacting standards of production. College degree . . . 10 years successful, progressive experience as musician, announcer, actor, writer and director . . . currently program manager of 5K network affiliate. Draft classification 4-F. Will make only advanced, well wired offers. Box 508, BROADCASTING.
A Cuban affiliate of one of the largest United States manufacturers surveyed Cuban listening habits. And this is what was found: 65% of all Cuban listeners preferred R. H. C. Cadena Azul programs. Only 15% voted for those of the nearest competitor!

Complete results of the survey on file in the New York office
REVIEW OF 1943-44 ACTIVITIES OF THE NAB

(Continued from page 30)

The Committee urged network, national spot and local advertisers to eliminate so-called "cowcatcher" and "hitch-hike" announcements by imposing such restrictions as to limit the number and length of announcements in participating programs, improve showmanship and listenership; urged stations to adhere closely to the NAB Code on length of commercial continuity, especially in the case of five-minute programs, and urged stations to discourage and prohibit the denial of station rates to spot and local advertisers the privilege of calling attention on one program to another program on a competitive format or network.

PROMOTION OF THE AMERICAN SYSTEM OF BROADCASTING: During the year the Committee has given serious consideration to the promotion of the American system of broadcasting. To achieve that goal, the Committee passed unanimously two formal resolutions, addressed to the NAB Board of Directors. The first requested the Board to appoint a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee to investigate the possibility of making a talking motion picture or other presentation to tell the story of broadcasting and broadcast advertising. The other requested the Board to plan to participate in all institutes or meetings having for their purpose education by radio, to the end that the American system of broadcasting is fairly and fully explained.

CONTINUING DISCOUNT CLAUSE: In accordance with instructions from the NAB Board of Directors, at its meeting in Chicago following the NAB War Conference in Apr. 1943, the Committee has given extended consideration to the proposal for the inclusion of a so-called continuing discount clause in the NAB-AAA Standard Contract for Station Facilities. As a result of these discussions and investigations, the following clause was accepted unanimously by the Committee and referred to the Board for further action:

If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rates will be allowed for the duration of such extended, continuous service as the rates earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts.

At the meeting of the Board in Washington in May, the proposed clause was approved and referred to the membership for action at the NAB Executives War Conference.

Following the NAB War Conference in Apr. 1944, during which a preliminary meeting of small market station managers was held, the President of NAB appointed...
"The Advertising Executives INSISTED THAT WIBX AWARD read SUPER PUBLIC SERVICE COVERING A MAYORALTY ELECTION"

THE BILLBOARD IN ITS ISSUE OF JULY 29, 1944 USED THE ABOVE PARAGRAPH IN ITS AWARDS CITATION—REASONS WHY, AND WE AT WIBX SINCERELY APPRECIATE THIS SIGNAL HONOR FOR A SERVICE SO WILLINGLY GIVEN TO ITS CLIENT, THE SOCONY-VACUUM OIL COMPANY, SPONSORS OF MOBILGAS NEWS ON ITS AIRWAYS FOR THE PAST SIX YEARS, AND SAYS JUST "THANK YOU" TO THE JUDGES

Miss Linnea Nelson---OF J. WALTER THOMPSON COMPANY
Frank Silvernail---OF BATTEN BARTON DURSTINE & OSBORN, INC.
Carlos Franco---OF YOUNG & RUBICAM, INC.

AND TO

LOU FRANKEL, RADIO EDITOR OF BILLBOARD, AND ROBERT SEIDEL, PROMOTION MANAGER OF THIS SURVEY

1230 K.C. 'The Voice of the Mohawk Valley'
Margaret Potter Bowen, President Utica, N. Y.
Helen Wood, Rep. in N. Y.
Nathan Winston Cook,
Nat'l. Sales & Mdse. Mgr.
a Small Market Stations Committee, including Marshall H. Pengra, KRNR Roseburg, Ore., chairman; James R. Curtis, KFRO Longview, Tex.; Robert T. Mason, WMRR, Marion, O.; Fred Schipilin, KFAM St. Cloud, Minn.; William B. Smullin, KIEM Eureka, Cal.; James W. Woodruff Jr., WRBL Columbus, Ga. Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties: (1) Lack of new revenue. (2) Lack of manpower. (3) Need for full exploitation of small market potentials.

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has virtually disappeared through the operation of the Selective Service Act.

The Committee recommended a two-fold approach to the third problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When that goal is accomplished it is the further responsibility of the station to see that news of its service to the community, tied in with market data on its coverage, is constantly and completely exploited.

A small market station was defined as one in a community of less than 50,000 population and operating with less than 5,000 w power. Using this definition as a base, Howard S. Frazier, NAB Director of Engineering, calculated the mechanical coverage, while Paul F. Peter, NAB Director of Research, estimated the market data for the 379 so-called small market stations. The Committee has decided to present this detailed study at the NAB Executives War Conference.

The Committee also explored developments in FM and television as they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence Fly, Chairman of the FCC. Although the Committee had discussed at some length the advisability of a Small Market Stations Director on the NAB staff, it decided to defer a request for such representation until a later date.

Other Activities

ASSISTANT DIRECTOR OF RETAIL RADIO ADVERTISING: Under a supplementary budget approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising.

COOPERATION WITH NRDGA: Through the generous cooperation of the NRDGA and the NRDGA Retail Promotion Plan received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest of department store executives in the use of broadcast advertising, the Director has continuously tried to build interest among store executives with contacts with this important trade association. In the following statement from Llewellyn Harries, Manager of the Sales Promotion Division of NRDGA, sums up the results of this cooperation:

The Sales Promotion Division of NRDGA will send out 10 times a day to stations and to the members of the NAB Executives War of Broadcasters a new message called Promotion Exchange. This publication will have all of the pertinent information of that month regarding outstanding radio programs now being used by different stores throughout the country.

NRDGA ADVERTISING SCHOOL: One of the most important projects ever undertaken to educate retail advertising personnel and discharged service men, the fundamental role of advertising in this cooperative program is being sponsored jointly by the Newspaper Advertising Executives Assn., Life magazine, the New York Times, Metro Associated Services and the NAB. The school will be presented in any community where the advertising manager of a department store, the advertising manager of a newspaper and the sales manager of a radio station get together and arrange for a series of six-hour classes. Each student will be supplied with a comprehensive textbook on retail advertising.

DISTRICT MEETINGS: In company with Mr. Arney and Willard D. Eggolf, NAB Director of Public Relations, the Director attended eight of the nine District meetings, starting in Indianapolis on Feb. 1 and concluding in New York on March 3. For this series of meetings, two booklets were prepared. One contained the following charts: "Radio Sets in Use in the "States", "Growth of Broadcast Advertising", "Growth of National Advertising", "Growth of Local Advertising". The other booklet contained eight suggested topics for discussion at the sales managers sessions held in conjunction with these District meetings. In all of the districts, these sales sessions were held as a part of the general meeting.

SALES CONTACTS: Through contacts already established, as well as those newly developed, the Director has continued the campaign to gain greater recognition of broadcast advertising in fields in which the medium is used to only a limited extent.

TALKS: Since the last Annual Report, the Director has delivered talks on broadcasting or broadcast advertising before the Retail Advertising Club of Ohio State U., the Assn. of Women Directors at the Institute for Education by Radio, the Denver Advertising Club, the Publicity Club of New York, the Greater Arts Assn. of Washington, the Sales Promotion Luncheon at the NRDGA Annual Convention, the Annual Convention of the National Mens Wear Assn., the Sales Managers Club of Rochester and the Radio Executives Club of Toronto.

COOPERATION WITH OTHER TRADE GROUPS: Since the NAB War Conference last year, the Director has continued the efforts begun earlier to cooperate with and enlist the active support of various trade associations and groups in the promotion of broadcast advertising. In addition.

(Continued from page 178)

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W.

WBIG CBS
GREENSBORO, N. C.
Represented by Hollingberry

Page 174 • August 28, 1944
Naturally, news-minded Southern Californians dial KMPC - for NEWS on the hour every hour - nineteen times a day.

KMPC has its own exclusive News Department of writers, editors, and newscasters; direct U. P. and A. P. Wire service; its own Washington News Bureau and an exclusive arrangement with the Los Angeles Times for complete local coverage.

The New Home of KMPC on Radio-Row - Hollywood
the Director has prepared several articles for advertising trade papers and has written several others for various publications in the retail field.

COOPERATION WITH GOVERNMENT AGENCIES AND DEPARTMENTS: In active support of the Government program of war information, the Director has worked closely with the Office of War Information and the War Advertising Council. To promote a better understanding of the part radio has played in the promotion of the various war loans, the Director served on the following Special Committee to prepare plans for the Fourth War Loan: Irving G. Abeloff, WRVA Richmond, Va.; Stanton P. Kettler, WMMN Fairmont, W. Va.; Edward C. Obreit, WFIL Philadelphia; Willard D. Egolf, NAB, Washington; Arthur C. Stringer, NAB, Washington.

This Committee recommended that quarter-hour and five-minute programs and announcements of various lengths be made available for local sponsorship. The acceptance of this recommendation by the Treasury Dept. resulted in a substantial increase in the amount of broadcast advertising devoted to the promotion of War Bonds.

In connection with the Fifth War Loan, the Director issued a special Broadcast Advertising Bulletin with which was enclosed a Sales Portfolio to help radio stations sell local advertisers on the use of broadcast advertising. The Director has driven the drive to sell Bonds.

Many have included the FCC, Federal Trade Commission, and the Dept. of Commerce. Several executive officers of the latter, including a Sales Portfolio, have supplied valuable information in connection with special activities of this department.

WAC RECRUITMENT ADVERTISING: Having learned that the War Dept. had appropriated approximately $5,000,000 for WAC recruitment advertising, the Director made presentations to both the War Dept., and Young & Rubicam, seeking to have part of these funds invested in broadcast advertising. Shortly thereafter a questionnaire was sent to all radio stations, asking them to vote on the acceptance of paid WAC recruitment advertising, soliciting their preferences for the type of broadcasting to be employed over their stations and inviting the submission of availabilities.

SUMMARY: The need for revenue in the operation of a commercial broadcasting station is both paramount and obvious. With adequate revenue, wise management increases public service, develops greater listener interest and makes the station living proof that radio is the greatest means of mass communication the world has ever known.

ENGINEERING

Howard S. Frazier, Director

WARTIME operation has now become what we might call the normal practice instead of the new and untried. Problems of equipment maintenance and the training of replacement personnel have been met with little, if any, deterioration in service to the American public. Until recently, the work of the Engineering Dept. has consisted almost entirely of assistance to the industry and to individual stations in adjusting technical operations to a wartime basis. This assistance can be broadly divided into problems of manpower, materials and cooperation with Government agencies.

Since the 1943 War Conference, there have been two meetings of the NAB Executive Engineering Committee, the members of which follow: John V. L. Hogan, chairman, WQXR; Franklin M. Doolittle, WDRC; G. Porter Houston, WCRB; William B. Lodge, CBS; O. B. Hanson, NBC; Howard S. Frazier, NAB, ex-officio.

Technical Manpower

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians. A survey of licensed radio-telephone operators, to determine those available for placement with stations, has been conducted jointly by the FCC and NAB. The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. Thirteen women were selected from more than 1,000 original applicants and 12 were graduated after a part-time instruction period of 12 weeks. Nearly all are now employed by broadcast stations. In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact, together with regulations of the War Manpower Commission, has tended to stabilize technical employment in the industry.

MATERIALS: Due to the adoption by the industry of conservation measures, work of the Radio and Radar Division of WPA, repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulle-

(Continued from page 174)

(Continued on page 178)
ROUND THE CLOCK . . . ROUND THE CALENDAR . . . our sustaining program will ever be PUBLIC SERVICE.

A continuous broadcast backed by the power of 50,000 watts . . . clear channel . . . day and night, over a BASIC CBS NETWORK!

C. E. BURNS
Religious Co-ordinator

RAY SHANNON
Program Conductor

JOHN MERRIFIELD
Farm Co-ordinator

BUD ABBOTT
Night Conductor

TED GRIZZARD
Man-on-the-Street

PETE FRENCH
Public Events MC

GEORGE PARTRIDGE
Special Events Producer

Cissy Gregg
Home Consultant

VICTORIA LEE
WHAS Victory Reporter

BOB HUTSELL
Music-Entertainment

JOHN CONNELLY
News Commentator

A. W. MARLIN
Program Manager

JACK BROOKS
Production and Continuity

WHAS
LOUISVILLE
KENTUCKY
ORIGINATING from WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

(Continued from page 176)

(Continued from page 176)

claims originate within industry from the various radio services.

There is now every indication that the FCC, Dept. of State, IRAC and RTPB will cooperate for the common purpose of securing the best possible postwar allocation of radio frequencies. Already the demand for frequencies below 400 mc far exceeds the space available in this portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies for the minimum requirements of each radio service.

Within the RTPB there are already conflicting claims for that portion of the spectrum between 50 and 60 mc. The No. 1 television channel is now in this region together with an amateur band between 56 and 60 mc. The FM broadcasters also have requested nearly all of this portion of the spectrum. The Allocation Panel of the RTPB is now attempting to effect compromise between these services.

Station broadcasters are assigned three bands of supplementary frequencies, the lowest beginning at 1806 kc and the highest ending at 19769 mc. Already other services, both Government and commercial, are requesting these frequencies. Broadcasters are therefore faced with the problem of substantiating their claims for frequencies in this portion of the spectrum needed for relay-pickup and other supplementary purposes. The Engineering Dept., is keeping in close touch with allocation developments as this work promises to be of major importance during the period of postwar readjustment.

A Word of Caution

During the years, just before this nation entered the war, two new methods of broadcasting, television and FM, were introduced in this country. With the entry of this nation into the war commercial expansion in these new fields came to a standstill. However, with the closing of laboratory doors behind a veil of military secrecy technical developments of far-reaching importance have been made. While nothing of a factual nature regarding these developments is available at this time, it seems certain that they are likely to effect major changes on the future of the broadcast industry.

It would therefore seem to be a prudent course for broadcasters to withhold extensive plant expansion until more conclusive technical information is available.

RESEARCH

Paul F. Peter, Director

IN REVIEWING the many research activities since the War Conference in Chicago April 27-29, 1943, station coverage has been the most important topic for discussion, study, and action of the Research Committee. At the NAB War Conference last year, the NAB Research Committee reported a recommended standard measurement method. The report was accepted and the method approved by a resolution which contained a proviso of American Assn of Advertising Agency endorsement.

It developed, however, that an official approval of the AAAA had been given. A formal submission was made following personal calls by the NAB Directors of Broadcast Advertising and Research upon AAAA officials in New York. The decisions of the AAAA were transmitted to NAB in a letter dated Oct. 1, 1943.

Meeting With AAAA

The Research Committee chairman and NAB president, J. Harold Ryan, decided that some further consultation with the AAAA was desirable. A meeting was held Jan. 20, 1944, with Abbott Spencer, chairman of the AAAA Radio Committee; Carlos Franco, chairman of the AAAA Timebuyers Committee; L. D. H. Weld, chairman of the AAAA Research Committee; Robert C. Jackson, AAAA assistant secretary; and Fred Gamble, representing the AAAA. The NAB representation was J. Harold Ryan; Dietrich Dirks, chairman of the Sales Managers Executive Committee; Lee Averill, director of Broadcast Advertising and, Paul Peter, Director of Research.

It generally agreed that some physical measurement of coverage should be made. However, it was apparent that the agency view would place more significance in such a measurement and would not favor it if no other coverage measurement were offered. The thought was that physical coverage would be acceptable if paired with a measurement of "people listening to stations". The pattern for the last-mentioned measurement uppermost in the minds of the agency people present was the method employed by CBS.

In February, President-elect Ryan and Paul Peter attended the annual conference of the Canadian Assn of Broadcasters and witnessed the adoption of the standard coverage plan by the Canadian broadcasters and the creation of the Bureau of Broadcast Measurement. The entire project was developed in 3-way participation between the Canadian Assn of Broadcasters, Canadian Assn of Advertising Agencies and Assn of Canadian Advertising Agencies.

A meeting of the Research Committee was called for April 4-5, 1944, in Cincinnati. Pursuant to a resolution, the Research Committee chairman appointed Roger W. Clipp chairman of a technical subcommittee with Messrs. Churchill, Evans, Greene, Ruple and Stanton, to serve on the committee with Paul Peter as secretary. MBS was asked to appoint a representative to sit with the committee. Sidney Fishman was engaged by the committee in all of its deliberations and wrote to resign from MBS July 15. Richard Puff represented Mutual since that time. Mr. Ryan appointed a board committee, consisting of Frank King, chairman: Hugh Half, Barney Lavin and Harry Spence. Mr. Lavin's enlistment in the Marine Corps left a vacancy which was filled by Leslie Johnson.

The Technical subcommittee ex-
SOLD BY WNEW

$102,000 WORTH OF BOOKS

(17,000 Sets at $5.96)

WNEW Impact Breaks All Records in Amazing 8 Week Campaign!*

Imagine it! 17,000 2-volume sets of a pictorial history sold in eight short weeks! That’s what we mean by WNEW IMPACT ... the ability to make sales from the beginning without the cumulative influence of repetition.

And here was no specially built series of shows. Books were advertised on regularly scheduled WNEW programs!

What’s the name of the book? What time of day, how many days a week was it mentioned? We’ll gladly give you complete details of this absolutely unprecedented radio sales record if you’re interested.

But even without them, it’s easy to see that WNEW has the “listener confidence” that makes people buy, sight unseen, the products advertised on this station ... the IMPACT to move such products fast!

Remember, too, that more people listen to WNEW than to any other non-network station in the country.

*This campaign is still on the air ... still pulling strong.

WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

August 28, 1944 • Page 179
(Continued from page 178)
amined all coverage methods available from published sources and existing files. It also examined the proposals made by research organizations, engineering firms and others. A return conference meeting with the AAAA was held July 31, 1944. Representing the AAAA were: Mr. Spencer, Mr. Franco, D. E. Robinson of the AAAA Research Committee; Linnea Nelson of the Timebuyers Committee; Mr. Jackson, Mr. Gamble. NAB was represented by Hugh Feltis and Roger Clipp of the Research Committee, Dietrich Dirks, chairman of the Sales Managers Executive Committee, with Harold Ryan, Lew Avery and Paul Peter of NAB.

On Wednesday, Aug. 30, at the morning business session, the recommended coverage method will be presented to the membership for discussion and approval.

Excess Profits Tax

Requests from numerous stations indicated the need for a more detailed analysis of average income of stations. These were published in the NAB Tax Bulletin of Feb. 12, 1945. The Research Dept. compiled average figures by class of station and city size for 1937-42 by the following breakdown for stations with net sales of $25,000 or more: Time Sales by Network, Local and National Spot; Total Time Sales; Talent and Misc. Sales; Gross Sales; Commissions; Net Sales; Total Expense; Broadcast Service Income. This breakdown is not available for stations with net sales of less than $25,000. However, Net Sales, Total Expense, and Broadcast Service Income have been included for all commercial stations. This analysis has not been generally released because the FCC has not as yet released the 1942 breakdown.

WAR EFFORT: The NAB Research Dept. has analyzed and tabulated the monthly War Effort Reports received from stations and has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The War Advertising Council appointed a Media Committee on Government advertising of a representative from Outdoor Advertising, Periodical Publishers Assn., NAB and the American Newspaper Publishers Assn., with an ex-officio officer representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. J. Harold Ryan represented the NAB. The committee was convinced that no single rigid procedure could be formulated which would be applicable to all media. The section which has particular reference to radio follows in part:

Radio Market Data Handbook

"Radio support of war themes will be compiled as follows: (1) Announcements and programs which originate locally, apply average costs; (2) Network and national spot programs, apply to the overall cost of the program (tale and talent) the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs established by the NAB Code."

The NAB Radio Market Data Handbook was released in October, 1943. Factors included are: Population, Retail Trade (Food Group, General Merchandise Group, Apparel Group and Drug Stores), Families, Percent Radio and Radio Families by County (with Urban, Rural Non-farm and Rural Farm sub-totals for each County) and by Cities of 2,500 population or more for all states and the District of Columbia; the United States totals; and the 140 Metropolitan Districts. The handbook also includes a chart and statistics on the Growth of Radio from January 1, 1922 through January 1, 1945.

ESTIMATED RADIO FAMILIES: The Jan. 1, 1944, estimate of radio families was prepared by special committee of the Research Committee consisting of Ed Evans, WJZ; John Churchill, CBS; Kenneth Greene, NBC; Barry Rumple, NBC; Frank Stimson, CBS; Paul Peter, secretary, as follows: Radio families (having one or more sets), 32,500,000; Extra sets in homes and sets in places of business, 18,500,000; Auto radios, 9,000,000; Total Radio Receiving Sets, 50,000,000. In compiling the estimate of the Committee used figures from manufacturing sources and from a special survey conducted by the Bureau of the Census for the Office of Civilian Requirements of the War Production Board.

ADVISORY COMMITTEE: At the call of the Budget Bureau to industry for counsel, an Advisory Committee on Government Questionnaires was created. A broadcast subcommittee was appointed with the Director of Research acting as secretary.

ACCOUNTING: The NAB Accounting Committee, of which the Director of Research acts as secretary, has had but one meeting since the War Conference of last year. The Committee reviewed the FCC Financial and Employee Data forms and submitted recommendations for revision to the broadcast committee of the Advisory Committee on Government Questionnaires. The committee also examined the Program and Transmitter Log requirements of the Commission.

On the Accounting Committee are H. K. Carpenter, WIK, chairman; John B. Conley, WOWO Ft. Wayne; Charles C. Leonard, WAVE Louisville; J. Leonard Swineford, WKPT Kingsport; Lloyd C. Thompson, KGFW Kearney, Neb.; Samuel B. Swicegood, WBS New York; Harry P. McKeon, NBC New York; Paul F. Peter, secretary.

The Research Committee is composed of Hugh Feltis, KOIL Omaha, chairman; Roger W. Clipp, WPIL Philadelphia; Edward F. Evans, WJZ New York; George L. Larson, WWDC Washington.

(Continued on page 182)
The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn't a home in this great area that can miss WIBG—Philadelphia's Most Powerful Independent Station!

10,000 WATTS • 990 KILOCYCLES
DAY and NIGHT
The new figure was determined located in AMERICA'S Secretary.

Waycross, Ga.; York; John (Continued Jt

CIRCULATION

Frank McCormack, KTBS

oped market through with transcribed rebroadcasts, hourly

Because listening loyalty.

KFQD-180) "cream-of-

the station that keeps Alaskans in touch with the rest of the world. Brings its eager listeners, by specially transmitted rebroadcasts, hourly news from the States, along with over 50 "cream-of-the-ool" hours a week. Take advantage of this listening loyalty. Get into America's newest, undeveloped market through

790 KC

Besides the Director, committee members are: Kenneth Bartlett, Syracusa U., chairman; Lloyd I. Blauch, U. S. Office of Educator

LEGISLATIVE COMMITTEE

Robert T. Bartley, Secretary

DUE TO THE White-Wheeler Bill hearings in the Senate and to the importance of immediate action on a moment's notice in an eye crisis, Legislative Committee members were "on call" during the entire spring session of Congress, and the commence- ment of the Senate hearings until June, when Chairman Wheeler called in for consideration of the bill. The Legislative Committee held six meetings.


WHITE-WHEELER BILL: As of November 1943, there was pending in the Senate, a Bill to amend the Communications Act, introduced jointly by Sen. White (R-Me.) and Wheeler (D-Mont.) the previous March. Chairman Wheeler called Committee hearings for Nov. 8, 1943. The hearings ran from Dec. 16, 1943. Chairman Wheeler took the Bill under advise- ment and on Jan 1, 1944, pre- sented to a meeting of the NAB Legislative Committee a proposed

er training courses in radio at th college level. Initial meeting we held at NAB headquarters, fo- lowed by several more in Colun bus. Committee members were a large cross-section of representa- tive educators and industry reni sentatives at each successive stage, the work is more than well under way.

If you were in their snowshoes

YOU'D LISTEN TO KFQD, TOO!

Because KFQD—thanks to its direct short-wave connections with the U. S. A.—is the station that keeps Alaskans in touch with the rest of the world. Brings its eager listeners, by specially transmitted rebroadcasts, hourly news from the States, along with over 50 "cream-of-the-ool" hours a week. Take advantage of this listening loyalty. Get into America's newest, undeveloped market through

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If you were in their snowshoes

YOU'D LISTEN TO KFQD, TOO!

Because KFQD—thanks to its direct short-wave connections with the U. S. A.—is the station that keeps Alaskans in touch with the rest of the world. Brings its eager listeners, by specially transmitted rebroadcasts, hourly news from the States, along with over 50 "cream-of-the-ool" hours a week. Take advantage of this listening loyalty. Get into America's newest, undeveloped market through
Write for a Copy of "The Story of Electronic Television" - a new brochure for which you'll have many uses.

Farnsworth engineers.

At Your Service

You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television . . . FM and AM reception and transmission . . . Radar . . . phonograph reproduction . . . acoustics . . . record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment . . . drawing upon a rich experience of more than 19 years in electronics research . . . a guarantee of leadership.

. . . And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find these Farnsworth engineers leading in more and more fields . . . one important reason why Farnsworth experience and Farnsworth equipment belong in your plans for the future.
new Bill for consideration. Following a two weeks' study your Legislative Committee submitted to Chairman Wheeler its comments and recommendations. Almost three months later he called an executive session of the Senate Interstate Commerce Committee and presented his proposed amendments to the original White-Wheeler Bill.

The NAB Legislative Committee was supplied with a copy, considering the proposals thoroughly and submitted to each member of the Senate Committee its conclusions and recommendations, stressing again the desire for Committee consideration. When this report was submitted to him formally by an NAB Delegation, Chairman Wheeler cancelled further Senate Interstate Commerce Committee meetings.

Within a short time after conclusion of hearings on the White-Wheeler Bill, the FCC extended the license terms for Standard Broadcast Stations to the full statutory period of three years.

NEWSPAPER DECISION: During the course of the Senate hearings on the White-Wheeler Bill, Interstate Commerce Committee members pressed for specific answers from each member of the FCC who testified, as to when a decision would be handed down. On Jan. 6, 1944, shortly after conclusion of the Senate hearings, the FCC issued its decision, closing the record and dismissing Order 79, dated March 20, 1943.

HOLMES BILL: Rep. Holmes (R-Mass.), on Jan. 2, 1944, introduced a bill to amend the Communications Act, which was referred to the House Committee on Interstate and Foreign Commerce. This Committee composed of Reps. Bulwinkle (D-Conn.), chairman; Chapman (D-N.Y.); Martin J. Kennedy (D-N.J.); D'Amato (D-N.Y.); McGovern (D-Mass.); Taft (R-Ohio); and others. The hearings on the Bill will be held until the Senate has acted. Furthermore, the House is conducting an investigation of the FCC under its Select Committee, under the chairmanship of Rep. Lea (D-Cal.). There is no indication that the subcommittee will hold hearings pending the Senate action or before completion of the investigation by the Select Committee.

HOUSE SELECT COMMITTEE TO INVESTIGATE THE FCC: Oct. 31, 1943, the Select Committee of the House had become so involved in personalities that little actual progress was being made. Chas. W. Cox (D-Ohio) resigned and Rep. Lea was named to succeed him. Soon thereafter Eugene L. Garvey, counsel for the Committee, resigned, and the FCC was given an opportunity to present its testimony. This portion of the investigation has been concluded and the Committee, with John J. Silica as general counsel, has been working with the FCC to determine the necessity for remedial legislation.

NEWSPAPER ADVERTISING BILL: Sen. Bankhead (D-Ark.), secured passage through the Senate of a bill requiring Government-owned War Bond advertising in newspapers. With an inviolate before the Senate Banking and Currency Committee in opposition to the bill, stressing the discriminatory effect it would have on broadcasting stations, particularly those in the smaller markets. Rep. Cannon (D-Mo.), introduced a companion bill in the House, on which hearings were held before the House Ways and Means Committee. Having the vote of the Committee, the bill was shelved but subsequently a new vote was taken and the bill report was favorably. The Rules Committee, however, denied a rule. It now rests in Committee.

Effective and intelligently organized support for the legislation has been spearheaded by the small-town newspapers. By working individually with members of the Senate and House in their home States and Districts, members of the National Editorial Assn. have acquainted their members of Congress with their arguments for the legislation.

FEDERAL TAXATION: The major tax development affecting radio was the enactment of 123 of the Revenue Act of 1943, which provides for the nonrecognition of gain upon the sale or exchange of property (including corporate stock) where the transaction is certified by the FCC to be necessary for the public interest, convenience or necessity. Radio is, of course, in common with other corporate taxpayers, and by many of the general changes made by the Revenue Act of 1943, conspicuous among which were the increase in the excess profits tax rates to 95% and the raising of the specific exemption for excess profits tax purposes from $5,000 to $10,000. This latter change will have an especially beneficial effect upon small stations whose hope for future expansion depends on large part upon being allowed to retain a sizable portion of their current earnings. It is also to be noted that, in the general increase in tax rates, nothing was done to affect the exemption of news wires, etc.

Some have applied for relief under the excess profits tax under Sec. 722 of the Internal Revenue Code, 1939. The Committee now has been issued by the Internal Revenue Service in the field and the audit of extra cases are proceeding. It is therefore to proceed with somewhat greater dispatch. On the other hand it is understood that the Bureau is taking a very strict attitude toward the administration of Sec. 722, particularly on commitments to capacity increases not effected until after 1939 and regarding the use of post-1939 experience in establishing the taxpayer's constructive average base period net income. Taxpayers should, therefore, be very careful to take up a high standard of proof both as to eligibility and as to the amount of relief.

STANDARD TIME PROPOSALS PENDING: Bills are before Congress and the FCC have been held but not concluded.

ET ANNOUNCEMENT RE- LIEF SOUGHT: In recognition of the existing burden on stations, as set forth in a resolution of the North Carolina Broadcasters Assn., the Commission, on Feb. 1, 1944, proposed a revision in its rule, which would have afforded some relief and would have required other burdensome and unnecessary announcements. We filed our comments and suggestions with the Commission.

To the present no further action has been taken by the FCC.

FCC FEES DISCLOSURE PROPOSAL OFFERED: Since Jan. 18, 1944, there has been pending before the Commission its proposed rule, which opens to public inspection many station contracts. The Commission now has disclosed upon being notified the Board of Directors, we filed with the Commission a memorandum briefly, reiterating our objections to requiring such disclosure and pointing out that there was no public necessity for such disclosure.

PUBLIC RELATIONS

Willard D. Egolf, Director

UNDER the able chairmanship of Edgar Bill, president of WMBD Peoria, the Special Public Relations Committee has in the past year and four months developed and placed in operation a comprehensive public relations plan for the NAB. Members of the Public Relations Committee of the Laboratories are: Leonard KSO: Kern Tipton; KPBC: John F. Patt, WGAR; Lawrence W. McDowell, KFOX; Richard L. Joy, KYW; Edgar W. Meyers, WBBM; Frank M. Russell, NBC; Frank Stanton, CBS.

A plan on the plan's first principle, that the burden of public relations for the broadcasting industry
COVERED WAGON...

BLAZING NEW TRAILS TO FREEDOM... The covered wagon 1944 style is the SCR-299 — the famous piece of mobile radio equipment built by Hallicrafters. It is blazing new trails to freedom in all corners of the world, wherever men fight; and by extending Allied lines of communications, it is playing an important part in saving American lives and in shortening the war. Just as the pioneers faced new frontiers with courage and strength, the men and women who make Hallicrafters equipment face the post war period solid in the conviction that they are helping to stake out exciting new territories.

You can win yourself a share of these new lands with short wave communications equipment. Hallicrafters were famous before the war as the makers of the ham's "ideal radio." They earned a reputation for the development of "the radio man's radio" and that reputation was solidified in war time. In peace, out of this intensive experience and realistic know-how they will continue to make the finest that can be made. There will be a Hallicrafters set for you in our post war line.

Hallicrafters short wave communications receivers like this will help push back the horizons of tomorrow and make new radio history. This is a 15 tube, 6 band receiver of amazing range and performance. BUY A WAR BOND TODAY!

hallicrafters RADI0

THE HALLICRAFTERS COMPANY, MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.
(Continued from page 184)

resists on station management, approxi-
mately 400 station managers have declared their willingness to cooperate. Their efforts soon will result in the publication of a book entitled "Management in the Public Interest," which tallies radio's public relations story in pictures—real life photos of station operation in the public interest.

During the past year radio was given well-earned recognition in the change of "press conferences" to "press-radio" or "news conferences." tofu's saw fit to add newsmen - relations story approximately rests on the same story. Radio's contribution can be measured by the number of public service programs originating in radio's contribution. Radio's public service programs on radio were feted with a special meeting of the Radio News Committee in March of 1943. Two meet-
ings have been held since, the per-
sonel now being: Harold Fair,
WHO, chairman; Clarence L. Men-
ner, NBC; Doug Coulter, CBS; Ray
Shannon, WHAS; William J.
Williams, WSB; Robert De-
Haven, WTCN; Irvin G. Abello,
WRVA; Robert Evans, WSPD.

A subcommittee of this Schmitk
were maintenance of high pro-
gram standards, education of pro-
gram personnel and close coopera-
tion with station management. On
Jan. 11-12, 1944, in New York,
special attention was given to labor
programming, when more than a
score of APL and CIO representa-
tives met with the Committee and
battled the weak and means of
sustaining labor to the public
through radio.

At the same meeting a series of
articles was outlined for radio
news reports which could be bound into a
program manager's handbook.

NAB CODE COMPLIANCE COMMITTEE: The NAB Code has
been under the administration of the
following Code Compliance Com-
mittee for the past year: William
B. Quaunt, WMT, chairman;
Grant F. Ashback, WKBZ; Wil-
liam H. Dowdell, NBC, WBC;
Herkbert C. WIL, WJLS; Eugene
O'Fallon, KPEL; Arden X.
Dowdell, WMT, chairman; Stan-
ley R. Schimek, WKBZ, and
W. Bailes, KYW.

On June 16-17, 1943, labor's posi-
tion under the code was given
thorough study by the Committee
and representatives of the Ameri-
can Civil Liberties Union. A clear
and satisfactory conclusion was
reached. Since that time, no prob-
lem of significance has been pre-
sented to the committee's activity
by having been limited to occasional
interpretations for the benefit of
station managers.

Recently the Political Action
Committee of the CIO issued and
distributed widely a "Radio Hand-
book." This book contains strong
denunciation of the NAB Code. The
challenge was met by a statement
from President Harold Ryan which
appeared in NAB Reports.

A Radio News Committee was
appointed and met in New York
Sept. 15-16, 1943, members being:
Karl Knapp, KMBC, St. Louis; John
Spencer, Mitchell, WDAE; Paul
White, CBS; William Brooks, Mont-
eguin, WJLS; Rex Howell, KFjX;
Tom Eaton, WTIC. This committee went
to the heart of radio's news problem,
proper training of news personnel.

A subcommittee was authorized to take
up the matter with representatives
of America's educational insti-
tutions. First response came from
the National Assn. of State
Universities, which furnished a
special committee to meet with
the Radio News subcommittee, NASU
representatives being Dr. J. Keith
Tyler, Director of Radio, Ohio
State U.; Mitchell V. Charnley,
Professor of Journalism, U. of
Minneapolis, and Wilbur Schramm,
Director, School of Journalism, U. of
Iowa.

Preliminary plans laid by these
two committees resulted in the
entry of the American Assn. of
Schools and departments of public
relations into the deliberations,
under the leadership of AASD President,
Frederick S. Siebert, Director
School of Journalism, U. of
Kentucky; and Richard W. Beckman,
Dept. of Technical Journalism, Iowa
State College and Frank F. Scholey,
Executive Secretary, National
Assn. of Educational Broadcasters
and program director of WLU, U.
of Illinois. Under the direction of
Richard Beckman, a survey of
station newsroom manpower needs
was undertaken immediately.

PROGRAM MANAGERS' EX-
ECUTIVE COMMITTEE: The
Program Managers' Executive
Committee was appointed and met
first in March of 1943. Two meet-
ings have been held since, the per-
sonnel being: Harold Fair,
WHO, chairman; Clarence L. Men-
ner, NBC; Doug Coulter, CBS; Ray
Shannon, WHAS; William J.
Williams, WSB; Robert De-
Haven, WTCN; Irvin G. Abello,
WRVA; Robert Evans, WSPD.

Managed by KB of this Schmitk
were maintenance of high pro-
gram standards, education of pro-
gram personnel and close coopera-
tion with station management. On
Jan. 11-12, 1944, in New York,
special attention was given to labor
programming, when more than a
score of APL and CIO representa-
tives met with the Committee and
discussed the ways and means of
sustaining labor to the public
through radio.

At the same meeting a series of
articles was outlined for NAB
Reports which could be bound into a
program manager's handbook.

This lack of cooperation among
radio's public relations achieve-
ment in the history of the medium. In no
way connected with radio's war
service, the same month
brought an award from the Chief
Signal Officer to the NAB, a
Certificate of Appreciation for services
rendered in recruiting for and
training of military personnel.

In addition to the procurement and
training of technical personnel, which
was a station project, NAB
regularly has provided the War
Dept. with information on former
station personnel with program-
ning and administrative skill, with
the result that many have been
transfered for duty in such fields
for the NAB" was adopted by the
Public Relations Committee in Sep-
tember.

RADIO NEWS COMMITTEE:

MEASUREMENT of accomplishment
in public relations is always difficult,
but a great increase in civil correspond-
ence, public appearance and consultant
services spells progress, the Listen-
er's Activity page also reports. This
work is carried on under several divi-
sions, as follows:

ALFRED DIREC-
TORS: This organization with an
accredited membership of 650 wom-
En on staffs of NAB stations has
studied the character of local women's
service programs and of the
leases received from commercial or-
ganizations. Several AWD commit-
tee functions regularly. A Rural
Committee has been set up to co-
operate with the Dept. of Agricul-
ture, Government agencies, and the
charter institutions. An Advisory
Stevens College Committee has
been established to aid in the new
work to train women direc-
tors. The outstanding event of the year
was the editorial campaign on the "Ameri-
can Woman's Day" which
was conducted during the spring months with the
cooperation of 25 national women's
organizations representing over
20,000,000 persons.

RADIO COUNCILS: Develop-
ment of Radio Councils continues
with much new organization
and strengthening of and expansion
of older ones. Thirty Radio Councils
have been set up with a poten-
tial membership of over 2,000,
000 are aiding local stations through programs, promotion,
and the production of material on radio, eval-
uation, radio education, surveys, child-
ren's programs, free time
requirements, etc.

CHILDREN'S PROGRAMS:
NAB maintains the largest file of
children's programs in the world.
This source material is constantly
used by broadcasters, lay groups,
newspapers, and magazines. A ses-
sion on Children's Programs will
be conducted at the Stephens College
Radio Conference, November 1944.
A brochure summarizing various types of
children's programs adaptable to local station produc-
tion and Mrs. Roosevelt, Dept. of
Labor and with the cooperation of
NAB station managers, a survey
was made of radio's efforts, national
and local, in the reduction of juve-

nile delinquency. A full report
will be available to the industry, to-
gether with suggested scripts.

NATIONAL ORGANIZATIONS:
Close contact is maintained with
most national organizations on the
local, state and national levels. Our
secretary is in frequent cooperation in
planning yearly objectives and repre-
sentation of radio on convention
agendas, as consultant on radio
problems in connection with distrib-
tion of radio material, in guiding usage of radio
time and educating in proper listen-
ing. Associations and magazine eval-
uation. Several national organizations
passed resolutions endorsing the
public service of the NAB. Mrs. Lewis, representing NAB,
was invited to a White House
conference called by four major women's
groups, and Mrs. Roosevelt, on
women's postwar role. Radio was the
only industry present.
Paul Godley Co.
Consulting Radio Engineers

Phone
Montclair (N. J.) 2-7859
### Pending Applications for Commercial Television Broadcast Stations

(Corrected to Aug. 15, 1944)

<table>
<thead>
<tr>
<th>Location</th>
<th>Applicant</th>
<th>Channel No.</th>
<th>Effective Signal Radiated</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>J. E. Rodman (KFRE)</td>
<td>2</td>
<td>117,250.00</td>
<td></td>
</tr>
<tr>
<td>Hollywood</td>
<td>Warner Bros. Broadcasting Corp.</td>
<td>3</td>
<td>342,600.00</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Earl C. Anthony, Inc. (KFI)</td>
<td>6</td>
<td>7,654</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Consolidated Broadcasting Corp. Ltd.</td>
<td>7</td>
<td>4,474</td>
<td>97,500.00</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Hughes Productions, Division of Hughes Tool Co.</td>
<td>2</td>
<td>207,450</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>National Broadcasting Co., Inc.</td>
<td>3</td>
<td>14,000</td>
<td>202,500.00</td>
</tr>
<tr>
<td>Riverside</td>
<td>The Regal Corp. of America</td>
<td>3</td>
<td></td>
<td>104,500.00</td>
</tr>
<tr>
<td>San Francisco</td>
<td>The Associated Broadcasters, Inc.</td>
<td>6</td>
<td></td>
<td>118,000.00</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Don Lee Broadcasting System (KFWC)</td>
<td>1</td>
<td>202,500</td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>National Broadcasting Co., Inc. (KPO)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Mateo County</td>
<td>Hughes Productions, Division of Hughes Tool Co.</td>
<td>2</td>
<td>217,450</td>
<td></td>
</tr>
<tr>
<td>Stockton</td>
<td>E. F. F. Feiffer (KDFM)</td>
<td>3</td>
<td>96,000</td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>KLZ Broadcasting Corp. (KLZ)</td>
<td>3</td>
<td>14,000</td>
<td>194,000.00</td>
</tr>
<tr>
<td>Denver</td>
<td>National Broadcasting Co., Inc. (KOA)</td>
<td>2</td>
<td></td>
<td>202,500.00</td>
</tr>
<tr>
<td>Connecticut</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Darien</td>
<td>The Connecticut Television Co.</td>
<td>3</td>
<td>207,250</td>
<td></td>
</tr>
<tr>
<td>Hartford</td>
<td>The Travelers' Broadcasting Service Corp. (WTC)</td>
<td>7</td>
<td>209,600</td>
<td></td>
</tr>
<tr>
<td>District of Columbia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>Bamberger Broadcasting Service, Inc.</td>
<td>4</td>
<td>274,500</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Capital Broadcasting Co. (WWDG)</td>
<td>6</td>
<td>1,560</td>
<td>189,000.00</td>
</tr>
<tr>
<td>Washington</td>
<td>Allen B. DuMont Laboratories, Inc.</td>
<td>1</td>
<td></td>
<td>to 144,000.00</td>
</tr>
<tr>
<td>Washington</td>
<td>National Broadcasting Co., Inc. (WRC)</td>
<td>2</td>
<td>910 Aural</td>
<td></td>
</tr>
<tr>
<td>Newark</td>
<td>Philco Radio and Television Corp.</td>
<td>3</td>
<td>823,875</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jacksonville</td>
<td>Jacksonville Broadcasting Corp. (WPJD)</td>
<td>1</td>
<td>842</td>
<td>103,000.00</td>
</tr>
<tr>
<td>Illinois</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>National Broadcasting Co., Inc. (WMAQ)</td>
<td>2</td>
<td>202,500</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN, Inc. (WGN)</td>
<td>4</td>
<td></td>
<td>450,000.00</td>
</tr>
<tr>
<td>Indiana</td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Indianapolis</td>
<td>WFBM, Inc. (WFPM)</td>
<td>2</td>
<td>162,000</td>
<td></td>
</tr>
<tr>
<td>Louisiana</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>Loyola University (WFL)</td>
<td>2</td>
<td>44,450</td>
<td>167,000.00</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Maison Blanchard Company</td>
<td>1</td>
<td>1,480</td>
<td>101,000.00</td>
</tr>
<tr>
<td>Maryland</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>Hearst Radio, Inc. (WBAL)</td>
<td>6</td>
<td>1,800</td>
<td>229,500.00</td>
</tr>
<tr>
<td>Baltimore</td>
<td>The Tower Realty Corp. (WPR)</td>
<td>2</td>
<td>2,160</td>
<td>135,000.00</td>
</tr>
<tr>
<td>Baltimore</td>
<td>Joe M. Zamoiski Co. (WBMP)</td>
<td>6</td>
<td></td>
<td>423,875.00</td>
</tr>
<tr>
<td>Massachusetts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>Allen B. Du Mont Laboratories, Inc.</td>
<td>4</td>
<td></td>
<td>188,500.00</td>
</tr>
<tr>
<td>Boston</td>
<td>Westinghouse Radio Stations, Inc.</td>
<td>6</td>
<td>1,610</td>
<td>241,000.00</td>
</tr>
<tr>
<td>Michigan</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Detroit</td>
<td>International Detroit Corp.</td>
<td>2</td>
<td>985</td>
<td>207,200.00</td>
</tr>
<tr>
<td>Detroit</td>
<td>The Jan Hendy Organization, Inc.</td>
<td>1</td>
<td>1,940</td>
<td>155,000.00</td>
</tr>
<tr>
<td>Detroit</td>
<td>King Trendley Broadcasting Corp. (WXYE)</td>
<td>2</td>
<td>1,564</td>
<td>200,000.00</td>
</tr>
<tr>
<td>Detroit</td>
<td>United Detroit Theaters Corp.</td>
<td>4</td>
<td>564</td>
<td>181,200.00</td>
</tr>
<tr>
<td>Missouri</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>Michael Alfond, Truman L. Brown,</td>
<td>1</td>
<td>1,705</td>
<td>194,500.00</td>
</tr>
<tr>
<td></td>
<td>Samuel I. Berger and Sidney J.</td>
<td>2</td>
<td>1,570</td>
<td>225,000.00</td>
</tr>
<tr>
<td></td>
<td>Heiman 4/8 as ALFCO Co.</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>Globe-Democrat Publishing Co.</td>
<td>1</td>
<td>1,705</td>
<td>194,500.00</td>
</tr>
<tr>
<td>St. Louis</td>
<td>St. Louis Publishing Co.</td>
<td>2</td>
<td>1,610</td>
<td>135,000.00</td>
</tr>
<tr>
<td>Nebros</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Omaha</td>
<td>Radio Station WOW, Inc. (WOW)</td>
<td>6</td>
<td>1,500</td>
<td>174,000.00</td>
</tr>
<tr>
<td>Nebraska</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>New Jersey</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newark</td>
<td>WSMR, Inc. (WSM)</td>
<td>6</td>
<td>704 Aural</td>
<td>164,500.00</td>
</tr>
<tr>
<td>New Mexico</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Albuquerque</td>
<td>Albuquerque Broadcasting Co. (KOB)</td>
<td>4</td>
<td>482 Aural</td>
<td>68,500.00</td>
</tr>
<tr>
<td>New Mexico</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buffalo</td>
<td>WEBR, Inc. (WEBR)</td>
<td>1</td>
<td>1,690</td>
<td>175,000.00</td>
</tr>
<tr>
<td>New York</td>
<td>Bamberger Broadcasting Service, Inc.</td>
<td>6</td>
<td>1,240</td>
<td>160,000.00</td>
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<tr>
<td>New York</td>
<td>Metropolitan Television, Inc.</td>
<td>8</td>
<td>721</td>
<td>400,000.00</td>
</tr>
<tr>
<td>New York</td>
<td>News Syndicate Co., Inc.</td>
<td>11</td>
<td></td>
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<tr>
<td>New York</td>
<td>Philco Radio and Television Corp.</td>
<td>9</td>
<td>845</td>
<td>134,875.00</td>
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<tr>
<td>Rochester</td>
<td>Stromberg-Carlson Co. (WHAM)</td>
<td>1</td>
<td>1,063</td>
<td>423,875.00</td>
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<tr>
<td>White Plains</td>
<td>Westchester Broadcasting Corp. (WFAS)</td>
<td>1</td>
<td>1,760</td>
<td>180,000.00</td>
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<tr>
<td>Ohio</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Cleveland</td>
<td>National Broadcasting Co., Inc. (WFAT)</td>
<td>1</td>
<td>209,500</td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>WAG, Inc. (WAG)</td>
<td>3</td>
<td>250,000</td>
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<tr>
<td>Oklahoma</td>
<td></td>
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<tr>
<td>Oklahoma City</td>
<td>WXYK Radio Co. (WXYK)</td>
<td>1</td>
<td>2,160</td>
<td>194,000.00</td>
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<tr>
<td>Pennsylvania</td>
<td>Bamberger Broadcasting Service, Inc.</td>
<td>7</td>
<td></td>
<td></td>
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<tr>
<td>Philadelphia</td>
<td>The Philadelphia Inquirer, a Division of Triangle Publications, Inc.</td>
<td>4</td>
<td>1,383</td>
<td>210,500.00</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WKBX Broadcasting Corp. (WKBX)</td>
<td>3</td>
<td>101,000</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WDAS Broadcasting Station, Inc. (WXAL)</td>
<td>5</td>
<td>1,128</td>
<td>104,500.00</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Westinghouse Radio Stations, Inc.</td>
<td>7</td>
<td>1,420</td>
<td>236,000.00</td>
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<tr>
<td>Philadelphia</td>
<td>WFIL Broadcasting Corp. (WFIL)</td>
<td>7</td>
<td>926</td>
<td>289,500.00</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>Westinghouse Radio Stations, Inc.</td>
<td>7</td>
<td>2,240</td>
<td></td>
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<tr>
<td>Rhode Island</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Providence</td>
<td>E. Anthony &amp; Sons, Inc.</td>
<td>10</td>
<td>2,215</td>
<td>241,500.00</td>
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<tr>
<td>Utah</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>Frank C. Carman, David G. Smith,</td>
<td>2</td>
<td>3,560</td>
<td>104,500.00</td>
</tr>
<tr>
<td></td>
<td>Jack L. Powers and Grant R.</td>
<td>3</td>
<td>1,500</td>
<td>190,000.00</td>
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<tr>
<td>Virginia</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>Haven &amp; Martin, Inc. (WBMB)</td>
<td>3</td>
<td>1,520</td>
<td>106,500.00</td>
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<tr>
<td>Washington</td>
<td>Louis Wasmann, Inc. (KQG)</td>
<td>1</td>
<td>760.2</td>
<td>190,000.00</td>
</tr>
</tbody>
</table>

### Check These Facts

- You’ll find all the factors needed to complete your coverage of the New York market.
- Intensive coverage of the world’s richest market.
- Unusual audience strength, loyalty and quality.
- Distinctive programs unavailable consistently elsewhere.
- A non-duplicated market.
- Lowest rate of any New York station.
- A market of higher-income adults.
- Most favorable cost-per-listener comparisons.
- New York’s fastest growing station.

---

**John Barron**

**Consulting Radio Engineers**

Specializing in Broadcast and Allocation Engineering since 1935

plus 11 years previous experience in Government Communications

**Earle Building, Washington 4, D. C.**

**Telephone: NAtional 7757**
Presto is taking Orders for Post-War Deliveries

NOW YOU CAN PLAN AHEAD

As a station manager, you have probably been getting reports from your engineers saying that your transcription recording and playback tables are nearing the end of their useful life.

Like your car and other pre-war mechanical equipment they are showing the effects of four or more years of hard, continuous service during times when replacement parts have been hard to get, some of them inferior substitute materials, and when skilled personnel has not been available for proper operation and maintenance.

YOU CAN BE AMONG THE FIRST to get your station equipment back in shape if you place your order for new turntable equipment now. Presto will assign your order a preference number based on the date and time of the postmark on your order. This number will appear on our acknowledgement.

NO PRIORITY NEED BE FURNISHED as no shipments will be made until the military demand for equipment is completely satisfied and priority restrictions are removed. When that time comes, your Presto preference number will take the place of a government priority in determining the delivery of Presto equipment.

NO DEPOSIT IS REQUIRED. Simply fill out the Presto post-war order form. If you need more information, send for the complete Presto catalog. Be assured that any improvements that may be added in our post-war products will be included in the equipment you receive. There will be no major changes in Presto equipment during the first year or two after the war because until that time our engineering department will be devoted entirely to war work. The fully developed equipment designs that gave you service during the long war period should, we believe, be adequate for the time immediately after the war. You will, however, receive the benefit of our experience in manufacturing recording and reproducing equipment for military service which we have gained during wartime.

WHY ARE WE TALKING ABOUT "POST-WAR" NOW?

It may seem premature until you know these facts:

1 Since early in 1942, Presto, like all other electronic equipment manufacturers, has been 100% in war work. This has meant manufacturing a variety of equipment needed more critically than recording equipment.

2 At the same time, the military demand for sound recording and reproducing equipment has been far beyond any prudent estimate we could have made.

3 Shortages have occurred continually in parts, principally motors, rubber parts and aluminum castings, as well as in labor, which have further impaired our efforts to keep shipments of our standard recording equipment up to date.

4 As a result, our backlog of orders is such that many orders received now, even those bearing AA-1 priorities, may not be shipped for eight to twelve months. By that time, government priorities may not be necessary.

Your order now will help us to plan our production schedule in advance for various types of equipment, resulting in speedier deliveries for you.

Your order, placed today, will not become binding on either of us until we give you firm price and delivery quotations based on post-war material costs and labor conditions. If your plans should change after you have placed your order, simply cancel the order and release your preference number to the next in line. That's all there is to it.

WHEN YOU ORDER BROADCASTING EQUIPMENT FOR NEW STATIONS, AM, FM OR TELEVISION, specify Presto transcription recording and playback tables. Many manufacturers of high grade radio transmitters and studio input equipment do not make turntable equipment. Therefore, ask the transmitter manufacturer to include Presto tables. They will pass your requirements on to us. We will deliver when they do.

WRITE TODAY FOR THE PRESTO POST-WAR ORDER FORM
Complete catalog sent on request

PRESTO RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

BACK THE ATTACK—BUY WAR BONDS
LISTEN!
IT'S FM...the
clearest voice on the air—
we'll all be hearing it soon.
And when this method of
broadcasting, along with tele-
vision, is adopted by the
nation's networks, Blaw-Knox
will be ready with proven types
of Towers to give new develop-
ments in antennas the
 utmost efficiency...Our engi-
neers will be glad to assist you
now in experimental work.

BLAW-KNOX COMPANY
DIV. OF BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.,
Pittsburgh, Pa.

PENDING APPLICATIONS FOR FM STATIONS.

LOCATION

APPLICANT

FREQUENCY

ASSIGNED

APPROXIMATE

SCOPE OF

COVERAGE

STATE

(SEC)

(FT)

(FT)

(SEC)

ALABAMA

Birmingham

The Birmingham News Co. (WBSN)
(50% of stock owned by Victor
Hasson, publisher of The Bir-
mingham News and Age-Herald)
44,500
17,700
113,350

Mobile

Voice of Alabama, Inc. (WAPI)
46,900
17,200
78,750

W. O. Pape Inc. (WPAE)
10,000
25,000

Montgomery

Montgomery Broadcasting Co. Inc. (WMPG)
(1/3 interest owned by R. E.
Hudson, publisher of Montgomery
Advertiser)
46,500
17,200
47,400

CALIFORNIA

Alameda

Alameda Broadcasting Co. (KSER)
49,100
1,450
29,700

San Francisco

Hollywood Broadcasting Co. (KXTK)
45,100
21,700
105,000

Los Angeles

Los Angeles Broadcasting Co. (KIFK)
44,100
21,024
98,750

Los Angeles

Los Angeles Broadcasting Co. (KIFD)
45,700
7,000
53,860

Los Angeles

Los Angeles Standard Broadcasting Co. (KPRD)
45,800
7,000
45,031

Oakland

Oakland Broadcasting Co. (KCOO)
45,500
1,215
17,750

Riverside

Riverside Broadcasting Co. (KCOO)
46,500
4,900
14,000

San Bernardino

San Bernardino Broadcasting Co. (KSBF)
46,900
17,101
24,240

COLORADO

Denver

Kbef Broadcasting Co. (KLED). Officers
are Directors or Stockholders in the
Colorado Publishing Co., publishers
of The Denver Post, Denver, Colorado.
46,900
17,101
24,240

CONNECTICUT

Hartford

The Hartford Times, Inc. (WTHT)
(24% stock owned by Kettell Newspapers)
47,900
10,800
104,000

New London

Thames Broadcasting Corp. (WNSC)
46,500
5,000
21,060

DELAWARE

Wilmington

WDSEL Inc. (WSEL) (Ownership af-
iliated with Lancaster Newspapers
Inc.)
46,500
6,400
43,000

DISTRICT OF COLUMBIA

Washington

Capital Broadcasting Co. (WWDW)
46,700
8,020
50,000

The Evening Star Broadcasting Co.
(WMAL). (Applicant is subsidiary of
the Washington Star)
47,100
5,600
27,000

Washington

National Broadcasting Co. Inc. (WPGC)
44,100
9,000
103,060

Washington

Eleanor Patterson-In the Times
46,500
7,500
100,000

FLORIDA

Jacksonville

Florida Broadcasting Co. (WMRR)
47,700
11,700
68,500

Miami

Miami Broadcasting Co. (WMAM)
46,500
3,600
50,000

Tampa

Tampa Times Co. (WDAE) (Publisher)
45,900
5,000
21,060

(Continued on page 182)

GEORGIA

Atlanta

The Constitution Publishing Co. (Pub-
lisher of the Atlanta Constitution)
46,800
7,300
32,800

ILLINOIS

Bloomington

Arthur Malcolm McGovern, Dorothy
Charleston McGovern & Hugh L. Gately
46,500
6,600
14,800

Chicago

Agricultural Broadcasting Co. (WLS)
(Owned by Prairie Farmer Publish-
ing Co.)
44,700
10,000
150,000

Chicago

Blue Network Co. Inc. (WENR)
45,700
10,000
122,000

Chicago

Chicago Federation of Labor (WCKE)
47,900
10,000
30,405

Chicago

Daily News Publishing Co. (WRAF)
(Owners of Chicago Daily News)
47,800
10,000
65,000

Chicago

National Broadcasting Co. Inc.
(WISAO)
46,900
10,000
66,000

Chicago

Oak Park Realty and Amusement Co.
(Subsidiary of Leavens, Inc., producers
and distributors of motion pictures)
47,900
10,000
104,000

Chicago

WJRD Inc. (WJRD)
46,700
10,000
80,800

Decatur

Commonwealth Broadcasting Co. (WSOH)
(50% of stock owned by Decatur
Newspapers Inc., publisher of De-
catur Herald and News—same
ownership as Champaign-Urbana
Evening Co.)
45,700
15,700
47,800

Peoria

Peoria Broadcasting Co. (WMRD)
47,900
11,633
53,860

Quincy

Illinois Broadcasting Corp. (WYAD)
46,100
10,000
53,858

Rock Island

Rock Island Associated Broadcasters Co. (WISBD)
(Controlling stockholders, officers
and directors own all stock of J. W.
Potter Publishing Co., publisher of
Rock Island Argus)
45,900
3,000
16,350

Rockford

Rockford Broadcasters Inc. (WROK)
(100% of stock owned by Rockford
Consolidated Newspapers, Inc., pub-
lishers of Rockford Morning Star and
Rockford Register Republic)
47,100
3,000
28,812

BROADCASTING • Broadcast Advertising
CHART SHOWING APPROXIMATE COVERAGE 1000 WATT FM STATION ESTIMATED BY McNARY & WRATHALL CONSULTING RADIO ENGINEERS FM - AM - TELEVISION CONSULTING AND FIELD ENGINEERING SERVICES NATIONAL PRESS BUILDING WASHINGTON 4, D. C.
For faster handling
by AIR EXPRESS
divide bulky shipments
into smaller units

For faster handling by AIR EXPRESS, shipments can be broken into smaller units, which allows for more efficient handling and delivery. Crews are well-trained and skilled, ensuring quick delivery.

A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-9, Railway Express Agency, 230 Park Ave., New York 17, N. Y., or ask for it at any local office.

PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 190)

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Owner and/or Publisher</th>
<th>Address</th>
<th>City</th>
<th>Station</th>
<th>Owner and/or Publisher</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indianapolis</td>
<td>INDIANAPOLIS BROADCASTING CORP. (IBWC)</td>
<td>(100% of stock owned by Central Newspapers Inc.)</td>
<td>Indianapolis, Ind.</td>
<td>Indiana</td>
<td>WBMF, Inc. (WBMF)</td>
<td>(Chief owners are Harry M. Bitter and family; Mr. Bitter is publisher of Pittsburgh Sun-Tribune, Hearst newspapers)</td>
<td>Indianapolis, Ind.</td>
</tr>
<tr>
<td>Muncie</td>
<td>SHEBEEVILLE RADIO, INC. (SHEREE)</td>
<td>(Owners of Sheree Radio, Inc., are interested in Demolish Publishing Co.)</td>
<td>Muncie, Ind.</td>
<td>Terre Haute</td>
<td>WBBW (WBBW)</td>
<td>Banks of the Wabash, Inc.</td>
<td>Terre Haute, Ind.</td>
</tr>
</tbody>
</table>

(Continued on page 194)
Unlimited frequency selection - over two critical ranges: 20 to 100 cycles; 4,000 to 10,000 cycles with an available boost of 0 to 20 db.

Unlimited frequency selection — an unusual operational advantage offered by the equalizer unit of the Fairchild Amplifier-Equalizer — compensates for brilliance-loss at the slower 33.3 speed and for response-deficiencies of cutterhead, disc material, pickup, or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles — with a negligible effect on volume and without loss in the bass.

With a Fairchild Amplifier-Equalizer and two No. 539 Fairchild Recorders, it is possible to record or play back continuously; to make duplicate records; or to "dub" from one table to the other. Wherever extreme flexibility, low noise level, low distortion content and fine frequency response are professional requirements, the one answer is the Fairchild Amplifier-Equalizer.

All Fairchild sound instruments are built to meet the exacting professional requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill — skill long practised in .0002" tolerance production of aerial and gun cameras, and aircraft computing gunsights. Descriptive and priority data are available.
Introducing
THE VAN EPS-DUOTONE
CUTTING HEAD

Available for Immediate Delivery

THE VAN EPS-DUOTONE CUTTING HEAD is designed for highest type cutting, giving a clean and undistorted cut on complex waves. It has but a single resonant point which is easy to equalize. The output of this head does not vary from day to day but is constant under all temperatures and humidity conditions. This head has high output, thus requiring less power to drive, and is available in 15 and 500 ohm impedances. It is designed for 9/16 inch stylus.

RECORD COMPANIES, RECORDING STUDIOS, GOVERNMENT AGENCIES note these features:

1. It has a reed armature, which is ragged, and acts as its own damper, eliminating rubber and other deteriorating materials which usually cause cutting heads to change from day to day.

2. Measured distortion is 1.8% at 400 cps.

3. Impedance of the cutter is actually 500 ohms at 400 cps.

4. Requires only plus 20 db level (6 milliwatts in 500 ohms) for normal amplitude—less than 1 watt of power.

5. Easily installed. The head comes equipped with an extra mounting plate for instant mounting and is easily interchangeable where other heads are used.

6. Carefully tested at our laboratory and a graph accompanies each cutter, giving the frequency response characteristics.

7. The head is hermetically sealed and guaranteed if the seal is not broken.

Duotone

For further information ask your jobber or write to
THE DUOTONE COMPANY • 799 Broadway, New-York 3, N.Y.

PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 192)

MICHIGAN
Battle Creek
Federated Publications Inc. (WELL) (Publishers of Battle Creek Enterprise & News, Grand Rapids Herald and Lansing State Journal) 48,100 4,100 13.00

Benton Harbor
The Palladium Publishing Co. (Publishers of The News Palladium, a daily newspaper at Benton Harbor, and owns substantially all of The Herald Press at St. Joseph, Mich.) 46,100 1,925 31.44

Dearborn
Herman Raderer (WRBM) 46,500 6,790 14.00

Detroit
James F. Hopkins (WJBE) 46,500 6,790 14.00

Detroit
WJR, The Goodwill Station (WJRI) 46,500 6,600 100.50

Grand Rapids
John E. Peters and Rhea T. Peters d/b a/s Peters Broadcasting Co. (WJRE & WJEF) 43,900 10,250 23.00

Grand Rapids
King-Trendle Broadcasting Corp. (WOD) 46,900 5,500 76.77

Grand Rapids
Lansing
WJtin (WJIME) 46,500 5,900 11.55

Muskegon
Port Huron
The Times Herald-Publication of Times Herald 47,700 5,600 44.80

Saginaw
Saginaw Broadcasting Co. (WSAM) 45,500 2,100 151.95

MINNESOTA
St. Paul
WMIN, Inc. (WMIN) 45,700 13,573 31.86

MISSOURI
Kansas City
WHER Broadcasting Co. (WHER) 46,900 9,200 45.00

KCFQ, Inc. (KCFQ) (42.5% of stock owned by The News Corp., publisher of The St. Joseph News-Press and St. Joseph Gazette) 46,900 9,200 45.00

St. Louis
Erdmen Publishing Co. (KMOX) 46,000 13,600 33.00

St. Louis
Globe-Democrat Publishing Co. (Publishers of Globe-Democrat) 46,300 12,083 146.00

St. Louis
Missouri Broadcasting Co. (WITC) 46,100 13,500 22.00

St. Louis
Feltzer Publisher Publishing Co. (KOKR) (Publishers of St. Louis Post-Dispatch) 46,500 13,891 39.60

St. Louis
St. Louis University (WFTW) 46,100 13,500 25.00

St. Louis
Star-Time Publishing Co. (KKOK) (Publisher of St. Louis Star-Times) 44,700 12,480 35.10

NEBRASKA
Omaha
World Publishing Co. (KOWH) (Publisher of Omaha World-Herald) 45,500 11,660 20.00

NEVADA
Las Vegas
Nevada Broadcasting Co. (KENO) 46,500 500 8.50

NEW HAMPSHIRE
Manchester
The Radio Voice of New Hampshire Inc. (WMUR) (5% of stock owned by Edward J. Grubb, who is 80% owner of common stock and managing editor of The Citizen Publishing Co. which publishes the Citizen) 45,900 8,130 121.80

NEW JERSEY
Ewing Twp.
Merrick Broadcasting Co. (100% of stock owned by Trenton Times Corp., publisher of Trenton Evening Times, Morning State Gazette and Trenton Sunday Times-Advertiser) 49,900 2,200 23.40

Newark
New Jersey Broadcasting Corp. (WROOM) 49,100 6,900 26.80

Paterson
North Jersey Broadcasting Co. Inc. (WFAT) 49,900 4,920 40.00

NEW YORK
Albany
WOKO, Inc. (WOKO) (25% of stock owned by the Press Co., Inc. of Albany Knickerbocker News) 46,100 7,164 19.20

Brooklyn
Frequency Broadcasting Corp. (100% of stock held by Yarrum Inc. who owns 25% of stock of Metropolitan Engineering Co., which is engaged in manufacture of steel stampings, electric welded products and fin tuberculosis steam boilers) 43,700 14,400 39.80

WHEN, Inc. (WHEN) 43,200 6,520 150.00

WBBR, Inc. (WBBR) (25% of stock owned by Buffalo Courier-Express) 43,500 3,620 100.00

Ithaca
Cornell University (WJFY) 45,300 13,500 35.10

Jamesown
Jamestown
James Broadcasting Co. (WJFY) 46,100 13,500 39.60

New York
The American Network Inc. (100% of stock owned by five separate newspaper-publisher-publishing corporations—The Journal Co., WGE, Inc., Independent Broadcasting Inc., Star-Times Publishing Co. and The Constitution Publishing Co.) 47,900 5,940 70.00

New York
Blue Network Co. Inc. (WJX) 47,900 5,900 141.00

New York
Delta Memorial Radio Fund Inc. (WVED) (Among co-operative backers are directors of the Jewish Daily Forward; the newspaper company itself has no interest or control) 48,700 8,000 44.10

New York
Greater New York Broadcasting Corp. (WNEW) 48,700 8,500 87.50

New York
Heart Radio Inc. (WINS) (See Hearst Newspapers) 45,700 5,940 130.00

New York
News Syndicate Co. (Publisher of New York Daily and Sunday News) 47,900 5,500 80.80

New York
WDXN (KXOK) 48,500 5,700 30.00

New York
WMCA Inc. 48,300 5,800 150.00

Ogdensburg
St. Lawrence Broadcasting (WRLB) 45,200 13,100 28.90

Poughkeepsie
Poughkeepsie Newspapers, Inc. (Publisher) 44,800 10,185 80.00

Syracuse
Central New York Broadcasting Corp. (WSTB) 46,300 6,800 22.00

Syracuse
Grand Rapids Radio Broadcasting Corp. (WFRY) 45,900 6,740 18.84

(Continued on page 198)

BROADCASTING • Broadcast Advertising
NEW HORIZONS

The technical advances in radio, stimulated by the needs of war, have extended the horizons of peacetime broadcasting.

New methods and new equipment will bring a new perfection to every field of broadcasting—AM, FM, Television, Facsimile.

The Wilmotte Laboratory through its intensive war time work has kept apace with radio engineering developments.

With its fully equipped laboratory and experienced staff, this organization is ready now to plan for you every phase of your peacetime operations. Available to clients is a complete engineering planning, designing, and installation supervision service, from FCC application to the start of operations, in the fields of

Amplitude Modulation Broadcasting
Frequency Modulation Broadcasting
Television Facsimile

THE WILMOTTE LABORATORY
1469 Church Street, N. W.
Washington 5, D. C.

RAYMOND M. WILMOTTE, DIRECTOR

Designer of First Directional Antenna
Controlling Interference
PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 194)

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Station</th>
<th>Frequency</th>
<th>Power</th>
<th>Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Utah</td>
<td>Idcon</td>
<td>WBYX</td>
<td>93.7</td>
<td>1000</td>
<td>N. M. Stewart, Judge (Ownership affiliated with KBYX)</td>
</tr>
<tr>
<td>WA</td>
<td>Bellingham</td>
<td>WWBQ</td>
<td>102.9</td>
<td>2500</td>
<td>W. L. Brown, President (Ownership affiliated with KQBW)</td>
</tr>
<tr>
<td>WA</td>
<td>Everett</td>
<td>WQV</td>
<td>90.5</td>
<td>1000</td>
<td>W. J. Vreeland, President (Ownership affiliated with KQV)</td>
</tr>
</tbody>
</table>

FOREIGN TRADE

...the Great gateways of foreign trade... you will find Norfolk, Portsmouth, and Newport News (the Norfolk Metropolitan Market) getting ready for it right now...

No time THERE for wishful thinking... for as long as industry must produce goods and move 'em, and as long as ships are built to carry 'em... the nation NEEDS NORFOLK!

...a solid package of metropolitan buying power you can depend on, for proving postwar plans.

5,000 WATTS DAY AND NIGHT NBC NETWORK

WTAR NORFOLK VIRGINIA

National Representatives: EDWARD PETRY & CO.

Page 196 • August 28, 1944
for Craftsmanship Remember Columbia

COLUMBIA TRANSCRIPTIONS
New York . . . 799 Seventh Ave., Circle 5-7300
Chicago . . . Wrigley Bldg., Whitehall 6000
Hollywood . . . 6624 Romaine St., Granite 4134
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING
WASHINGTON 4, D. C.
PHONE DISTRICT 8215

MORE
LISTENERS
than any other Dayton station
...and we can
PROVE IT
Ask us...
Ask Hooper

WHIO IS
THE DAYTON MARKET
5000 WATTS • BASIC CBS
G. F. HOLLINDBERG CO., Representative
HARRY E. CUMMINGS, Southeastern Representative

PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 196)

Philadelphia
Gibralter Service Corp. (100% of stock owned by Bulletin Company publisher of The Evening Bulletin) . 46,100 9,321 55,422
Philadelphia
The Philadelphia Inquirer, a Division of Triangle Publications, Inc. (Publisher WCAE Broadcasting Station Inc.) (WDAE) . 41,200 1,660 42,860
Philadelphia
WCAE, Inc. (WCAE) (Same Ownership as Pittsburgh Sun-Telegraph) . 45,500 8,660 54,160
Reading
Reading Broadcasting Co. (Stockholders are owners of Reading Eagle Co. publisher of Reading Times and Eagle) . 46,600 4,475 51,075
Scranton
Scranton Broadcasting Co., Inc. (WQBC) . 48,100 5,950 54,050
Sharon
Sharon Herald Broadcasting Co. (WPIC) (One stockholder holds stock in Sharon Herald Publishing Co.) . 45,900 11,980 57,880
Uniontown
Fayette Broadcasting Co., Inc. (WMBB) . 44,500 3,400 47,900
Wilkes-Barre
Radio Engineers (WMBC) . 43,600 3,230 46,830
Williamsport
Wilkins Broadcasting Co., Inc. (KRIC) . 45,100 6,600 51,700
York
York Broadcasting Co., Inc. (YORK) (Affiliated with Lancaster Newspapers Inc.) . 45,100 1,500 46,600
RHODE ISLAND
Pawtucket
Pawtucket Broadcasting Co. (WFIC) . 46,100 8,740 54,840
Providence
Cherry & Webb Broadcasting Co. (WPRO) (Department store affiliated) . 45,500 2,900 48,400
Providence
The Outlet Co. (WJAR) (Department store) . 48,500 3,400 51,900
SOUTH CAROLINA
Charleston
Atlantic Coast Broadcasting Co. (WAVJ) (Affiliated with Charleston News and Courier and Charleston Post) . 47,700 6,830 54,530
Greenville
Greenville News-Piedmont Co. (WFBC) . 44,100 23,687 67,787
Spartanburg
Spartanburg Advertising Co. (WSPA) . 43,400 26,000 69,400
TENNESSEE
Knoxville
American Broadcasting Corp. (WATE) . 46,100 3,230 49,330
Nashville
Nashville Radio Corp. (Owned by The Nashville Banner Publishing Co. and Tennessee Newspapers Inc.) . 46,000 1,600 47,600
TEXAS
Abilene
Amarillo
Amarillo Broadcasting Corp. (KIPK) . 46,100 5,900 52,000
Beaumont
Beaumont Broadcasting Co. (KRRK) (Owned by Beaumont Enterprise and Journal) . 43,100 6,450 49,550
Dallas
A. H. Helo Corp., (WFAA) (Publisher of The Dallas Morning News) . 43,700 22,700 66,400
Dallas
KRLD Radio Corp. (KRLD) (subsidiary of Times-Herald Printing Co., publisher of Dallas Times Herald) . 45,500 150,000 to 175,000
Huntington
Huntington Broadcasting Co., Inc. (KGBS) . 2,600
Houston
Houston Printing Co. (KPRC) (Publisher of Houston Post) 97% of stock owned by Houston Post Co.) . 46,600 10,500 57,100
Houston
KTRH Broadcasting Co. (KTRH) (Subsidiary of Houston Chronicle Publishing Co., publisher of Houston Chronicle) . 47,700 11,800 59,500
San Antonio
Southland Industries Inc. (WQQA) . 44,500 10,000 54,500
Wichita Falls
Rex Howard (Owns stock and is officer of Times Publishing Co. which publishes the Wichita Daily Times and Wichita Record News) . 46,000 12,800
UTAH
Salt Lake City
Intermountain Broadcasting Co. (KDLJ) . 46,700 800 47,500
VIRGINIA
Norfolk
WTAR Radio Corp. (WTAR) (Subsidiary of Norfolk News-Pressers Inc., publisher of Norfolk Ledger-Dispatch and Norfolk Virginian-Pilot) . 46,100 5,792 51,892
Richmond
Richmond Publishing Co. (WMBG) . 46,100 12,130 58,230
WASHINGTON
Spokane
Louis Wasmier Inc. (KHQ) . 46,700 12,690 59,390
WEST VIRGINIA
Charleston
Charleston Broadcasting Co. (WCHS) . 45,500 11,525 57,025
Morgantown
W. Virginia Radio Corp. (WKJR) . 43,000 13,244 56,244
WISCONSIN
Green Bay
Green Bay Newspaper Co. (Publisher of Green Bay Press-Gazette) . 46,400 3,810 47,210
Oshkosh
Oaksho Broadcasting Co. (WOSH) . 46,100 3,950 47,050
 Racine
Racine Broadcasting Co. (WLRN) . 46,100 (Principal stockholders are officers of the Journal Times Co.) 3,240
 Waukesha
Wisconsin Newspaper Co. (Publisher of Waukesha Daily Record-Herald) . 46,500
CHIEF ENGINEERS and general managers of 78% of the stations in the U.S. are in the armed services or doing other Government work in connection with the war, according to an article, "Broadcasting Fights Its First War," in the September issue of the Western Electric Oscillator which replaces Pick-Ups.

Written by George DeMare, the article covers in detail radio's contribution to the war, pointing out that a typical station has lost 30% of its technical force, either to the armed services or to Government agencies engaged directly with the war program. A study by Broadcasting Yearbook disclosed that more than 23% of radio's entire personnel was in the military forces alone [Broadcasting, Jan. 31].

Radio Takes Lead

"For exceptionally meritorious and distinguished service in a position of great responsibility . . ." is the way the citation for one of America's highest decorations conferred on Capt. Charles Hunter, formerly of KPRO, reads, chronicles Mr. DeMare. "In many instances this might be the citation for the record of all broadcasting itself in this—its first war."

Mr. DeMare points out that radio has taken the lead as a communications arm of the military forces, it holds the center of the stage as a propaganda medium and at home the people "depend greatly upon broadcasting for the news of their fighting men and the dissemination of vital home-front information."

The author lists many top-ranking executives and employees now in key posts in the Army, Navy, Marines, Army Air Forces, OWI and other Government agencies. He tells of the manpower drain on radio—which occurs as managers and their engineers go to the armed services, how they pitched in and operated transmitters and studio control boards several hours daily in addition to their executive duties.

Mr. DeMare writes of the intensive training program radio has begun—training women and the inexperienced available men for important technical jobs. The ingenuity of stations in keeping on the air despite acute manpower shortages is brought out by the author, who discovered that WRAK Williamapo, Pa., is using policemen as part-time operators, that other stations near Army and Navy posts are gratefully accepting the part-time services of technicians in the armed forces. He tells how other stations are using war plant employees on a partial basis.

Only One Staff Intact

In cases where help cannot be found, Mr. DeMare concludes the only solution lies in four categories: Longer hours and harder work, doubling up, joining the major networks (in the case of smaller stations) and mechanical reorganization to enable one man to do two three or four men's jobs.

On one station, WSFA Montgomery, Ala., was found to have kept its key staff intact, according to the DeMare article, which brings out that fortunately many returning war veterans discharged for physical reasons, are finding their way back to broadcasting.

Despite the handicaps, however radio has done an outstanding jol of public service, Mr. DeMare concludes. He lists several instances—other than the war—in which radio played important parts in the saving of lives and property. He also cites the profession's cooperation with the Treasury, OWI and other Government agencies in promoting campaigns.

Reprints of Mr. DeMare's article which deals with all phases of radio's public service in wartime, will be furnished on request to W.

White, editor of the Western Electric Oscillator, 195 Broadway, New York.
ALLIED

The Name to Remember for Quality in Recording Discs

ORDERS SHIPPED PROMPTLY

ALLIED RECORDING PRODUCTS COMPANY
21-09 43rd Ave., Long Island City, N. Y. • Phone Stillwell 4-2318 • Cable: Allrecord, New York
Opening New Vistas in Broadcasting

Television a Challenge
To Creative Skills
Of Specialists

By FREDERIC R. GAMBLE
President, American Assn. of Advertising

FM AND TELEVISION seem to be running neck and neck in the race of postwar development in radio. Of course, television is more glamorous and will require a far greater development of creative skills, but it also seems somewhat farther from commercial application.

Recievers First

FM offers more than simply an improved method of broadcasting, as the results about it are true.

Equal and increased night and day coverage by low-power stations will greatly increase the possibilities and effectiveness of spot broadcasting. A new concept of changes to expect, it seems to me, are in the buying department where agencies will be quick to take advantage of this new way of reaching audiences through radio.

Television, on the other hand, opens up much wider vistas; the combination of sight and sound in broadcasting will revolutionize studio techniques, of course. There will have to be scenery in many cases, memorizing of parts, costuming and make-up, and other changes the experimenters are now discovering. I have no doubt the technical problems of broadcasting television will be solved in due course, but what about the audience? Can television hold audiences for comparable lengths of time requiring, as it will, much more concentration? This seems doubtful. Successful television with large audiences may be limited to certain times of day.

But before there is any great development of commercial television, the public must be supplied with receivers in the millions. This will take time, not only to solve the problems of the kind of screen and broadcast band, but also to make and sell the sets. It seems probable that agencies will produce commercial television shows just as they have come to produce most of the radio shows, unless television commercials are restricted to Hitch-hikers.

Long ago, the older advertising media found that they could not very successfully create advertising for two or more competing advertisers. The advertising agency was originally set up to meet this need of an independent organization to convert the publisher's white space into advertising influence. Radio soon found that this principle likewise applied to the conversion of blink time and that it is best done by an independent creative, specialist organization, compensated by a percentage of the medium's rate, and devoting this compensation to the service and development of successful advertising.

No better method has ever been suggested, or seems likely to be. Advertising has succeeded as this method has been conscientiously followed. Most of its difficulties have arisen from attempts to "beat the game" in one way or another. Successful radio advertising postwar seems most likely if these principles, underlying successful operation, are realized and adhered to.

Ton of Radio

ARMY'S B-29 Superfortresses carry approximately a ton of radio equipment, or almost double the weight on other heavy bombers in actual operation, according to a War Dept. announcement. Communications instruments in the B-29's vary from 1/4 to 550 lbs. and provide for conversations between aircraft in flight, between the bombers and their far-distant bases, and between crew members within the plane. There are also radio navigational instruments and devices to guide rescuers in case of emergency. The equipment is of a type that had been in use for some time, but at present the makers, Signal Corps Aircraft Radio Lab. of Wright Field, are working on "development of even superior replacement devices".

Meetings on Coast Are Staged by GE

Television, AM and FM Plans Are Discussed at Meetings

TO KEEP West Coast broadcasting, theatre and merchandising executives abreast of its postwar plans in AM, FM and television, General Electric Co. technical and merchandising experts staged series of three one-day meetings in Seattle, San Francisco and Los Angeles, Aug. 11, 15 and 17, respectively. Plans and designs for post-war master television stations and possible networks, as well as details and prospects for new war receiving sets were discussed.

Predicting a large increase in West Coast FM broadcasting—a trend already well under way in the East and Middle West—W. R. David, GE sales manager, said standard AM broadcasting would undoubtedly show a steady decline after the war. Pointing out that there are 50 FM stations on the air now this number will increase while the present 900 or more standard stations will show a corresponding decrease. Film in the history of FM" outlined development of that aspect of broadcasting.

Network Projects

During afternoon session, devoted to television, D. McLean, GE sales manager of television transmitters, discussed simple mechanics of television and outlined operation of proposed television networks, using as example the one in use now between New York and Schenectady. He explained use of master, supplementary and satellite television stations. "The perfection of television in color, as well as the efficient television broadcasts for projection on a large screen similar to a movie theatre screen, is yet to come," he said. Film, "Seeing at Home," covered broadcasting and receiving of television programs. Also, use of a magnetic wire, now used almost exclusively for military purposes, was demonstrated.

In outlining postwar plans for production of home television receiving sets, W. M. Boland, GE western electronics manager, stated an efficient small receiver would retail at about $200, with projection models utilizing 18x24-inch screen priced between $350 and $500. He had previously addressed the morning meeting on "Radio Receivers and Radio Advertisiing." Question and answer period followed both sessions.

 ATS Series Planned

AMERICAN TELEVISION Society's program laboratory will present a series of non-commercial shows on television stations in the New York area shortly, it was announced last week. First programs will be presented by WRGB, General Electric station in Schenectady. Assisting Charles H. Kleinman, executive director of the laboratory, are Ted Huston, director of production; John Flory, director of scripts; Jean Rosenthal, director of station and agency relations. ATS will produce the shows for selected charitable, civic and social service activities.

Page 202 • August 28, 1944

BROADCASTING • Broadcast Advertising

FEATURING MR. GAMBLE:

"It's Bee Army-The Palmer House People Hadn't Any Rooms Left!"


drawn for bROADCASTING by Sid Him

RCA LABS., Pricton, N. J., has developed an electronic time-interval counter for American Army and Navy guns of all sizes. The device makes possible extremely accurate muzzle velocity measurements, as precise as 1/100,000th of a second. The instrument is in use for more than a year at arsenals throughout the country.
WASHINGTON, KY. . . "Charming Little Place"

“Now, what is this charming little place?”
Would you say it once was known throughout the land
As “center of fashion and education”,
And second largest town in all the state?
More seemly are the antique covered wells
Along the walks;
Or the old log house on Main Street,
Protected now from ravages of time by clapboard.
Where once the mails for all the Northwest Territory
Were cleared and passed along.
It makes you think, somehow, of Indians,
And of Simon Kenton’s hardy little band
Foregathering here to thwart their treacherous raids.
Yet everywhere are monuments to days of grandeur.

Like Marshall Key Place, where slaves were sold,
And Cedar Hill, its wide Colonial veranda
Peering down through wise old evergreens
Upon the town.

Yes, Washington’s importance long has fled;
But something of it still remains alive
For the eager youth and their memory-mellowed elders
Who live their lives here . . . and for us.

WLW
The Nation’s Most Merchandise-Able Station
DIVISION OF THE Crosley Corporation
**REVOLUTIONARY TUBE DESIGN**

FOR BETTER BROADCASTING

This is the story of a new tube design that "rewrites the rule book."

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

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

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

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

Remember, the Magic Brain of all electronic equipment is a tube... and the fountain-head of modern tube development is RCA.

---

1. Filament Posts
2. Exhaust-tube Protective Cap
3. Metal Exhaust Tube
4. Filament Lead Seal (metal-to-glass)
5. Low-inductance Grid Terminal
6. Entrant Metal Header
7. Grid Seal (metal-to-glass)
8. Corona Ring
9. Filament Terminal Blocks
10. Filament Support Rods
11. Hard-glass Bulb
12. Grid Support Rods
13. Anode Seal (metal-to-glass)
14. Filament Heat Shield and Rod Reinforcement
15. Electrostatic Shield
16. Anode Flange
17. Anode (1/4-inch thick copper)
18. Grid Welded to Supports
19. Tie Wires for Self-Supporting Filament Assembly
20. Filament Strands
21. Common Tie of Self-Supporting Assembly

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

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N.J.

LEADS THE WAY... in Radio... Television... Tubes...
Phonographs... Records... Electronics