LET'S BUILD an all-night show, the WOR people said about four years ago. But—it must be a different kind of all-night show. It must be unlike anything that anyone has ever heard.

WOR was sort of an amateur at this all-night show business, but not at program-building. For more than 22 years WOR's program-creators have been taking the ordinary and making it unique. Stumped by this all-night assignment? Not they! Why, they said, we . . . But it wasn't that easy.

They stumbled; thumbs got in the way. But out of the tinkering and the sorting and their accumulated know-how came “Moonlight Saving Time,” starring friendly-voiced, dynamic Steve Ellis.

Today “Moonlight Saving Time” has three times as many listeners as any all-night show on any other major New York station. And what it has done for sponsors is a story as sparkling as the show itself.

“Moonlight Saving Time” is an indication that WOR has built one of the most capable program planning staffs in radio. Another is the fact that 16 of the 17 most highly rated local New York shows today are on WOR.

What WOR has done, and is doing, to please millions of people in one of the greatest listening territories on the Eastern Seaboard, it can do for you, too.

Our address is . . .

that powerful station

WOR

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Steve Ellis
FROM THESE 19 ILLINOIS COUNTIES

THREE OUT OF FIVE Families

Wrote WLS

100,612 letters came to WLS in 1943 from 19 Illinois Counties alone (the seventeenth, eighteenth, and nineteenth Congressional Districts). In these 19 Illinois Counties, there are 168,956 Radio Homes: 59.5 Letters per 100 Radio Homes! Three out of Five! Real Audience response! WLS RESULTS!

These 19 Illinois Counties are just one small section of the four-state Midwest America from which we receive a million letters a year! In them you see just how WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you! When you want action in all or any part of a four-state Major Coverage area (including Metropolitan Chicago) remember: WLS GETS RESULTS!

NUMBER TWO in a WLS series of advertisements analyzing the station's intense listener-response, county by county. This ad shows WLS mail response from 19 Illinois Counties. Through the series we will reveal actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage area: Illinois, Indiana, Michigan, Wisconsin.

890 Kilocycles 50,000 Watts Blue Network

WLS
The Prairie Farmer Station

Represented by
John Blair & Company

CHICAGO 7

Baltimore's Ears and Eyes are on WFBR*

THE EARS . . .

Millions of them in the Baltimore trading area! And they listen to WFBR right across the board from "Morning in Maryland" at 6:00 A.M. until sign-off time at midnight. Swell local shows and top Mutual network attractions keep WFBR's ratings high on all surveys. Check for yourself; see how many times WFBR is mentioned in first, second or third position!

THE EYES . . .

Plenty of eyes see WFBR, too! Because we have the finest studio facilities in the South. They come to see many of our best local shows go on the air or they come just to see what the inside of a radio studio looks like. Over 75,000 is the average yearly attendance . . . no other Baltimore station can make this statement!

There you have it... the eyes and ears of Baltimore are pretty familiar with this station and have been for the past 22 years. It's the kind of listener interest and loyalty that builds sales for advertisers on WFBR.

* ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!
EVERY STEP in the Development of Directional Antenna Design requires Knowledge, Experience and Accuracy in All Calculations Involved. All three are requisites to the Adequate Solution of any radio-engineering problem, major or minor.

CRECO has All Three, plus the Proper Equipment. CRECO’s War Job now permits the acceptance of a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Porter Bldg.
KANSAS CITY, MO.

EVERETT L. DILLARD, General Manager
Evening Star Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

“BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY”
97% of all Utah homes have radios—one of the highest percentages in the nation.

Reach this alert market through

KDYL
Utah's NBC Station
JOHN BLAIR & CO. - NATIONAL REPRESENTATIVES
Today—

When You Think of NEW ORLEANS

... You Think of 107,688 NEW WAGE EARNERS
(Since 1940)

...AND

WWL NEW ORLEANS

The Greatest Selling Power In The South’s Greatest City

50,000 WATTS CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
NOW HAVE FACILITIES IN
Hollywood

To render a better service to clients... to shorten the distance between two great talent cities... New York and Hollywood, WOR Recording Studios in the east, under the direction of Thomas M. Kelleher, makes available its unparalleled service and superb production equipment for high fidelity recordings... to the motion picture industry.

WOR's skilled engineers, with their many years of experience, invite problems on all phases of radio transcription work.

In Hollywood, C. P. MacGregor heads the staff of the West Coast Studios, with offices at 729 South Western Avenue.

Investigate the possibilities of WOR Recording Studios for your next transcription job.
NO WASTE COVERAGE

5,000 WATTS, 980 Kilocycles, IN NASHVILLE

WSIX has plenty of power to cover the well-to-do, active area of Nashville and Middle-Tennessee. This coverage dished out with choice programs from Blue and Mutual networks has resulted in securing for WSIX the largest all-day 8 A.M. to 6 P.M. listening audience in Nashville. Ask any current advertiser what he gets for his money on WSIX. He knows that this station is strong enough to reach Nashville's large trading territory—he does not pay for waste circulation in the surrounding lesser populated agricultural sections. For full information on WSIX and the Nashville market contact this station direct or write to our National Representatives.

BLUE and MUTUAL

As an affiliate of both the Blue Network and Mutual Broadcasting System, WSIX has access to some of the most competent news men in the country. For entertainment, service and education, too, WSIX carries well selected high caliber programs from these fine networks.

THE KATZ AGENCY, National Representatives
City's 10-Year Goal
Set at 300,000 Homes

Builders' Head Outlines Postwar Program; War Building Nearing End

By E. A. BAUMGARTEN
Realty Editor, The Detroit News

There will be a need for approximately 300,000 new privately-owned homes in the metropolitan Detroit area in the 10 years following the war, Detroit builders believe. This figure was given by W. H. Harlow, president of the Builders Association of Metropolitan Detroit.

Population Gain 206,000

Big Suburban Growth Seen

$45,000,000 Contract Drawn for Detroit Superhighways

Rosy Picture for Merchants

Michigan Bell Proposes $120,000,000 Expansion

Michigan Bell Telephone Co. expects to spend $120,000,000 for the first five years following the war.

- Thousands of new homes needed now.
- Tremendous demand for all kinds of merchandise.
- Many expansion programs planned.

Yes, there'll be a greater Detroit tomorrow, no doubt about that—a bigger, more productive, more wealthy Detroit.

And what a market it will be for merchandise of all kinds—automobiles, refrigerators, household furnishings, ranges, electrical appliances, foods, clothing—everything from furnaces to fashions.

Better set your sales sights high on Detroit right now—and remember—WWJ, America's pioneer broadcasting station, is the most listened-to radio station in this great market.
“1-A, eh? Not when I get through with you, Thistlewaite!”

- This, dear reader, is just a gentle reminder that as manpower problems become more and more critical, there's probably still a lot of work that you can turn over to F&P, to ease your overworked staff. Sure, we're burning a lot of midnight oil, ourselves. And we also love our homes and carpet slippers. But this is another chance to prove our value to you—and that's Number One with us. Say when!

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

EXCLUSIVE REPRESENTATIVES:

BUFFALO - WGR-WSW - WCKY
CINCINNATI - WDAL - WOXY
TAMPA - WSDM
INDIANAPOLIS - WLCX - KMBC
KALAMAZOO - WAVE - WAVE
LOUISVILLE - WTIN
FILE - DULUTH - WFTL
MINNEAPOLIS-ST. PAUL - KDJO
PEORIA - WILF
ST. LOUIS - WIRC
SYRACUSE - WSNW
DES MOINES - WHO
DENVER - WOC
SOUTH DAKOTA - KMA
PEORIA - WMBD
ST. LOUIS - KSD
HOLLYWOOD - WSB
DALLAS - KGKO
ATLANTA - KXLY - KXIE
KANSAS CITY - KXIZ
SOUTH CAROLINA - WSPD
HOUSTON - KXCH
MISSOURI - KXHL
OKLAHOMA CITY - KRIS
TEXAS - KXIN
NEW YORK - WCBS
SOUTHEAST - WCRC
CHARLESTON - WAEF
COLUMBIA - WNER
BIRMINGHAM - WWL
RALEIGH - WNBX
ROANOKE - WCBX
ATLANTA - WSB
PACIFIC COAST - KCOX
PORTLAND - KPOI
SEATTLE - WSB
FAIRBANKS, ALASKA - KFWB
AND WRIGHT-SONOV, INC.
CIO, WHKC Join in FCC Dismissal

Commission Rules Political Identity Is Mandatory

AMID PROTESTS that certain political spot announcements are not properly identified as to sponsorship and the issuance by the FCC of a warning to all licensees that Sec. 317 of the Communications Act provides full sponsorship identity, the UAW-CIO and United Broadcasting Co., licensee of WHKC, filed a joint motion with the Commission last Friday asking dismissal of CIO proceedings against the station.

In statements issued at the same time Philip G. L outlooks, Washington counsel for United, and Ernest Goodman, UAW-CIO counsel, were agreed that WHKC, in denouncing the NAB Code of Ethics and adopting its own Statement of Policy [BROADCASTING, Aug. 21, 28] will better serve in the public interest. While action to dismiss the CIO petition, which had charged WHKC with censorship, refusal to permit controversial issues to be discussed by labor and with failing to maintain a balanced treatment of all sides of controversial issues, was considered significant and a step towards cementing relationship between radio and organized labor, other protests were lodged with the FCC against political broadcasts.

Law Applies to Spots

"Numerous complaints have recently been received by the Commission concerning failure of radio stations to identify sponsors of political spot announcements," said the FCC notice. After citing Sec. 317 of the Act, the notice pointed out that the section "applies to spot announcements, as well as to all other material broadcast and requires a full and fair identification of the person furnishing the consideration for such broadcast.

The Commission notice followed complaints by the American Civil Liberties Union and the Liberal Party of New York State to Chairman James Lawrence Fly, charging that political broadcasts are being carried without proper sponsor identification. The Civil Liberties Union protest made reference only to "spot announcements in behalf of political candidates".

On the other hand, Dr. John L. Childs, state chairman of the Liberal Party, and Morris L. Ernst, vice-chairman and attorney for the American Civil Liberties Union, telegraphed Mr. Fly that "unidentified spot announcements", broadcast "on many stations on behalf of the Republican Party" constituted a "fraud on the public since they come over the air not as advertisements but as station announcements".

An investigation by Commission personnel disclosed that some stations had broadcast political spot announcements, labeling them only "political" announcements. It was pointed out that such identification isn't sufficient.

Rule Pending

Pending before the FCC is a proposed rule to require identification of not only sponsors of commercial programs, but of those providing "free" material for broadcast [BROADCASTING, Oct. 8].

"This proposed rule is a matter of vital interest to every radio station and it is highly important that a considerable number of licenses express their views upon the subject," NAB advised its membership. "NAB will make a general appearance. Station managers are urged to send to the Commission an expression of their views. This may be done in the form of either a letter or a brief addressed to the Commission. It is also most urgently requested that copies of such letters or briefs be sent to NAB."

Indications were that the major news and number of independent stations would file appearances and be prepared to testify. Deadline for filing requests for oral argument is Nov. 1, with the argument set for 10:30 a.m. Nov. 10.

Rubin Protest

Another protest was filed by William B. Rubin, Milwaukee attorney representing the CIO, in the case of Van E. G. Thomas, 갈 Cour. Gov. of Wisconsin, asking the FCC to insist that Gov. Dewey, Gov. Bricker and Rep. Clare Booth Luce (R-N.J.) be required to "retract" or "correct" certain alleged "falsehoods". He said they uttered against President Roosevelt. He asked that the GOP be required to submit scripts of political talks to stations 48 hours in advance, that networks and stations be required to "delete" any "false information" and threatened to file objections to renewal of licenses of stations carrying "false statements" by Republicans.

RADIO SCORED a new triumph in split-second war coverage when first news of the Philippines invasion was flashed from a floating broadcasting station off Leyte.

An Army Signal Corps radio ship, first such craft used in any landing action, sailed with Vice Admiral Thomas C. Kingaid's 7th Fleet which landed Gen. Douglas MacArthur's troops.

From this ship was broadcast the dramatic MacArthur communiqué announcing the General's return to the islands. The communique was beamed to the Army Communications Center in San Francisco via a series of booster transmitters.

It was distributed from the main receiving point to the four major networks and three national news services. As the news was being flashed to America, another leg of booster stations carried it to Australia. Shortwave facilities relayed it from War Dept. headquarters in Washington to Great Britain.

This fast news transmission over the distances involved in the Pacific was a culmination of a year's preparation by the Army Signal Corps and the War Dept. Bureau of Public Relations.

After original tests were conducted, a far-reaching system of alternate relay routes was established to assure distribution of the news, in the event one route failed or the Japanese were successful in jamming operations.

Radio Leads Philippine Invasion Army

These routes were tested successfully early in the spring under the direction of Maj. Gen. Alexander D. Surles, Director, Bureau of Public Relations, War Dept.; Maj. Gen. Harry C. Ingalls, Chief Signal Officer, and Brig. Gen. Frank E. Stoner, Assistant Chief, Army Signal Corps.

President Roosevelt said at his news conference Friday that one of the reasons for the delay in announcing the landings was an apparent Japanese attempt to jam radio channels.

Gen. MacArthur's dramatic broadcast to the Filipinos, attending the invasion, was his first formal appearance before a microphone since the forced evacuation of the Philippines. He had said repeatedly that he would not go on.

(Continued on Page 59)
**Wiglesworth Demands FCC Revoke All Sales by Bulova**

In a new leap for the limelight, Rep. Richard B. Wiglesworth (R-Mass.), member of the House Telecommunications and Finance Committee, has called upon the FCC to revoke sales of Bulova interests to purchasers other than Bulova. This follows the FCC's alleged failure to revoke Bulova sales in the past.

**Wiglesworth**

"I am amazed by advice that FCC has approved the sale of Bulova interests to purchasers other than Bulova. I believe that the FCC has failed to live up to its responsibilities," he said. "I intend to take all possible action to have the sale of Bulova interests revoked, especially when it is made in violation of the law."
Says Shapley

Probably I represent a large body of listeners. I shall speak freely, because I feel deeply, and because I am conscious of a certain responsibility arising from my administrative positions in several national organizations.

We got... a hideous jingle about a soap; and we could not protect ourselves. The great art (Toscanini) had been prostituted in the interests of immediate cash return to the broadcasting industry and its commercial patron.

The instance cited was, of course, but one of dozens of similar recent atrocities. Such commercials must have considerable immediate profit whatever the long-range danger.

In the first place the objectors are not a few; I meet no one who condones them.

... the attitude of "We give the people what they want" was adopted by Bernarr Macfadden and Randolph Hearst. Yellow journalism has been built on the hypothesis that we should de-civilize by way of the instinctive vulgar taste of the mob.

I cannot escape the feeling that regardless of existing undertakings with the advertisers and regardless of current interpretations of codes, you can readily improve the present situation.

I even suspect that if you would join... in a decision that no singing commercials, or other question-able commercials, can be used... first without clearance by a "good taste" committee of the National Association of Broadcasters, the situation would mend immediately.

Says Bannister

I believe broadcasting in the United States is incomparably the finest in the world. Nowhere else is there to be found anything that even remotely approaches the accomplishments of American radio. The foundation of this structure is the commercial sponsor, the radio apothecary of free enterprise.

I must tell you that as a man cannot live by bread alone, an independent station cannot flourish and prosper by network broadcasting alone.

On my own station, a typical one, over three-fourths of our revenue comes from sources other than network broadcasting. Yet the choice of hours of the morning, afternoon and evening are devoted to network programs.

In a sense, each one of our listeners who hears in patient tolerance our announcements, sung or unsung, actually casts his bread upon the waters to subsequently have it returned to him in countless ways.

The freeborn American resents having culture thrust upon him. It must be administered in homeopathic doses.

I beg you to compare present-day American radio with what it was 13 years ago or with what it is today even in such an enlightened bolwark of civilization as Great Britain.

In the United States, the only propaganda is commercial—an urge to buy something. Granted that the means employed are at times offensive, is the price too high for what the listener gets in return? Where else, except from nature, do you get as much for nothing?

October 23, 1944 • Page 13
Military Lifts Ban on Propagation Data

CBS Contract Let
For New Video Outlet

By BILL BAILEY

WITH TELEVISION interests girded for a battle over spectrum location of the art when hearings are resumed this week in that phase of broadcasting, the FCC allocation hearings last week took a new slant as the Joint Chiefs of Staff lifted restrictions on classified propagation data in the higher frequencies from 8-100 mc.

Commission attaches predicted that with certain interference information disclosed, the military, who are to decide the future homes in the spectrum of radio's various services, will be given data vital to the allocation of FM, television and facsimile.

Police Data

Following the noon recess last Thursday, Commission General Counsel Charles R. Denny read into the record a communication dated Oct. 4. G. F. Myers, USN, secretary of the Joint Communications Board, Joint Chiefs of Staff, advising that the following data, classified prior to Oct. 16, had been unclassified: F2 layer reflection at 10 mc or higher; Sporadic E reflection at 1 mc or higher; multipath, shadow or "similar effects" in the band 40-100 mc (see text this page).

Meanwhile, just before noon the Commission had heard Zellon E. Adrith, radio engineer in charge of operations, Indiana State Police, give more concrete propagation data, in the FM band that any witnesses yet heard. Appearing as chairman of a subcommittee of Committee 1, RTBP Panel 15, and on behalf of all of the state and local organizations, Mr. Adrith cited case after case of interference, giving dates, frequencies and types of stations emitting signals in bands other than their own (see page 60).

Commissioners and counsel alike were agreed that the police representatives were more than able to present definite information as to interference in the 30-40 mc band than any witnesses.

On Friday Mayor F. H. LaGuida of New York, appearing for the U. S. Conference of Mayors of which he is president, said all public and governmental allocations north of 13 mc should be given consideration "over and above" commercial services. He said that after the armed services needs have been provided, cities should be given "first priority by the Commission".

Earlier the FCC heard Capt. D. S. Leonard of Detroit, representing the International Assn. of Chiefs of Police, declare that if "state and local police agencies are prevented from full use of radio facilities...it undoubtedly will be necessary to appeal directly to the Congress for statutory relief for television.

With the military ban lifted from propagation data, the Commission plans to delve into all phases of interference affecting FM and television.

Mr. Denny, who has conducted the allocation hearings, said the FCC staff already had begun assembling data, which likely will be presented this week. There is a possibility that Dr. J. H. Dellingar, chief of the Radio Section, Bureau of Standards, may be called by the FCC, inasmuch as he has collected considerable propagation data. Dr. Dellingar is chairman of the Technical Subcommittee of the State Dept. Special Postwar Planning Committee on Telecommunications, and heads a preparatory committee readying data for the World Telecommunications Conference.

Hearings in television, which opened Oct. 14, were postponed until Oct. 24 by agreement of those concerned. Tuesday's session to enable the Commission to take up Group 3 services, including police, fire, forestry, emergency, special emergency, provincial, special services and motion picture allocations. Many of the police officers who appeared as witnesses had to make the trips to Washington on their own funds and the FCC interrupted television to accommodate their schedules.

To Resume Tuesday

As BROADCASTING went to press, television was scheduled to be resumed at 10:30 a.m. Tuesday (Oct. 24) at the National Museum Auditorium, 10th St. & Constitution Ave., N.W. Should the Group 3 services extend into Tuesday, television will be resumed immediately after Group 3 testimony.


Those already having appeared are: Cyril M. Baum, FCC; David Denny Requests All Propagation Data

ALL WITNESSES with information regarding heretofore restricted propagation data were asked last Thursday by Charles R. Denny, FCC general counsel, to present testimony at the ensuing allocation hearings before the Commission in Washington. His request followed disclosure at the hearing that the Joint Communications Board of the Joint Chiefs of Staff had decided to classify propagation data involving Sporadic E, F2 layer, multipath, shadow and other interferences in the very high frequencies.

Following is text of a communication addressed to the FCC by Capt. G. B. Myers, USN, secretary of the Joint Communications Board, and placed in the Commission hearing record by Mr. Denny.

1. Vertical incidence measurements made in the U. S. or its possessions averaged to 10-44 showing E region reflections at 10 mc or higher.
2. Vertical incidence measurements made in the U. S. or its possessions prior to 10 Oct. 44 showing E region reflection at 8 mc or higher.
3. Measurements of oblique incidences and G region in the band 40/100 mc, including those showing multipath, shadow or similar effects.
4. Vertical incidence measurements made in the U. S. or its possessions prior to 16 Oct. 44.

B. Smith, RTBP Panel 6; Joseph H. Ream, CBS vice-president and secretary; Mr. Peter C. Goldmark, CBS Director of Television Engineering; Lewis Allen Weiss, vice-president, engineering management; Don Lee Broadcasting System, appearing on behalf of TBA; Dr. G. R. Town, Stromberg-Carlson Co.; James Rich, General Electric Co. and TBA.

RTBP recommendations for television allocations, submitted by Mr. Ream, included 5 channels for nationwide service, ranging from 50-222 mc and 3 channels for local service on the East Coast, 222-246 mc, and an unspecified number of experimental channels above 460 mc.

Mr. Ream, reading a statement [BROADCASTING, Oct. 9] prepared by Paul W. Kent, executive vice-president and general manager, announced that on Oct. 10 Columbia signed a firm contract with Federal Telep. & Radio Corp., New York, for delivery of high-definition television transmitter eight months from date.

Transmitter Plans

Mr. Ream said the new station will be designed to broadcast on a frequency of 460 mc with a "completely adequate" power, although he said power is restricted information at the moment. Mr. Ream added that Washington transmitter channels had been made with Zenith Radio Corp. to manufacture tests for the sets.

When the television hearings resume, the Commission heard Mr. Weiss plead for continuity of video in the present spectrum location. He said television is a novelty and that it would be "three or four years" before it could be sold on a four-hour daily commercial program basis. Refuting that testimony, however, were statements by Dr. Frederick A. Long, in charge of television and motion picture of BBDO, and Raymond E. Nelson, vice-president of the Chicago, New York, to the effect that television has passed the novelty stage and is considered not only an entertainment but an advertising medium. Commission Chairman K. Jett, although declaring himself in favor of continuing television in the present bands "temporarily", asserted; "I, too, believe that television will be more successful if it is given higher frequencies." It's just a question of time—how soon we can give up the 6 mc channel for higher frequencies.

Mr. Ream recommended that the Commission adopt some sort of ruling, to the effect that television is (Continued on page 62)
Should Radio Time Be Bought on FACTS—or on "Intuition"?

Ad Men who read this Survey will KNOW about Iowa Radio!

When your client (or your V. P. in charge of Sales) asks you what percentage of people in Iowa listen to any given Iowa station—can you TELL him?

When he asks any sort of question about Iowa radio—can you talk FACTS, or do you have to guess?

Every person or firm that advertises in Iowa needs a copy of the 1944 Iowa Radio Audience Survey, by Dr. Forest L. Whan. It is a MUST for any fact-minded executive.

Read the description at the right—then use the coupon for getting your free copy. No obligation, of course.

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, Inc. National Representatives

THE 1944 IOWA RADIO AUDIENCE SURVEY

Compiled from interviews and questionnaires among Iowa families in all 99 counties, according to accepted sampling methods.
Made by Dr. Forest L. Whan, University of Wichita, and his staff.
Tells the size, location and character of every Iowa station's audience within the State.
Gives ratio of listenership between favorite stations and "heard regularly" stations.
Provides all sorts of breakdowns on practically every phase of listenership, station preference and program preference—by age, sex, place of residence (urban, village, farm).
Gives new information on kinds of programs various audiences want, but which are now unavailable.
Furnishes more facts about the Iowa radio situation, more information about Iowa listeners, more food for advertisers' thought than any Survey you have ever seen for this sales territory.

FREE! - USE THIS COUPON

Station WHO
Des Moines 7, Iowa
Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.
Name .................................................................
Company ...........................................................
Street ............................................................... City ............................................................... State

BROADCASTING • Broadcast Advertising
Pierce, Italian Navy Capturer, Conquers Radio Luxembourg

THE FABULOUS Morrie Pierce has done it again.

Last year Mr. Pierce, on leave as chief engineer of WGAR Cleveland and now chief engineer for the Psychological Warfare Branch, OWI, in Europe, expedited the surrender of the Italian fleet by tuning and modifying a transmitter from 1100 kc to the international distress signal of 500 kc.

Last week, it was revealed, Mr. Pierce pulled off a neat bit of military strategy to capture intact the second most powerful Italian naval station.

Enabling the OWI to immediately use the big 150 kw transmitter in support of the advancing Allied armies.

TAKEN UNDAMAGED

Alert to the propaganda value of the station, which can be heard throughout Germany, Mr. Pierce enlisted the cooperation of an armed division, obtained a convoy of tanks and surrounded the station to take it undamaged, according to a memorandum received by Edward W. Barrett, director of the OWI Overseas Branch. Morrie, said the memo, was “one of the very first Americans to cross the Luxembourg border.”

A commendation from Col. C. R. Powell, assistant for psychological warfare for the 12th Army Group,

dated Sept. 15, forwarded to Mr. Barrett, declares:

“You are hereby commended for your very efficient, prompt and vigorous action in the capture of Radio Luxembourg and the location of the necessary facilities to enable the resumption of broadcasting within a few days. Your actions were in every respect in accordance with proper military procedure and your foresight in procuring adequate armed assistance . . . for the capture and protection of this very important station are highly commendable.

“While this has been your outstanding achievement, it is also due to your loyal, earnest and efficient cooperation with the Publicity and Psychological Warfare Section, 12th Army Group in the preparation, modification, repair and employment of its electrical transmission apparatus.”

News of Mr. Pierce’s exploit was received with delight at the OWI Bureau of Communications Facilities, which has charge of radio engineering operations. One official of the Bureau praised Mr. Pierce for his “imagination” and “a conception of his job which goes far beyond his immediate duties as an engineer.”

This official recalled that when Mr. Pierce worked 14 hours a day on a stretch of a fateful day in September, 1943, running measurements to modify a transmitter to send signals to the Italian fleet, he performed a technical study which was difficult but which a good engineer could have done if he were assigned the job. “But,” the official pointed out, “Morrie thought of it.”

Radio Luxembourg, according to Andre Wolff, Commissioner of Information for Luxembourg, Inter Allie Division Information Company, New York, operated on a wavelength of 1304 meters before its capture by the Nazis and was owned by Compagnie Luxembourgeoise de Radio Diffusion under the supervision of the Luxembourg government. M. Gayel-Latour was administrator for the operating company which had 15 directors, eight of which were Luxembourgers and seven French.

The station operated on long wave only until it went off the air on Sept. 3, 1939 when Britain declared war on Germany, the government closing the transmitter to avoid giving Germany the slightest pretext for breaking its neutrality pact with the Duchy. It was feared the Nazis might have charged the station with propaganda broadcasting, but they did not.

When the Germans overran the Duchy, the station went back on the air, first under military command and subsequently under the German civilian administration. It is believed the Germans used the station frequently for jamming Allied propaganda broadcasts.

American military officials recently returned from Europe report that the station has in operation far below its maximum, the limited power production of the Duchy being required for transportation and other needs. The station transmitter site was originally at Junglinster, 18 kilometers from Luxembourg where the studios were located.

Exceeding Radio Luxembourg in power was the Soviet government station in Moscow whose transmitters were said to aggregate 500 kw.

Bristol Myers Talent

TALENT LINE-UP for the new Bristol-Meyers program featuring Gracie Fields, and scheduled to start Nov. 14 on the Blue network Tuesday 9-9:30 p.m. include Fred Brady, comedian, and Lou Bring and his orchestra. Show will be written by Larry Marks, Ben Friedman and Louis Quinn with Myron Dutton producing. Agency is Doherity, Clifford & Shenfield, New York.

CAMPBELL TO FILL MACFARLANE’S POST

C. M. CAMPBELL, advertising manager of the Chicago Tribune, will succeed to the broadcast duties of the late W. E. MacFarlane, business manager of the Tribune and vice-president of WGN, who died in Chicago Oct. 9.

Mr. Campbell, it was announced by Col. Robert R. McCormick, Tribune publisher, will be elected vice-president of WGN at a meeting of the station’s directors sometime in November.

Chicago sources indicated that Mr. Campbell would be elected to Mr. MacFarlane’s position on the board of directors of WGN. A week. Miller McClellan, MBS president, stated in New York that he knew no decision of the board for such action had been called.

Whether Mr. Campbell will succeed likewise to the chairmanship of the executive committee of MBS, a post also held by Mr. MacFarlane, will depend upon action of the board.

Completes Training

TERRENCE E. (Terry) BURKE, son of Harold C. Burke, general manager of WBAL Baltimore, has completed his basic training at Great Lakes, Ill., naval station, and is assigned to the Navy’s radio-education primary school at Chicago.

SIC Burke, a 18-year-old youth is a seaman first class and a radio technician.

Global Disc Plan Is Begun by NAB

Series Will Bring Home Town To Troops in Far Lands

AN ASSIGNMENT for the radio industry community: an entire global disc plan was started today Oct. 23) by the NAB at the request of Gen. Dwight Eisenhower. To bring the “home town” to troops scattered over the world, 180 half-hour programs are being prepared for transmissions to be beamed over every Armed Forces Radio Service shortwave installation as well as over the American Forces Network operating in the European Theatre.

The program, titled Let’s Go to Town, will try to build a “sense of presence of being there” for men and women overseas in every theatre. Talent is all voluntary and James C. Petrillo, AFM president, has given clearance for musicians.

Approved by Board

Gen. Eisenhower’s request was given officially to the NAB Board of Directors at the Chicago War Bond Rally and Maj. Aubert Thompson, chief, program section, APRS, and Maj. Albert M. Wharf, overseas liaison officer, Radio Command, Bureau of Public Relations, War Dept. Approval was unanimous. J. Harold Ryan, NAB president, named Arthur Stringer coordinators of the programs and asked district directors to designate broadcast officials within their districts to act as Task Force Commanders and to “assume responsibility for the final production of the programs.”

Specific city areas were selected as program origination points, partly on the basis of population. However each State has at least one program, and more are specified where the population is dense. One program will be sent out six days a week for approximately 31 weeks, or for a period of 180 broadcasts, thus covering every region in the United States. Shows NAB series will be recorded on aluminum-base acetate discs supplied by the Army. Three copies will be required—one for the West Coast shortwave beam, one for the East Coast, and one for European Theatre. All material must clearly the Army before it is recorded.

Mr. Stringer, as NAB coordinator, sent a kit to each Task Force Commander with suggestions, special features, technical points, and other instructions.

Johnson Addresses REC

ARNO H. JOHNSON, head of media and research of J. Walter Thompson Co., New York, will discuss means for avoiding a postwar depression at the time of reconversion to a peace economy today (Oct. 23) at the luncheon meeting of the Radio Executives Club of New York.
News that brought 25,000 people to the railroad station!

That's all there was to it. "Birds just won the pennant. Greet them ten-thirty tonight, Pennsylvania Station." That's the flash that went on the air at 5:59 at the end of the baseball broadcast ... a W-I-T-H exclusive. It was a message from Bill (Stick-with-those-Birds) Dyer. The station plugged it up until 10 p.m. No other medium announced it. They couldn't.

And 25,000 Baltimore people jammed the Pennsylvania Railroad Station to greet their own international league champions.


You've read innumerable facts about the W-I-T-H sales performances ... greatest results at lowest costs. But this baseball incident has such warmth and sincerity of people, we thought you might like to read about it too.

Yes ... W-I-T-H, the independent, is "The people's voice in Baltimore." And it sells goods! Are you using W-I-T-H, the independent?

W I T H

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

October 23, 1944  Page 17
Clure H. Owen Is Appointed Assistant Chief of Broadcast Division; Toeppen Resigns

JOHN A. WILLOUGHBY, with the FCC and its predecessor, the former Federal Radio Commission, since 1930 and as of August of this year acting chief of the Broadcast Division of the FCC Engineering Dept., has been appointed assistant chief engineer and chief of the Broadcast Division, it was announced by the Commission last week.

As acting chief he succeeded Phillip F. Siling, who resigned in August to become engineer in charge of the RCA Broadcast Bureau. [BROADCASTING, Aug. 7.]

From December 1941 Mr. Wil- loughby was assistant chief of the Broadcast Engineering Division under Mr. Siling, and he previously was senior radio engineer in the Division.

Owen Named

At the same time the Commis- sion announced appointment of Clure H. Owen, a veteran of 14 years in Government radio service, as assistant chief of the Broadcast Division. Resignation of Manfred K. Toeppen as assistant chief engineer and chief of the Common Carrier Division of the Engineering Dept. also was announced. He plans to enter private engineering practice in New York.

Born in Florence, S. C. in 1893, Mr. Willoughby attended Clemson College, Clemson, S. C., and George Washington University, D. C., specializing in electrical engineering. In addition he also took special training in communications engineering at Hartford, Conn. Early experience in radio work was obtained at the Bureau of Standards from 1916 to 1922, during which time he perfected several inventions, including the submarine loop antenna for transmission and reception of radio signals on the surface and submerged.

This device was installed on all U. S. submarines during the latter part of World War I. He was de- tailed in 1919 by the Bureau to the Post Office Dept. to head all experimental and demonstration, including development of an airplane signalling system to enable pilots to land under adverse weather conditions.

During 1923-24 he was employed by the Army Air Corps and was instrumental in the development of the interlocking "A" and "N" signal system now employed by Govern- ment airways throughout the country. He was associated with the Naval Research Laboratory, Bellevue, D. C., from 1924 through 1928 where he did work on high frequency and high power transmitters and had several patents issued on anti-fading systems.

Since 1941 chief of the Hearing Section, Broadcast Division, Mr. Owen formerly held position (1931-32) in the Radio Division, Com- merce Dept., when that division was transferred to the FCC, continuing with the Commission through his 1941 appointment. Mr. Owen was born in Aldrich, Mo., in 1904. He holds electrical engineering B.S. and M.S. degrees from the Georgia School of Technology and was at one time associated with Radio News Lab., New York, and Daven Radio Corp., Newark.

Mr. Toeppen joined the FCC in 1935 as principal engineer on the Special Investigation of A&T&T. In 1937 he was named chief of the Communications Engineering Section and successively became assistant chief, acting chief and assistant chief engineer and chief of the Common Carrier Division. He is succeeded by Edward E. Hale, assistant chief of the Division, who will serve as acting chief.

Edson to WBS

WESLEY EDSON, since Pearl Harbor in special public relations work for Grumman Aircraft Corp., Long Island, has joined World Broadcasting System as sales promotion and publicity manager. Mr. Edson had been associated with McGraw-Hill Publishing Co. and other publishers, with Patterson & Bond, Ruthrauff & Ryan and his own advertising agency, before joining Grumman at the outset of the war.

Mr. May

May, Bond & Rothrock Firm Organized To Handle Radio Engineering Practice

FORMATION of the consulting radio engineering firm of May, Bond & Rothrock was announced last week, with offices to be established in New Hampshire Building (Phones: Distrcit 7362, Glebe 5880). Partners in the firm are Russell P. May, for 19 years with RCA in Camden, New York and Washington; Clyde H. Bond, former Washington consulting engineer now in a foreign war theatre with the Army Air Forces; and Harold B. Rothrock, former engineering counsel for the Clear Channel Group, now with Bell Telephone Labs.

Mr. May

Mr. May, a native of Worcester, Mass., participated at Cooper Union and Columbia U. Following World War I, after service with the Navy Dept., Mr. May joined Bell Labs, in New York in 1919. In 1925 he joined RCA in New York at its technical and testing laboratories. In 1933 Mr. May was transferred to RCA transmitter sales, operating out of New York, as sales manager, and in 1934 came to Washington to handle RCA Government contract work.

Mr. Bond

Mr. Bond was appointed assistant engineer by the Radio Engineering Department of General Electric Co. in 1929. He was named assistant chief engineer of the Clear Channel Group until 1941. The following year he was with Ring & Clark, and on Jan. 1, 1943 joined the Bell Labs staff.

Mr. Rothrock

Mr. Rothrock, Ind., and is a graduate of Purdue (1936). He was with the radio engineering department of General Household Utilities Co. from 1935 to 1936, and served as the engineering department of the Clear Channel Group until 1941. The following year he was with Ring & Clark, and on Jan. 1, 1943 joined the Bell Labs staff.

Bob Hope at Top For Mid-October

McCarthy, Winchell, Benny Follow in Hooper Data

BOB HOPE leads the list of "First 16" programs in the Oct. 16 report on the evening network ratings furnished by C. W. Hooper Inc. New York. Charlie McCarthy, in second place, is followed by Walter Winchell, Jack Benny and Joan Davis. Bob Hope was the top rated program since last fall's data was released with Screen Guild Players, sixth, followed by Radio Theatre, Kay Kayser (first half-hour) Eddie Dowling the cover, Leave It to Henry, Your Hit Parade, Bandwagon, Dr. Christian, Mr. and Mrs. North, Frank Morgan.

Average evening rating is 8.4, up 0.8 from last report, down 1.2 from a year ago. Average evening set-in-use of 27.7 is up 2.8 from last report and up 0.1 from a year ago.

Average evening available audience is 76,000, up 12,000 from last report.

Sponsor Mention

Take It or Leave It has the highest sponsor identification with 82.2 giving the correct product, 2.6 giving the wrong identification, 15.2 unable to name a sponsor.

Sammy Kaye has the largest number of women listeners per list- ening set (1.76); Gabriel Heatter (Sunday), the largest number of men listeners (1.90) and Lone Ranger is the largest number of children (1.05).

Sammy Kaye also draws the greatest number of listeners of all ages and sexes with a total of 5.1, followed by Quiz Kids, in second place, with Guy Lombardo tying with Lone Ranger for third place. Album of Familiar Music, fourth, and Inner Sanctum, fifth.

PROMOTION SESSION ARRANGED BY CBS

PROMOTION managers of CBS-owned stations will meet Oct. 26-27 at CBS headquarters in New York to correlate 1945 local and national promotion plans, with Dick Dorrance, director of promotion service for these outlets, as host.

On the first day station men will meet with Paul Holister, CBS vice-president in charge of advertising and sales promotion; Thomas D. Conolly, CBS director of program promotion, and Charles Smith, superintendent of CBS-owned stations, and with the Radio Sales staff. The second day will be devoted to a roundtable discussion.

The session will be represented by: Jules Dunne, WABC New York; Jonathan Snow, WBBM Chicago; Mary E. Ely, WBT Charlotte, N. C.; Sam H. Kauf- man, WCCO Minneapolis-St. Paul; Guy C. Cunningham, WEET Philadelphia; George H. Wendell, WPOT Washington; and Ralph W. Taylor, KNX Los Angeles, all promotion managers; and Lou Campbell 2d., national sales manager and assistant station manager, KMOX St. Louis.

Weber & Camp

Mr. Weber and Mr. Camp

Mr. Weber and Mr. Camp
We Go "WHOLE HOG" on Pig Raising in the KFAB Area!

Here’s 1200 pounds of solid pork that measures 10 feet long. This giant Duroc hog was raised by C. F. Waldo of DeWitt, Nebraska, who is shown being interviewed at the Nebraska State Fair by Bill Macdonald, KFAB’s Farm Editor.

Farmers in the vast KFAB area take great pride in raising more and more fine livestock... not only hogs, but cattle and sheep as well. Livestock, along with sure-income crops, means plenty of “ready cash” to folks out here.

If there’s something you’d like to tell these folks, you’ll find most of them tuned to KFAB, THE BIG FARMER STATION.

Nebraska Ranks 6th in Hog Raising in the U. S.*

In 1943, Nebraska raised over 3 million hogs totalling over 97 million dollars. Nebraska is but a part of the vast KFAB area.

*U. S. Livestock Report of January 1, 1944
WPB Radio & Radar Labor Committee Predicts Postwar Equipment Shortage

SHORTAGES in tubes, electronic condensors, loudspeakers and wire-wound resistors will continue after V-E Day, it was learned last week after a meeting of the WPB Radio & Radar Labor Advisory Committee, which filed recommendations as to labor shortages, equalization of production loads, and retention of certain WPB restrictions during reconversion in the industry.

Labor Bottleneck

Harold Sharpe, assistant director of the Radio & Radar Division in charge of manpower, and Government presiding officer at the labor advisory meeting, appointed a special task committee to investigate labor shortages in plants producing tubes, transformers and other radio and radar components.

Regarding postwar sets, Mr. Sharpe told the committee that no new models of receivers are expected to be produced in the first few months following the European war, and that what new sets are made will not reflect all the wartime improvements in radio equipment.

The labor advisory committee also recommended that the Army-Navy cutback procedure provide for a 30-day advance notice of labor layoffs, and that Army-Navy requirements after V-E Day be made available to the national labor organizations as soon as possible.

Hiland G. Batcheller, WPB operations vice-chairman who recently issued industry cutback plans [BROADCASTING, Oct. 9] told the committee he was confident that the radio and radar industry would cooperate in meeting military requirements and said he believed this could be accomplished despite the low labor supply and without interfering with other programs. Completion of war schedules, Mr. Batcheller said, will make possible earlier and quicker reconversion in the industry with minimum impact when the war slows up or contracts are terminated.

Pointing out that the electronics program is not yet up to requirements, Mr. Batcheller asked industry and labor to continue offering suggestions to WPB for completing the war program and planning for peacetime production. The week before, WPB chairman J. A. Krug stated at a news conference that

OFFICIAL OVERALL welcome from Harry Kopf (1), NBC Central Division vice-president, handing overalls to George Rogers, NBC air-conditioning engineer and the first NBC Chirugo serviceman to be honorably discharged from the Navy who returned to his old job

the radio and radar production program, despite exertion of industry, was lagging. Louis J. Chatten, new director of the Radio & Radar division [BROADCASTING, Oct. 2] revealed that production is 4% above August, but is still 13% behind the military requirements. Due to lack of labor, manufacturers anticipate difficulties in supplying sufficient receiver tubes during the balance of 1944, Mr. Chatten told the committee meeting, adding that on V-E Day electronic requirements will be far higher than those of most industries.

One reason which was given for this is that many plants now making electronic equipment will return to manufacturing their peacetime products. Current requirements for the next nine months will necessitate the operation of electronic plants at 94% of their estimated capacity, WPB officials told the meeting.


Interference, Noise Cut

By RCA's New FM Set

NEW ADVANCE in FM receivers which makes possible a high degree of freedom from noise and from interference from other stations was described by its inventor, George L. Beers of RCA, at a technical session of the First National Electronics Conference in Chicago.

The new development, designated as a "frequency-dividing locked-in oscillator FM receiving system", represents a new approach to the problem of obtaining adequate adjacent channel selectivity. Mr. Beers pointed out. Selectivity improvement has been increased by designing the oscillator to lock-in only with the frequency variations occurring within the desired channel.

THE KEYSTONE Broadcasting System has added WDGY, O. and WJHT Morgantown, W. Va. to its list of affiliates.
COURTNEY conscious New York comprises the largest metropolitan evening audience listening to any New York Independent station between the Hooper hours of 7:30 and 10:00 p.m. Alan Courtney's fast moving, recorded "1280 Club" show delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. The Big Town's popular disc jockey has a listener appeal that spells sales opportunity... an appeal that has resulted in a 25% audience increase for the first six months of 1944 over the same period in '43. A very few participating periods are still available, three or six nights a week.

Ralph N. Weil, General Manager  *  Joseph Hershey McGillivra, Nat'l Rep.
Music that goes everywhere comes to Chicago's millions...

...via WMAQ

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety... classical, semi-classical, light music and dance music... it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

NBC's key midwest station
670 on your dial—50,000 watts

NEW NAVY STUDIOS AT PEARL HARBOR

THE NAVY'S new studios at Pearl Harbor have been completed and are now in operation, according to an announcement from the Navy last week. Studios are in a Quonset hut, and can be used not only for broadcasting news programs, but also for editing, censoring and broadcasting combat recordings made at the front.

First war correspondent to use the Navy facilities was Webley Edwards, CBS, who originated his World News Today program from there Friday, Oct. 6. John Cooper, NBC, followed Edwards with World News Roundup. Network correspondents had to go about ten miles from Pearl Harbor to broadcast before these studios were built at headquarters.

Officer in charge of planning and building the Pearl Harbor station and the one being constructed at Guam is Lt. Comdr. J. Harrison Hartley, USNR, officer in charge of the radio section, Navy public relations. Assisting him are Lt. James Shattuck, USNR, Lt. Marvin F. Royston, USNR, and Radio Technician First Class Charles K. Christmon.

New Admiral Radio

FOR POSTWAR sale Admiral Corp., Chicago, has perfected an eight-in-one combination television-radio-phonograph which will be demonstrated for the first time Nov. 2 at a national distributor meeting in the Blackstone Hotel in Chicago. Set, which has been in use in the laboratory, combines television on 6 1/2 x 6-inch screen; standard, F.M., and shortwave reception; phonograph with automatic changer and home recorder in approximately standard radio-phonograph cabinet size. Initial retail price will be about $625 to $1,000.

Mexico Fetes Royal

A PLEA for free radio and freedom to listen was voiced by John F. Royal, NBC vice-president in charge of international affairs, in a talk delivered Oct. 15 at a luncheon given by the National Radio Conference in Mexico City. Mr. Royal, who was guest of honor, paid tribute to Emilio Azcarraga, owner of XEW Mexico City, as "one of the outstanding radio personalities in the Western Hemisphere, if not in the world."

Gallup on Blue

DR. GEORGE GALLUP will discuss the political trends as disclosed in his Gallup Poll in a pre-election series, Gallup Looks at the Election on the Blue network, broadcast 7-7:15 p.m., Oct. 21 and 28, and 11:30-11:45 p.m. Nov. 6, election eve. Dr. Gallup and members of his staff will join the Blue newsmen and commentators on election night in reporting and analyzing the returns.

'Satevpost' Extends

The low frequency (1070 Kilocycles) puts the voice of WIBC within reach of more listeners in Indiana, Southern Illinois and Western Ohio than any other Indianapolis station.

Power to Please
5,000 watts day and night on a clear channel provides a crystal clear signal.

Power to Produce
New and powerful merchandising and promotion operations geared to each client’s individual problems, produce highly effective results for advertisers.

Represented nationally by John Blain & Company

A Mutual Station
**High School Students** are invited to compete in **History Quiz**, syndicated half-hour script series, and win a full-tuition-free scholarship at one of the leading educational institutions in the area in which the program is heard. B Ellis Assoc., New York, producer of the series, pays the cost of the scholarship, guaranteed for one year, with renewals for the next three years based upon the student maintaining a "B" average. Each contestant receives war stamps for correct answers. On the 13th program previous winners compete for the college scholarship.

* * *

**Floral Salutes**

**Quarter-hour program of love songs and mood music by organ has been started by WLAC Nashville titled To Have and to Hold.** Sponsored by Joy's, local florist, bouquets are awarded each week to couples celebrating anniversaries. Program is heard Saturday evening.

**Purely Programs**

**WNOX Veteran Aid**

To help alleviate the manpower shortage WNOX Knoxville has assigned a staff member to work with the WMC, the American Legion and VFW in helping ex-servicemen to locate jobs in the East Tennessee area. Representatives of the three organizations speak over WNOX explaining government assistance to veterans.

* * *

**Farm Forum**

**Fifth Annual Series of Farm Forum Programs on the Canadian Broadcasting Corp. National Service October 30 on Building Communities for the World of Today.** Series will deal with land productivity and soil conservation.

**WAC Show**

**NEW show in behalf of WAC recruiting titled Touchdown Time has been initiated by KDKA Pittsburgh, featuring Johnny Kirby, tenor and the "Touchdown Time Chorus" with football predictions by Al Abrams, Pittsburgh sports columnist.** Program is written by Sgs. Philip Davis and Robert Shield. Sgt. Shield is a former KDKA production man now writing and producing shows to stimulate WAC recruiting.

* * *

**Letter Quotes**

**Weekly Program of direct quotes from the letters of men fighting overseas is now featured by WSPD Toledo.**

**A Ready Made Market**

**Cut Out Especially For You**

**WLAW**

680 KC, 5000 WATTS, LAWRENCE, MASSACHUSETTS

DATA and COVERAGE MAPS SENT ON REQUEST

Representatives: KATZ AGENCY—N. Y., Detroit, Chicago, Atlanta, Dallas, Kansas City, Los Angeles, San Francisco

**Air Service Show**

The Ogden Air Service Command's newest show, *None But the Purple Heart*, which is designed to pay tribute to the fighting men stationed at Bushnell General Hospital, Brigham City, who have been awarded the Purple Heart, is now aired by KDYL Salt Lake City. Show is written, produced and directed by military personnel of the Ogden Air Service Command under the direction of Lt. Paul Langford, OASC radio officer and former 4th Armored Division radio officer. T/S Ed Stoker directs the "Keep 'Em Flying" orchestra.

**Indiana Plan**

**Indiana** recruiting headquarters radio section of the WAC is producing a range of radio programs instead of one level of programming in an attempt to reach women 20 through 49 in the current recruiting campaign. First series is entirely musical, with recruiting carried as regular commercials. Swing-music angle is aimed at young group. Second series, to reach the 26 through 38 group, is a mixed program of current favorites while the last grouping features organs music and poetry.

* * *

**Xmas Gifts**

**Annual Campaign** to obtain Christmas gifts for hospitalized servicemen, under auspices of the American Red Cross, was started two weeks ago on WOR New York in a series of five-weekly 45-minute programs titled *Showers for Servicemen*. Bessie Beatty, program manager, who inaugurated the program last year, is making a series of personal appearance broadcasts in nearby communities, with price of admission to broadcasting being a Christmas gift.

* * *

**Mother and Baby**

**Mothers** and their newly born babies are honored in *Your Blessed Eventer*, six-weekly two-hour program of recorded music heard on WRB, Brooklyn. Arrangements have been made with florists and dealers in baby products and other gifts to offer presents and a "First Day Out" corsage to each new mother.

* * *

**Surprise Records**

**Remote pickups** from neighborhood farms, transcribed during surprise visits by Deacon Double day and the WRB, Syracuse mobile unit, are featured on the station's early morning farm program. Interviews and comment are featured on the broadcasts, with the natural background of farm noises and sounds.

* * *

**High School Sports**

**High School sports news** from all parts of New Jersey is featured in interviews with leading coaches, sportswriters and sports editors and commentaries on WATT, New York. Sports Corner started October 15 and highlights latest sports scores.

* * *

**Varsity News**

**NEW Program** for collegeist and high school listeners on CJBC Toronto, is *High School Highlights*, aired three-weekly at 6 p.m., with high school pupils giving the latest high school news.
Pioneering is another "AMPEREXTRA" which has contributed much to the excellence of the more than 100 different types of transmitting and rectifying tubes developed by AMPEREX. For instance, it was AMPEREX engineers who were first to incorporate specially processed graphite anodes in many of our exclusive designs. One superiority of our graphite anodes is reflected in lower average operating temperatures, more uniform temperature distribution, freedom from warping in processing and operation, absence of change in characteristics with time, and a higher initial vacuum which keeps tubes harder and assures longer life. If you are designing new equipment, or plan to improve existing facilities, talk to an AMPEREX engineer.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET • • • • • BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arib"
AUSTRIAN FORESEES CINEMA TELEVISION

A chain of television theatres seeking home video personalities as fast as they are developed, and paying them enough to make it worth their while to perform for theatre audiences, rather than for the home audience, is not impossible to visualize, Ralph B. Austrian, executive vice-president of RKO Television Corp., New York, said in an address at the semi-annual technical conference of the Society of Motion Picture Engineers in New York on Oct. 16.

As in previous talks, Mr. Austrian stated that television must not be thought of as the exclusive instrument of the broadcasting industry. "It is too big and too international in scope to be controlled by group interests," he said.

H. S. Osborne, chief engineer of AT&T New York, and D. W. Epstein of the RCA Labs, Princeton, also addressed the group.

Speaking on "Coaxial Cables and Television Transmission", Mr. Osborne said that AT&T has a transmission system suitable for transmitting the video signals in networks throughout the country.

Mr. Osborne said the Bell System in a few years intends to have a "very considerable network of coaxial cable plant suitable for television transmission and supplemented by microwave repeater radio relay systems."

Chicago Bus Series

CHICAGO MOTOR COACH Co., new half-hour dramatic show, Park Playhouse has started on WGN Monday night. Play themes will concern benefits derived by Chicagoans from their park system. Contract for 13 weeks was placed by Buchanan & Co., Chicago.

FM SURVEY RESULTS
GE Finds Listeners Want to See Stations First

Many postwar potential FM receiver customers are awaiting the appearance of FM stations in their localities before making the decision of whether they will buy FM or standard sets, according to General Electric's recent survey of radio dealers and GE stockholders as to the popularity of FM sets which was completed last week.

Of the questionnaires sent out, 18,636 stockholders and 1,539 dealers returned the card to H. A. Crossland, GE manager of sales, receiver division, with 26.9% of the total reporting they would buy a new set. Replies also showed that 59% knew about FM and that one out of ten had already bought an FM set.

Another phase of the survey disclosed that about 15% of all radios owned by those replying were out of order because of tubes and parts shortages. The replies also revealed a change in the selection of models with 38.9% owning table sets, while 13.5% said they had floor radio-phonograph combinations. In giving preferences for postwar sets, however, table sets were listed first by only 22.2%, with floor radio-phonograph combinations demanded by 33.8% of the respondents. Almost 45% of those replying said they planned to buy a portable radio after the war.

LOCAL AND STATE NEWS

Goodyear Replaces GOODYEAR Tire & Rubber Co., Akron, Nov. 14 discontinues Melody Roundup With Andy Devine on 57 NBC stations Sat. 11:30-12 noon, and the following week starts Roy Rogers Show, featuring the Republic Pictures' cowboy star, on a large MBS network, Tues. 8:30-9 p.m. Aside from Sons of Pioneers, singing group heard on NEC, talent line-up will be new. Agency is Young & Rubicam, New York, for Goodyear heels and soles.

Rice's Resumes Spots RICE'S BAKERY, Baltimore, is resuming its semi-annual promotion of Rice's Bread, using an average of 20 transcriptions weekly for two months on some stations, while continuing the present quarterly schedule on others. List includes WMAL, WRC, WDEL, WCAO WITH. Agency is William A. Schuets, New York.

ADVERTISING FEDERATION of America, New York, has issued a cumulative supplement to its bibliography "Books for the Advertising Man", published in 1942.

Governor Gabber

GOVERNOR HERBERT O. O'Connor of Maryland turned sportscaster in the eighth inning of the fifth game of the Little World Series in Baltimore when Bill Dyer, sportscaster for Gunther Brewing Co., sponsor of the series between the Orioles and the St. Louis National League, turned the mike over to the Governor. According to listeners to WITI Baltimore, which carried the program, the Governor called all the play correctly. He then turned to player himself in his undergraduate days.

AUSTRIAN FORESEES CINEMA TELEVISION

A CHAIN of television theatres seeking home video personalities as fast as they are developed, and paying them enough to make it worth their while to perform for theatre audiences, rather than for the home audience, is not impossible to visualize, Ralph B. Austrian, executive vice-president of RKO Television Corp., New York, said in an address at the semi-annual technical conference of the Society of Motion Picture Engineers in New York on Oct. 16.

As in previous talks, Mr. Austrian stated that television must not be thought of as the exclusive instrument of the broadcasting industry. "It is too big and too international in scope to be controlled by group interests," he said.

H. S. Osborne, chief engineer of AT&T New York, and D. W. Epstein of the RCA Labs, Princeton, also addressed the group.

Speaking on "Coaxial Cables and Television Transmission", Mr. Osborne said that AT&T has a transmission system suitable for transmitting the video signals in networks throughout the country.

Mr. Osborne said the Bell System in a few years intends to have a "very considerable network of coaxial cable plant suitable for television transmission and supplemented by microwave repeater radio relay systems."

Chicago Bus Series

CHICAGO MOTOR COACH Co., new half-hour dramatic show, Park Playhouse has started on WGN Monday night. Play themes will concern benefits derived by Chicagoans from their park system. Contract for 13 weeks was placed by Buchanan & Co., Chicago.

FM SURVEY RESULTS
GE Finds Listeners Want to See Stations First

Many postwar potential FM receiver customers are awaiting the appearance of FM stations in their localities before making the decision of whether they will buy FM or standard sets, according to General Electric's recent survey of radio dealers and GE stockholders as to the popularity of FM sets which was completed last week.

Of the questionnaires sent out, 18,636 stockholders and 1,539 dealers returned the card to H. A. Crossland, GE manager of sales, receiver division, with 26.9% of the total reporting they would buy a new set. Replies also showed that 59% knew about FM and that one out of ten had already bought an FM set.

Another phase of the survey disclosed that about 15% of all radios owned by those replying were out of order because of tubes and parts shortages. The replies also revealed a change in the selection of models with 38.9% owning table sets, while 13.5% said they had floor radio-phonograph combinations. In giving preferences for postwar sets, however, table sets were listed first by only 22.2%, with floor radio-phonograph combinations demanded by 33.8% of the respondents. Almost 45% of those replying said they planned to buy a portable radio after the war.

LOCAL AND STATE NEWS

Goodyear Replaces GOODYEAR Tire & Rubber Co., Akron, Nov. 14 discontinues Melody Roundup With Andy Devine on 57 NBC stations Sat. 11:30-12 noon, and the following week starts Roy Rogers Show, featuring the Republic Pictures' cowboy star, on a large MBS network, Tues. 8:30-9 p.m. Aside from Sons of Pioneers, singing group heard on NEC, talent line-up will be new. Agency is Young & Rubicam, New York, for Goodyear heels and soles.

Rice's Resumes Spots RICE'S BAKERY, Baltimore, is resuming its semi-annual promotion of Rice's Bread, using an average of 20 transcriptions weekly for two months on some stations, while continuing the present quarterly schedule on others. List includes WMAL, WRC, WDEL, WCAO WITH. Agency is William A. Schuets, New York.

ADVERTISING FEDERATION of America, New York, has issued a cumulative supplement to its bibliography "Books for the Advertising Man", published in 1942.

Governor Gabber

GOVERNOR HERBERT O. O'Connor of Maryland turned sportscaster in the eighth inning of the fifth game of the Little World Series in Baltimore when Bill Dyer, sportscaster for Gunther Brewing Co., sponsor of the series between the Orioles and the St. Louis National League, turned the mike over to the Governor. According to listeners to WITI Baltimore, which carried the program, the Governor called all the play correctly. He then turned to player himself in his undergraduate days.
The team of Edgar Bergen and Charlie McCarthy is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the Saint Louis market, is the combination of KSD-NBC-AP.

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

WESTINGHOUSE Electric & Mfg. Co. announced appointment last week of 97 distributors to handle new postwar Westinghouse receiver sets throughout the U. S. and in Hawaii. Appointments were made by Harold B. Donley, manager of the Westinghouse Radio Receiver Division. All distributor-ships, except in the New York metropolitan area are exclusive, while retail franchises will be non-exclusive.

Of the 97 distributors in the U. S., 80 are Westinghouse Electric & Supply Co. Other distributors are:


In making the appointments of the distributors, Mr. Donley pointed out that the Office of Consumer Requirements has indicated through a recent survey that 15% of the nation's 46,000,000 sets were forced out of operation during the war and that 50% of those sets still in use are five or more years old.

Westinghouse will produce sets for television, standard-band, short-wave and FM reception, Mr. Donley revealed, and they will be provided in a variety of models suitable for any part of the home or office. Introduction of these sets marks the return of Westinghouse to the home receiver field after an absence of 16 years, throughout which the company has been busy with electronics research, broadcasting development, and military work, Mr. Donley said.

Tide Water Adds

TIDE WATER Associated Oil Co., New York, is sponsoring play-by-play descriptions of all games of the Boston Yankees professional team on WCOP Boston every Sunday, as part of its schedule of eastern football events on WMCA WINS WHN [BROADCASTING, Oct. 2, 16]. WHN schedule includes quarter-hour Warm Up Time and Sports Extra programs before and after New York Giants professional games on Sunday and a five-minute review of all Sunday pro games, in addition to Friday and Saturday quarter-hour predictions and reports on college games. Agency is Lennan & Mitchell, New York.

Pure Oil Adds

PURE OIL Co., Chicago, on Oct. 23 adds spot announcements on the following stations for two and four-week periods: WHKY WMVA WSTP WMFD WGMT WFTC WSJS WCNC WRRF WOLS WCIV WGTQ WFTM WPYA. Agency is Leo Burnett Co., Chicago.
"I listen to the 920 Club when I'm in Boston"

— says MISS DOROTHY DYSON  
American Airline Stewardess

...and so do thousands of Bostonians who have made WORL their favorite station

WORL

BOSTON, MASS.
British RMA Predicts
Big Postwar Set Demand

BRITISH belief that postwar sets will incorporate technical advances is encouraging people in England to retain their old sets and not purchase the Government's "People's Radio", according to the British Radio Equipment Manufacturers' Assn., which predicts some 3,000,000 British homes will require radio equipment after the war. The Association points out that not all this 3,000,000 demand can be satisfied at once, and therefore issues a warning that all who hope to find radio equipment available in three or four months after the war will be disappointed.

Sale of the Government's so-called "People's Radio" has lagged somewhat, due to the desire for "wartime gadgets" on postwar sets, and not because of any inherent defectiveness in its construction or operation.

IN TRIBUTE to Merle Jones who recently left KMOX St. Louis to become general manager of WOL Washington, D. C., a farewell party was given in St. Louis by his colleagues prior to his departure for the capital. Shown in this group are (1 to r): Wendell Campbell, assistant manager, KMOX; H. Leslie Atla, vice-president in charge of central division and general manager, WBWM Chicago; Jack Van Volkenburg, assistant manager, WBWM; Mr. Jones; Arthur Casey, KMOX publicity director.

A NEW book, I Knew the Voice of Experience by Dr. Carroll Atkinson, has been published by Meador Publishing Co., Boston [$1]. The book is Dr. Atkinson's 14th on such varied subjects as race riots in Detroit, and radio programs in schools.


WOOTEN SELLS 25% INTEREST IN WHBQ

IN COMPLIANCE with the FCC's "duopoly" regulation, Hoyt B. Wooten, president and owner of WREX Memphis, last week notified the FCC of sale of his 25% interest in WHBQ Memphis, to Mrs. Emily P. Alburty, wife of E. A. (Bob) Alburty, WHBQ general manager. The price was $30,000.

With the transaction, Mrs. Stella H. Thompson, widow of Thomas D. Thompson, WHBQ founder, was elected president of WHBQ Inc., and continued to hold 50% interest. D. S. Meador, engineer of WREC, and brother of Hoyt, retains his 25% interest and was elected vice-president. Mrs. Alburty was elected secretary-treasurer. Although S. D. Wooten is employed at WREC, he was not obliged to sell his WHBQ stock, as he is not a stockholder in the station.

WHBQ was founded in 1925, and operated as an independent station until last March, when it joined Mutual. Thereafter, it went on a 24-hour operating schedule.

Mr. Alburty, who continues as general manager, is a native of Pierce City, Mo., and came to Memphis in 1926 as a free-lance announcer. He succeeded to the general managership in 1931.

Lorillard Times Slated
For New CBS, NBC Series

HAROLD LLYOD, film comedian, said to be one of the last of the top movie stars to hold out against radio contracts, will be the regular featured star of P. Lorillard Co.'s The Comedy Theatre, starting Oct. 29 on NBC, Sunday 10:30-11 p.m. Serving as director as well as actor, Mr. Lloyd will stage radio adaptations of stage and film farces, beginning with Preston Sturges' "Palm Beach Story."

Which is Which, second of Lorillard's two new shows (BROADCASTING, Sept. 18) starts Oct. 26 in the new time secured on the full CBS network, Wednesday 9:30-10 p.m. Ken Murray, night club entertainer and mimic will m.c. the show, challenging the studio and radio audience to decide whether the voices of prominent personalities coming from behind a screen belong to the original or to an imitator. Kate Smith, Frank Morgan, Walter Winchell, Ted Lewis and Basil Rathbone will appear or be represented on the first show, which succeeds Allan Jones, off CBS Wednesday 8-8:30 p.m. Comedy Theatre replaces Jackie Gleason-Les Tremayne. Agency is Lennen & Mitchell, New York.

Canada Time Switch

RECONVERSION to standard time is understood to be under discussion by the Canadian government, according to Ottawa reports. Canada has been on wartime daylight saving time the year round since early in the war. The radio industry is keeping close watch on Ottawa developments on time reconstruction.

GENE HURLEY, WNEW New York scriptwriter, has written a mystery-comedy book titled "How You See This Man?" (Bobbs-Merrill Co., New York $2.)

DIVERSIFIED FARMING

Farmers in this tri-state area of Louisiana, Texas and Arkansas long ago changed from one-crop production to a diversified program of farming. Mild climate and fertile soil assure a longer growing season and greater variety of crops. Though cotton is the No. 1 crop, peanuts, soy beans and alfalfa are produced in abundance. Such chemurgic industries as starch from sweet potatoes and plastics from sugarcane indicate future profitable possibilities for the farmer. To influence the buying habits of farmers in this prosperous market, sales-conscious advertisers choose powerful, 50,000-watt KWHK.

KWHK

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Braxham Co.

Page 30 • October 23, 1944
HERBERT A. TEMPLETON
...CHAIRMAN OF PORTLAND COUNCIL OF SOCIAL AGENCIES

SAYS...

"The devoted labor of the volunteer is the essence of social agency work. Hundreds of Portland's finest citizens gives thousands of hours annually with no thought of reward or praise. The unique Salutes to volunteers on KGW's "Personality Hour" provide a fine gesture of appreciation and stimulate general community interest in the work of social agencies. It is typical of KGW's alert showmanship that this outstanding public service is combined with the entertainment appeal of the "Personality Hour" so that listener interest is assured.
Annual Cost of Master Video Stations Placed at $350,000

McLean, GE Executive, Says Hourly Expense Figures $117; Supplies Other Data to FCC

TECHNICAL operating costs of a master television station, 8 hours daily, seven days a week, were estimated at $800,000 annually while the per hour by James D. McLean, sales manager of television transmitting equipment, General Electric Co., Schenectady, who testified last Tuesday at the FCC allocation hearings as a witness for Television Broadcasters Assn. Total capital investment for a master station was estimated at $450,000 to $500,000.

His estimates for three types of stations—master, intermediate and satellite—were based on NPRB standards, although Mr. McLean told the Commission it is impossible to foretell postwar prices accurately because of labor and material costs, now unknown. His estimates did not embrace cost of grounds, buildings, antenna tower and talent.

Mr. McLean described a master station as one with extensive studio facilities, high power transmitting equipment and a complete staff capable of originating a wide variety of both live talent and film programs. An intermediate station has most studio facilities for live talent programs and relatively low powered visual and aural transmitters. It can originate both live talent and film programs but not to the extent of a master station. A satellite he defined as a station equipped with low power transmitting equipment and no local facilities for originating live talent programs. It receives a majority of all of its programs from a television network. He divided satellites into three categories, unattended, attended and attended with film origination facilities. The latter could provide both network programs and film shows, the former would provide service entirely from a network. Following are the complete statistics presented by Mr. McLean:

Master Station

Basic requirements: 2-4 studio camera channels; 2 motion picture channels; control room equipment; microphones and judy (parasite); studio lighting equipment; studio-to-transmitter link equipment; control panel; generator; sound transmitter; television and visual and audio transmitters; transmitting antennas; line and field instruments; equipment required for control of physical facilities. $250,000-$300,000; with physical facilities $400,000-$500,000.

Operating expenses: Maintenance (including wages and benefits of entire staff): $25,000 power cost (385 kw per hour); $15,000 salaries (staff of 42 exclusive of talent). Includes personnel $100,000; miscellaneous (including advertising, rentals, taxes, interest, insurance, legal expenses, etc.) $100,000; depreciation (capital investment of $300,000 for equipment only) $100,000; total annual expense $350,000; hourly cost $80. Total annual cost was reduced to $280,000 when less equipment was required.

Intermediate Station

Basic requirements: 2 studio camera channels; 2 motion picture channels; control room equipment; microphones and judy (parasite); studio lighting equipment; studio-to-transmitter link equipment; control panel; generator; sound transmitter; television and visual and audio transmitters; transmitting antennas; line and field instruments; equipment required for control of physical facilities. $150,000-$160,000. (Physical facilities were estimated at $9,000,000 to $10,000,000.)

Operating expenses: Maintenance (including wages and benefits of entire staff): $15,000 power cost (385 kw per hour); $10,000 salaries (staff of 41); $100,000 miscellaneous. $70,000 depreciation (capital investment of $145,000) $150,000; total expense $150,000; hourly cost $26. Total annual cost was reduced to $150,000 when less equipment was required.

Satellite Stations

Basic equipment—Unattended: 4 kw visual and 2 kw aural transmitters; relay pickup receiver and antenna; antenna system; monitoring equipment; cost, $25,000-$35,000. Attended: Same equipment, plus additional microwave equipment; power cost, $15,000-$20,000.

Attended: Some as unattended station, but adding microwave channel and audio channel; cost $60,000-$80,000.

For VALUABLE services in furnishing free garden bouquets to hospitalized servicemen in Oklahoma City area, Mrs. Roy Taylor recently received the Breakfast at Sanders’ Good Neighbor Orchid from Dr. John Abernethy, chamber of commerce toastmaster, at a public forum luncheon attended by oil operators, war workers, garden club members and staff members of KTOK Oklahoma City. As a result of Mrs. Taylor’s activities which began shortly after Pearl Harbor, more than 7,000 free bouquets have been distributed to hospitals, chapels and the USO at Oklahoma City.

Berger Named

ROBERT I. BERGER, former radio director of the Democratic National Committee and the President’s Birthday Ball Committee, has resigned his post with the Overseas Branch, OWI, to devote his full time to activities in connection with the Roosevelt Presidential campaign. His resignation, it was learned, coincides with that of Robert Sherwood, Deputy Director of OWI in charge of overseas activities, who resigned last month to assist the President in the campaign. Mr. Berger’s precise duties were not disclosed.

S.A. Cosmetic Spots

MICHEL COSMETICS, New York, as part of a campaign for cosmetics in Latin America, is using one-minute live and transcribed spot announcements at varying intervals on a number of stations. Agency is Irving Vladimir & Co., New York.

BMI Signs L. A. Groups

UNDER contracts just concluded with the official performing rights societies of Argentina and Uruguay, Broadcast Music Inc. will exclusively license in the United States the performing rights of all works written or published by the members of these societies. BMI announced last week. Contracts with the two groups were negotiated separately. That with Sadaile, the Argentinean society, is a renewal of an existing contract; that with the Uruguayan society, marks the beginning of a new relationship. In addition, BMI also licensed the music of Mexico, Cuba, Brazil and Chile.
To Time-Buyers Who Want

F A C T S ... not Fantasy!

OMAHA (WOW) HOOPERATINGS
COMPARED WITH NATIONAL HOOPERATINGS

<table>
<thead>
<tr>
<th>PROGRAMS*</th>
<th>HOOPERATINGS National*** PLUS (WOW)</th>
<th>Ratings of WOW</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Omaha**</td>
<td>U.S. Urban</td>
</tr>
<tr>
<td>(Nighttime—Mon. thru Sun.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob Hope</td>
<td>46.1</td>
<td>33.0</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>43.5</td>
<td>31.8</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>31.4</td>
<td>22.9</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>33.2</td>
<td>22.5</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>30.7</td>
<td>21.6</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td></td>
<td>8.8</td>
</tr>
<tr>
<td>Kay Kyser (10:00-10:30 PM E.S.T.)</td>
<td>32.5</td>
<td>14.6</td>
</tr>
<tr>
<td>Mr. and Mrs. North</td>
<td>34.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Fitch Bandwagon</td>
<td>23.0</td>
<td>13.4</td>
</tr>
<tr>
<td>One Man's Family</td>
<td>24.7</td>
<td>11.9</td>
</tr>
<tr>
<td>People Are Funny</td>
<td>21.5</td>
<td>11.0</td>
</tr>
<tr>
<td>Million Dollar Band</td>
<td>18.4</td>
<td>11.2</td>
</tr>
<tr>
<td>Information Please</td>
<td>22.0</td>
<td>8.9</td>
</tr>
<tr>
<td>Date with Judy</td>
<td>18.5</td>
<td>9.6</td>
</tr>
<tr>
<td>Jimmy Fidler</td>
<td>11.5</td>
<td>8.6</td>
</tr>
<tr>
<td>Right to Happiness</td>
<td>13.7</td>
<td>7.4</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>13.9</td>
<td>6.8</td>
</tr>
<tr>
<td>Light of the World</td>
<td>8.2</td>
<td>6.2</td>
</tr>
<tr>
<td>Road of Life</td>
<td>12.8</td>
<td>6.1</td>
</tr>
<tr>
<td>Today's Children</td>
<td>16.0</td>
<td>2.1</td>
</tr>
<tr>
<td>Guiding Light</td>
<td>11.1</td>
<td>9.0</td>
</tr>
<tr>
<td>(Daytime—Mon. thru Fri.)</td>
<td>13.6</td>
<td>7.7</td>
</tr>
<tr>
<td>Those We Love</td>
<td>12.9</td>
<td>7.7</td>
</tr>
<tr>
<td>World News Parade</td>
<td>6.7</td>
<td>5.1</td>
</tr>
<tr>
<td>NBC Symphony</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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 49 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.
OWI PACKET, WEEK NOV. 13

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 13. OWI transcriptions contain six 30-second announcements suitable for use in news or other time slots in your area.

WAR MESSAGE

Don't Travel Ceiling Prices
Merchandise, Marine Recruiting
Car Pooling Hotel Prices Down
Waves

STATION ANNOUNCEMENTS

NET- Aff. Group kW Ind. Aff. Group
Amer. 6th City R 
Maryland's Oldest 
Columbia WCBS 
3,000 Watts, 600 KC
Day and Night

See OWI Schedule of War Messages 134 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

AMERICAN SERIES AHEAD IN CANADA

THREE AMERICAN programs lead the national evening program rating poll for October in Canada, Elliott-Haynes, Toronto, reports. Edward Beneke & Ernestine Newman, of Radio City, leads the first 15 programs with a rating of 33.4, followed by Echoes of the Canadian, 31.4 and Album of Familiar Music, 20.3. Leading Canadian in Treasure Trail, 19.4 Bing Crosby is in fifth place, followed by the Canadian program, L. McG. Leonard, Words at War, Waltz Time, Alrich Family, By Town, Brother Roy, Canadian program Fighting Navy, Reader's Digest, Star Theatre, and Canadian program Share the Wealth. On the French-language evening programs, Course du Trésor is in first place with a 15 followed by Café de la Cour, 15.3, Secrets du Dr. Morelas, 13.4, Metropole and French Radio Theatre.

VIDEO IN CAPITAL SOUGHT BY PHILCO

PHILCO Radio & Television Corp. has filed with the FCC an application for a new experimental television station on Channel 4 for the metropolitan area of Washington, D.C., to be located in Arlington County, Va. Proposed as part of the experimental Philadelphia-Washington television relay link granted by the Commission on Oct. 2 (Broadcasting, Oct. 9), the new video outlet would also be used to explore the area of Washington and vicinity as a television service area.

Application pointed out that the investigation would be "original as no television broadcast has yet been put in operation as a terminal for a two-way experimental television relay link, or operated in the Washington, D.C. area." Employment of 3,000 w peak visual power and 5,000 w for audio, with A5 and special emission would make total estimated cost of the project $150,000. A portion of the 100 television receivers in the Philadelphia area distributed among the company's executives and engineers, are to be relocated to the Washington area for the experimentation.

The Washington operation would be of technical nature as programs testing a studio and control room were conducted by Philco elsewhere. Materials for the outlet are to be obtained through the WPRO test facility of July 22 authorizing materials for developmental construction.

NBC Announcer Awards To Be Revealed Nov. 2

RESULTS of the 1944 H. P. Davis National Memorial Announcers' awards will be broadcast Nov. 2 in a special NBC program, with winners speaking on the air by respective stations. More than 20 stations have submitted entries for the competition, established in 1933 for announcers of NBC stations by Mrs. H. P. Davis, widow of "The Father of Broadcasting." Nive S. B. Rockwell will represent Mrs. Davis on the program. Frank E. Mullen, NBC vice-president and general manager, will speak and Patrick J. Kelly, NBC supervisor of announcers, will serve as m.c. Board of Judges made up of NBC producers, include Cecil Underwood, Walter Bunker, Don Clark, Vic Hurley, Bert Seal and John Guedel. Competition is open to regular staff announcers of all NBC stations, which must submit the work of three entrants in a transcription recorded "off the air" without the contestants' knowledge. Sample must present at least three different types of air work. A national and a group winner will be chosen. National winner receives a Gold Medal and $300 in cash, each station group winner receives a signet ring, and each Honorable Mention winner a certificate.

HALL HONORS U. S. WARTIME LEADERS

AMONG the fifty notable public men of wartime whose bronze statues constitute a historical collection now on public exhibit at the Smithsonian Institute, Washington, D.C., are Charles E. Wilson, president of General Electric, and former vice-chairman of WPB; Chestor Bowles, administrator of the Office of War Information; and former presidential advisor and Bowles, advertising agency; Vannevar Bush, chairman of the Office of Scientific Research and Development; Elmer Davidson, director of OWI and former CBS news commentator; Byron Price, director of Public Information and previous director of the Washington Bureau of AP; Nelson A. Rockefeller, co-ordinator, CIA; Ernest E. Dorsey, war correspondent; Bob Hope, radio and movie comedian.

Made from life by Max Kallish, collection is titled "The Living Hall of Washington, 1944" and will be retained as part of the Smithsonian historical exhibits. Statues are two feet high. Selections were made by a private committee.

Nationwide Video Employment Aid

T. F. Joyce of RCA Predicts 30,000,000 Sets by 1955

A NATIONWIDE television system, at the service of America's political, business and labor leaders, can help the American people realize their hopes for employment and security after the war is over, according to Thomas F. Joyce, general manager of the radio and television and phonograph department of the RCA Victor Division.

Addressing the annual Boston Conference on Distribution, Oct. 17, Mr. Joyce said the immediate post-war development of television can, and will, contribute forcefully to a sound economic structure. "Most important," he said, "is television's potential power to stimulate the demand of all consumer goods, from farm and factory alike, and thereby to create more jobs."

May Double Personnel

If television is permitted to go ahead immediately after the war ends, he said, employment in the radio industry at the end of the third full production year will be approximately 50,000, as compared with the 300,000 prerewar, an estimated increase in this industry alone of 300,000.

Assuming that television is given the "go-ahead" and that television production gets under way in 1945, Mr. Joyce predicted that these four United States families will have 30,000,000 people— will own video sets by the end of 1955. Estimating the average cost of the receiver to be $200, he declared this would represent an annual market for over six billion dollars worth of television receivers.

Wyler Watch Test

WYLER WATCH Co., New York, Oct. 1, started its live announce- ments and sponsorship of Metro- politan Program, weekly half-hour program on WYED New York in a 52-week test campaign for Wyler Watches. Product, which has been advertised nationally in magazines, is receiv- ing air promotion for the first time, according to W. Zwolow Co., New York, agency in charge.

"Mind if I turn on WFDF Flint?"
ALL

the six highest rated* daytime programs released in Chicago, by all stations, are on WBBM.

ALL DAY

the percent of listeners to WBBM daytime programs is 18% more than the second best station; 20% more than the third and fourth Chicago stations combined.*

* C. E. Hooper. Mon. thru Fri. daytime, May, June, July 1944.

If you're interested in daytime radio, WBBM is a must in Chicago!

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Baltimore has always been a city of thrifty Savers. The "mutual saving bank" system in which the banks are owned solely by the depositors and operated entirely in their behalf, has been a Baltimore custom for over 100 years.

Since the beginning of 1940, savings accounts in Mutual Savings Banks, State Banks and Trust Companies have increased $89,029,000—to reach a present total of $372,448,000!
Baltimoreans look toward "reconversion" with anticipation -- not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over $419,000,000 dollars in savings since 1940!

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

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

* BASIC NBC NETWORK *

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
'Narrowcasting'

AN INGENIOUS adaptation of the British system of broadcasting is proposed by Muzak Corp., using precious radio channels. Whereas the European system (which appears on its way out) involves payment of receiving set license fees to the Government to defray operating costs, the Muzak plan is for payment of a "subscription, fee" of about 5 cents a day by the listener to the private company. The company, unnamed, plans nationwide service.

Instead of broadcasting by the American plan, as provided by law, the proposed new system in essence would be "narrowcasting"—available only to those paying the rental fee. It's a radio version of PM, New York tabloid which carries no advertising.

The plan was unfolded anew to the FCC during current general allocation hearings by Joseph L. Weiner, former OPA executive, and general counsel of Muzak, and Associated Music Publishers, its affiliate. Owner of the common stock of both companies is William B. Benton, extreme liberal, who with Chester Bowles, OPA administrator, set up the original Benton & Bowles advertising agency, which evolved its success into Muzak.

Mr. Bowles plans to join the "narrowcasting" project when public duties permit. FCC Chairman James Lawrence Fly has a proposition from Mr. Benton which he can accept upon his contemplated retreat from the FCC after the elections next month. Robert M. Hutchins, president of the U. of Chicago, of which Mr. Benton is vice-president, has agreed to serve on the board of directors. Beatavard Runl, the financial wizard and treasurer of R. H. Macy & Co., also is to serve on the board.

Muzak now supplies a sort of central-station quantity juke-box service to hotels and restaurants. It functions on the Standard Oil Co. lease-partnership basis by contracting with local people for distribution. Presumably, it would follow this pattern for the "subscription radio" service.

Originally the plan called for a subscriber selective service by means of the so-called "quieter" patents. Now it is admitted wired radio won't work. So Muzak wants three FM channels to provide three separate kinds of subscriber service in a metropolitan area—serious music, popular music and a facsimile of general news, educational and informational programs sans advertising.

Since FM channels can be allocated only on a skip-channel basis in the same area, it would mean blocking off six, rather than three channels, for the service. Only the paying subscriber would be able to listen; others would have to check the system via a high-frequency heterodyne, or "pig squeal".

The project is anti-commercial radio. It parades advertising. Beyond that, it is contrary to that provision of the law which calls for a "larger and more effective use" of radio facilities. And there is a serious question whether it isn't point-to-point communication a contravention of the law. The plan contemplates preponderant use of recorded music, admittedly high quality, but available also on the home phonograph. Three separate stations would be needed for the integrated three-phase continuous service. FCC General Counsel Charles R. Denny shattered that three-station illusion neatly in cross-examining Witness Weiner. He cited the FCC's duplicitous regulation, which prohibits ownership, operation or even management of more than one station in the same market.

The men now associated with Muzak are important and successful. The people who may join the venture are imposing public figures. There is the anomaly of Messrs. Benton and Bowles, who make their fortunes in advertising, turning against that enterprise.

The project, even though it would entail a major operation on the law and the FCC rules, should not be taken too lightly by those who live by the American Plan of Radio.

Radio Man's Radio Man

A FEW DAYS ago Col. Ed Kirby returned from the European Theatre to resume his post as chief of the Radio Branch, Army Bureau of Public Relations. He had been abroad seven months. He wore the shoulder patch of SHAEF, flashing gold on the Order of Gen. Eisenhower's Supreme Command.

Radio's part in the war is well-documented. A quick review discloses that Ed Kirby participated practically in every phase. On his last assignment, he was there with the Army communications and public relations experts on the radio aspects of the French invasion (some call it the "radio invasion"). He was the radio officer for SHAEF and set up the Allied Forces Network operating wherever the Eisenhower troops moved, in collaboration with the BBC. He was with Col. David Sarnoff last spring in planning the communications facilities for handling the invasion traffic—greatest in world history—for press and radio.

That epic won Col. Sarnoff the Legion of Merit. Ed Kirby had the expert counsel of Capt. Harry C. Butcher, former CBS vice-president and aide to Gen. Eisenhower.

It was in 1942 that the Secretary of War borrowed Ed Kirby from the NAB, where for two years he had been director of public relations. First he was radio adviser attached to the Office of the Secretary. After Pearl Harbor, he was commissioned lieutenant colonel. In May 1943, he was promoted to colonel.

In his dual capacity, perhaps most popular of the programs overseas, made its bow; then The Army Hour; clearance of 20-30 network programs daily; liaison with advertising and producing agencies; accreditation of network and radio correspondents in the war theatres; introduction of the wire recorder for front-line war reporting, and finally setting up of the SHAEF Broadcasting Service, marking the first inter-allied network operation.

At the war's start, all broadcasters viewed the future with trepidation. There were whispers of military control of all radio; of block commandeering of time, and even of direct Government operation. Instead, there has evolved a teamwork and finalization that has forged radio into a potent weapon, physically and psychologically, and which gave radio on the home front great opportunity to demonstrate its depth, scope and impact.

No small measure of credit for this healthy state, which we are all too prone to take for granted, goes to Col. Ed Kirby—a radio man's radio man.

(Continued on page 40)

Our Respects To —

ISADORE JAMES WAGNER

There are radio listeners who profess that they'd like to commit mayhem on I. J. Wagner, admits, but even those irate souls buy the products his spot announcements advertise.

He is vice-president of Olan Advertising Co., having recently opened the Chicago office of the St. Louis agency.

"Wag" as he is known to his friends, with good reason other than the mere abbreviation of his name, doesn't run for cover when letters of vituperation come in denouncing his spot commercials and demanding that they be taken off the air. "As a matter of fact," he says, "that's the first indication we generally get that the spots are clicking. Strangely enough practically every writer of a protesting letter quotes the spot verbatim in the protest, proving again the reminder value. Then, despite the complaints, the spots begin to translate reminder value in absolutely increased sales."

Among the Wagnerian phrases are such additions to advertising-Americans as "Atlas Prager, Got It? Atlas Prager, GET it!" This one, delivered with a sort of falsetto on the "GET it!" popularized the name of beer to such an extent that many customers, kiddingly saying "Got it?" to a dealer, are answered with "GET it!" and Atlas Prager Beer is immediately trotted out.

In a Chicago movie house the scene on the screen showed a flyer dropping a package from a plane. In doing so he called out below: "Got it?" And from the audience came a concerted booming response, "GET it!" Another Wagner reminder-phrase which took hold throughout the country is: "WHIZ-ZZZZ, best nickel candy there IS-ZZZZZ." For repetition he used the gag, "Brother, you can say that again," and the announcer responds with, "Okay, I will! WHIZ-ZZZZ, best nickel candy there IS-ZZZZZ."

With regard to this spot commercial, Wagner says "More than one mother has told me, 'My baby just started to talk and what do you suppose his first word was—not mama or papa, but ... WHIZZZZ!'"

"Wag" was born in Chicago on April 9, 1899. It was in 1919, after attending the U. of Chicago and serving in the Students Army Training Corps during World War I, that Wagner started his writing and advertising career. He was associate editor of the American Artisan, a hardware trade paper, then dealer advertising service manager for Mayer Brothers, a clothing manufacturer.

Later he joined the advertising department of the Chicago Mail Order Co. as catalogue copywriter and from there went to the agency handling that account, H. W. Kastor & Sons, Chicago. Following this he was a copywriter for a mail order advertising agency, Worth.
There are two things about WMFM that makes it a "must" for your fall schedule.

First: WMFM listeners represent a cross-section of the radio audience, that is, with one exception—they are more discriminating. This family of listeners prefers WMFM's schedule of distinctive quality programs keyed to the wants and needs of its audience. This audience has proved to be receptive and eager for new and better things. It represents a fertile, lucrative market.

Second: WMFM listeners tend to stay tuned to WMFM. Because they prefer the technical and programming superiority of WMFM, they are difficult to reach through any other station or combination of stations.

When preparing your radio schedules . . . keep WMFM on your mind. It will prove to you why so many local and national advertisers have found it Wisconsin's prestige-building, sales-promoting station.
Our Respects to
(Continued from page 58)
Duncan & Co., and then operated as a freelance advertising writer, serving agencies as well as advertisers. During this time he wrote advertising copy for such cartoonists as Art Helfant, a car card series for Wigley's Spearmint, a take-off on testimonials advertising.
Then Wagner went into professional gag-writing. He wrote comedy commercials for Ben Bernie programs and gags for Benny Rubin and others, besides a vaudeville skit for Bebe Daniels and Ben Lyon.
In 1934 he joined Schwimer & Schwartz producing an amateur show, writing commercials, contacting accounts and later writing an interview employment program. At this agency his work brought him into the development of spot announcements, an activity which he continued when he joined Arthur Meyerhoff & Co. in 1938.
"For a while I had been terrified of the Spot-Announcement Kid," Wagner says, "and I ate, breathed and lived 'em. In fact I was beginning to lose my eyes!"
Wagner venturers the confidential trade secret that most of his screwy commercials come to him at odd moments, most often when he is shaving with his electric razor. "There's something in its drone that lulls the conscious and brings out the subconscious," he remarked. Sometimes he has ideas for spots commoлежаasn. in his sleep, according to his very patient wife. She says at such times he wakes her and asks, "Darling, how does this phrase sound?" Putting up with that sort of thing, she jokingly complains, is not a part of her marriage contract.

The Wagners will celebrate their silver wedding anniversary next June, so Wag's nocturnal commercial-writing evidently hasn't been too disturbing to a happy marriage. As to what he likes about his wife, he said, "My wife and I have one principle hobby, our 13-year-old son, Kurt. He's considerable help with the spot announcements, occasionally, coming up with startling ideas at times. He's also a severe and succinct critic. Asking him his opinion after he had just attended one of our radio programs, brought the capsule criticism, "Well, Dad, I'll still take Superman." The Wagners are ardent theatre-goers and first-nighters. Both of them play the piano, Wag possessing perfect pitch and having played professionally one summer with Abe Lyman.

In his present association with Olian Advertising Co., Wagner handles the radio advertising of Atlas Frager Beer and Edelweiss and New York and Boston restaurants, writes spots, and works with talent on these and other accounts.

As a final remark anent spots, Wagner loves to quote a prospective spots-writer listening in an audience of one of his creations, asked a bit timidly, "If we're going to irritate the public, can't we irritate them pleasantly?"
"I HAVE ALWAYS been among those who believed that the greatest freedom of speech was the greatest safety."

WOODROW WILSON

FREE SPEECH "MIKE"

HEAR
"VICTORY FOB"
CBS COAST TO COAST
Saturdays 3:00 PM E.W.T.

RADIO STATIONS
WJR * WGAR * KMPC
DETROIT * CLEVELAND * LOS ANGELES
JOHN N. D’HERUSSY, sales manager of KYW Philadelphia, is back at his desk after a rest following his recent illness.

TRACY MOORE, for more than two years Blue western division sales manager, has resigned effective Nov. 1. It is believed Frank Samuel, for the past year sales manager of KGO San Francisco, will take over Mr. Moore’s duties. Mr. Samuel recently was assigned added duties as supervisor of Blue spot and network sales in the San Francisco area. Named to assist him on this position have been Byron Nelson, network, and spot sales representative; Kirk Towney, Ellis Rehn and Frank McHugh, account executives; Jack O’Mara, merchandising promotion manager of CBS Hollywood, has resigned; and position to join Blue Hollywood as western division sales promotion manager. Edward W. Eagan will be in charge of KECA promotion, continuing to operate from the network headquarters.

C. P. (Pete) JANGIRI, national sales manager, and Earl Mullin, director of publicity of the Blue Network, were to leave New York Oct. 23 for the West Coast to confer with executives of Blue stations in Hollywood and San Francisco. They are stopping in Chicago on route, arriving on the Coast around Oct. 28.

A. Ernest Bagge

A. ERNEST BAGGE, 50, account executive of CBS Hollywood, died when a privately owned Waco cabin plane in which he was a passenger, crashed Oct. 6 near Prescott, Ariz. Active in West Coast radio for nine years, Mr. Bagge had been with KJH and KMPC Hollywood before joining CBS. Surviving are his widow, Irene Bagge; and 10-month daughter, Jama.

Mrs. Dalton Appointed
As President of KMTR

IN REORGANIZATION of KMTR Radio Corp., Hollywood, operators of KMTR, Mrs. Gloria Dalton, first wife of the late Vic Dalton, president, was named to that post in mid-October. Corporation had been without a senior officer since Mr. Dalton’s death three years ago. Kenneth O. Tinkham, general manager, who has handled station operations since 1937, continues those duties. Charles Mulik, attorney for the second Mrs. Dalton (now Mrs. Arthur Farlow), was elected vice-president, with Eddie Flocken, station accountant, named secretary-treasurer. Mrs. Dalton owns 50% of the stock.

Ralph Benson

RALPH BENSON, 28, NBC Chicago, died Oct. 12 following a 10-day illness. He had been a member of the NBC central division staff since December 1945 and was a graduate of the NBC-Northwestern U. Summer Radio Institute. A native of Tacoma, Wash., he served three years as announcer at KUI Tacoma before coming to Chicago.

Baker Joins Law Firm

PHILIP M. BAKER is leaving the FCC law department to join Andrew G. Bailey, Washington, D. C., radio attorney. Before joining the FCC, Mr. Baker was an investigator for the U. S. Civil Service Commission for New York and New Jersey and also did legal work for the Puerto Rico Reconstruction Administration and the Social Security Board.

John Stewart Bryan

JOHN STEWART BRYAN, 73, major interest holder in WRNL Richmond and publisher of the Richmond News Leader and Richmond Times Dispatch, died Oct. 16. Active in his business interests until latter September, he has long been recognized for his leadership in civil and educational affairs. He was a former chancellor and president of William and Mary College.

Clayton Named Manager

DONN CLAYTON has been named manager of North Central Broadcasting System, regional network, succeeding John W. Boler, acting general manager and head of national sales, who will now headquarter in Chicago where he will handle national sales. A vice-president of the regional network and former assistant general manager, Mr. Clayton was previously with Hutchinson Adv., Minneapolis, and WTCN Minneapolis. Plans are under way for the expansion of NCBS the first of next year to include 23 stations of the Mississippi Valley.

DuMont Stock Is Offered
To Finance Video Plans

PUBLIC OFFERING of 225,000 shares of Class A common stock of Allen B. DuMont Labs., has been made by a brokerage group headed by Van Alstyne, Noel & Co. and Kohbe, Gehrhart & Co., at $7.375 per share. Proceeds estimated at $1,400,000 will be used for the production and sale of television transmitters and receivers when priority restrictions are lifted or modified, for construction and operation of television stations and for the development and expansion of production facilities in the field of electronics, particularly cathode ray tubes and oscillographs, the prospectus states.

When this financing is completed, the company’s capital will comprise $23,542 in mortgages, 1,046,040 shares of Class A common stock and 560,000 shares of Class B common stock. Paramount Pictures owns all Class B stock.
The darkened areas on the map above reveal results to warm the cockles of any sponsor's heart. Specifically, it is a composite chart of six mail-studies... analysis of the response to offers made on WBZ, Boston, and WBZA, Springfield, at various times during the broadcasting day.

That the 50,000 watts of WBZ blanket New England, goes without saying. That WBZ and the NBC Parade of Stars should don seven-league boots, and roam so far afield, may come to some as a surprise. It is not unusual, however, but a typical routine performance of New England's dominant station.

The complete story — fortified with facts, figures, breakdowns by counties and maps of individual mail-studies — is contained in "Where they listen to WBZ." The booklet will be sent to you upon request. You may find it an inspiration for the present, and a guide for the future.

**WESTINGHOUSE RADIO STATIONS Inc**

KDKA • WOWO • WGL • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES
EUGENE TYLEER, announcer formerly with WDAE Tampa, has joined WBBQ Memphis, after release from the Army. Mrs. Melba Welch, formerly of WMIC Memphis and KMAC San Antonio, has been added to the WBBQ traffic and programming department. Mrs. Clarabelle Rice has been shifted to the continuity staff.

JIM TROUGHTON, relief announcer for WSPD Toledo, returns to Ann Arbor, Mich. to resume college studies.

ROD KLIESE, formerly of KHOQ and KGA Spokane, has joined WIND Chicago as staff announcer.

JUNE HOE, formerly with Press Association, Indianapolis, on Oct. 18 joined the WBBM Chicago newsroom staff, replacing Pat Frank who has left to join her husband, Beecher Frank.

BILL KOBLENDER, released from the armed forces and previously sales manager of Edward Wolf Assoc., New York production agency, has joined the radio staff of Music Corp. of America, New York.

VIRGINIA STEWART, formerly of the radio staff of Grant Aird, Chicago, has joined NBC's script division as writer.

JACKIE STEWART is new addition to the program promotion staff of WHH Greensboro, N. C. as assistant to Madison Banks.

BYRON TAGGART, special events announcer at WKRC Cincinnati, will marry Kathleen Gray of that city December 2.

OMMIE GREENHOW, formerly of KSL and KUDY Salt Lake City, is now an announcer with the Intermountain Network and KLO Ogden, Utah. Mrs. Roberta Cartwright, former assistant traffic manager of KLO, has been named women's editor. She is replaced in traffic by Sally Lou Humphries. Herbert Gordon, former assistant night city editor of the Salt Lake Tribune, is now head of the publicity department for Intermountain, with additional duties on the announcing and production staffs.

HELEN SCHMAL, formerly of KFEI Denver, has joined WRAP-KGKQ Ft. Worth, Tex., as publicity-promotion director.

CAL DE VOLL, script and song writer who originated the team of Jake & Lena (Gene & Glenn) on WTAM Cleveland in 1930, has joined WRAP-KGKQ Ft. Worth to prepare new shows for WRAP and the Texas Quality Network and the Lone Star Chain. Mr. De Voll is a member of ASCAP, having composed Gene & Glenn's theme song.

BILL KEMP, formerly of WPSX Portsmouth, O., Jack Field, a singer, and Don Wagoner have been added to the staff of WSAZ Huntington, W. Va. as announcers.

GENE GRAVES, formerly of WSNY Schenectady, N. Y., has joined the announcing staff of WIBG Philadelphia.

PHIL SHARKEY, personnel director of WCAU Philadelphia, is the father of a girl.

HARRY J. DITTER and Helen Slotta are new additions to the announcing staff of WCEC DuBois, Pa.

L. VIRGINIA CONNER, WAC of the program department of KYW Philadelphia, and Captain John O. Street of the Air Corps, were married late in September at the Air Base in Nashville, Tenn.

McCall to San Francisco: Other NBC News Shifts

FRANCIS C. McCALL, manager of operations of NBC's news department, who has been working in Honolulu on the network's plans for war coverage in the Pacific, is being transferred to San Francisco to coordinate war news from the Central and Southwest Pacific areas.

Other changes in assignment for NBC news personnel include: transferring Wilson K. (Bud) Foster, from Alaska and the Aleutians, to Pearl Harbor to replace Robert McCormick who is returning to the States for a short vacation; Ralph Howard Peterson, homecoming from the Mediterranean Theater, shifting of Grant Farr from Cairo to replace Mr. Peterson in Rome, leaving Guthrie Jansen in the Egyptian capital; Max Hill transferring from the Balkans to London to take over for Robert St. John upon the latter's return to the United States.

DON LYON has returned to WHN New York as announcer after a two-year absence, when he served as head of the news bureau and special events department, and more recently as chief announcer and program manager of WHNY Syracuse. He was 1943 winner of the H. P. Davis Memorial Announcer's Award.

GEORGE LEWIS, exploitation director of Mutual, on Oct. 30 joins WHN New York as director of public relations and special events. He will be assisted at WHNY by Robert Tartick, who came to the station last July from KVOO Tulsa as assistant to Walt Dennis, who left Oct. 15 to join Allied Pictures Corp., as director of radio and television.

JACK PAIGE, former promotion manager of WNAX Yankton, S. D., has arrived in New York to take his new post as promotion manager of WHOM Jersey City, which has been purchased by the Cowles station group. Beverly Herrold, secretary to Robert J. Lard- dry, CBS script head, this week; joins the New York office of the Cowles stations as secretary and executive assistant to Ted Elnis, national sales manager.

AL HATTIS, 16-year-old commentator-producer-director-writer for WJDD Chicago, has been appointed director of special activities for the station.

WIDDOW W. (Woody) HATTIC, KMPC Los Angeles sports announcer and operations director, has joined Associated Sportswriters and will cover Southern California football games for Tide Water Assoc., Oil Co.
They live dangerously to help keep the Inland Empire the choice of today's markets. Breaking a log jam calls for cool courage, yet they helped Lumber production for the first 7 months of 1944 soar to 2,182,642M board feet. But it doesn't take cool courage to capture this rich market. KHQ's complete coverage does it at the cost of just one medium.
MIKE STUART, former staff writer of KMPC Hollywood and active in production of USO and Army camp shows, has joined the Blue Hollywood production department.

MARTIN WORK, of the Armed Forces Radio Service, has been promoted to major, with Bob Loughead and William Bubwell advanced to the rank of captain.

CHRIS FORD, assistant continuity editor of the Blue Network central division, has been appointed continuity editor succeeding Les J. Edgeworth, who has left for Hollywood to freelance.

BARBARA W. GOLDSMITH has joined WCAE Pittsburgh as assistant to Mitchell De Groot, promotion director. She replaces Marion L. Arplein.

SID McSLOY Jr., announcer of KOVO Missoula, Mont., is convalescing from a serious lung infection.

JIM DEAN, new to radio, has joined the announcing staff of WHAI Greenwood, Mass.

RUBY JUSTER, news writer of WOCO Minneapolis, has been appointed assistant instructor of radio news writing at the Minnesota School of Journalism. Ruth Rye, formerly Ruth Schlesewind, head of the WOCO transcription department, has been appointed teaching assistant to Prof. Joseph Beach in humanities at the university.

HAL SHAW, former assistant program director at WSPA Spartanburg, S. C., has been named program director, replacing Sterling Wright, who joined Doran Weider Adv., Charlotte, N. C. Other WSPA staff changes include James W. Morgan, WSPA merchandising and art director who assumes additional duties of promotion manager. Bob Ferrie is now news director, and Grover Goklin is sports director.

Ralph D. Palmer

RALPH D. PALMER, 43, feature editor of UP's radio section until he became ill last December, died Oct. 15 at his home in New York. With UP since 1938, Mr. Palmer served at one time as sports editor of the radio unit. Before joining UP he served as reporter on the Washington Post, managing editor of the Washington Daily News, and amusement editor of the New York World-Telegram. His wife survives.

Lt. V. J. Kalligeros

LT. VAL JOHN KALLIGEROS, formerly with NBC's traffic department, was killed in a plane crash over the English Channel while returning to an English air base May 9, 1944. He had been awarded the Air Medal and Oak Leaf Cluster. Lt. Kalligeros is survived by his wife.

LARRY SUTTON, formerly of KSL Salt Lake City and more recently of the KUTA Salt Lake City sales staff, has been appointed announcer at KUTA. James Lawrence of KUTA special events, replaces him in sales.

EVELYN HART, former head of the continuity department of WPIN Findlay, O., has joined CBS New York. She is succeeded by Millicent Merz.

ROBERT BROOKS, released from the Navy, has joined WICA Ashland, O., as announcer. Joanne Longenecker also has joined WICA as the WICA announcing staff.

BARBARA DRAFTER has joined WNOX Knoxville as continuity writer.

JOHN WESTON, announcer with WHAM Mansfield, O., recently married Margaret Herrington.

REGGIE MARTIN, freelance sports announcer, has joined WFTL Miami. He will handle Miami U. football games.

CHARLES DUERKES, WFTL Miami announcer, recently married Dorothy Rymser, newspaperwoman.

BILLY RYAN has joined CJOR Vancouver as assistant announcer.

DAVE HILL, chief announcer of CJOR Vancouver, is the father of a boy.

WALTER BREWER, former announcer of KIRO Seattle, has joined KGOJ Los Angeles.

MONTY RICKETTS and Howard Evenson have joined KPBC Sacramento as announcers. Dick Hurdick has been added to the station's continuity department.

HENRY KING, former sports editor of Huntington Ad., has joined WSPA Huntington, W. Va., as a sports announcer replacing Herb Mato, who recently returned to New York.

WILLIAM T. DIAMOND, former field secretary of the Iowa State Dairy Assoc., has joined WIO Des Moines as assistant to Herb Plamek, WHO farm editor.

PAT GREEN, new to radio, has joined the public relations department of WATT Newark, N. J.

SALLY LEVY, who formerly conducted a program and continuity department for WCOP Boston, has joined the continuity department of WATW Newark, N. J.

HELEN GELSEY, former New York U. student, has joined WBAY Brooklyn as public relations director. She replaces Louise Kadison, resigned.

VIRGINIA TATUM, program director of WPTF Raleigh, N. C., has resigned to become radio information specialist for the Agricultural Adjustment Admin., Washington, D. C.

FRANK ARMSTRONG, announcer of CJKL Kirkland Lake, Ont., has been transferred to CKBG Timmins.

JAMES DALE, news editor of WIND Chicago, is the father of a girl.

Capital Reporter

FOUR Indiana stations, WGRF and WEOA Evansville, WOAV Vincennes and WBOV Terre Haute have hired jointly a Washington correspondent, Jean Ferriss, to supplement press association Capital coverage with local news angles. Miss Ferriss, formerly of the New York Times and Newsweek, will concentrate on items of interest in the Indiana-Kentucky-Illinois Tri-State region.
WHN has more than 15 million people in its primary area!
WHN blankets more than 11.6% of all people in entire U.S.A.!
WHN renews more sponsors than any other independent station in New York ... actually 75%!
WHN airs more than 280 minutes of news daily!
WHN broadcasts Monday thru Saturday Reuters British News dispatches!
WHN has many success stories concerning its proved selling powers!
WHN secondary coverage blankets most of New England like a local station!
WHN has more varied types of approved advertising than any other New York city station!
WHN is a big name station ... more big names of stage, screen, radio, sports, business and political fields appear on WHN than any other New York station (except network feeds)!
WHN is affiliated with Metro-Goldwyn-Mayer pictures and Loews Theatres. It also operates its own FM station (WHNF) seven hours daily!
WALTER LURIE, who has been directing and supervising the programs at Foote, Cone & Belding, New York, this week joins the Bow Co., New York, as eastern program manager, according to announcement by Cal Kahal, program director, who is now on the West Coast. Before his association with FC&B, Mr. Lurie was central European supervisor in the overseas branch of the OWI Radio Section.


ALBERT G. ASCHROFT, former advertising manager of Radio Daily, has joined Irwin Vladmir & Co., New York as controller, a new position.


A. J. WEICH, vice-president and account executive of J. M. Hiberston Inc., New York, has been on leave of absence in the programs at Geyer for the past two years, has rejoined the agency.

SAMUEL DALSIMER, vice-president and account executive of the Joseph Katz Co., New York, who has been on leave of absence in the programs at Geyer for the past two years, has rejoined the agency.

C. E. HOOPER
July-August, 1944

THE FIGURES TELL OUR STORY

A 50,000 watt audience at a 250 watt rate

...a real radio buy

KNOLLIN Adv. Agency, San Francisco, in a major expansion which has more than doubled required floor space, moved its San Francisco headquarters this month from 111 Sutter Bldg. to 106 Montgomery St., Zone 4, where an entire floor has been leased. Agency's Los Angeles office remains at 630 W. 6th St.

GERALD F. MORROW, executive buyer of the Great Atlantic & Pacific Tea Co., New York, has been appointed a vice-president of Ivey & Ellington, New York, to handle grocery products accounts.

ROBERT M. HIXSON, president of the Great Atlantic & Pacific Tea Co., New York, has been appointed director of the armed forces service. As a result, the armed force executive, W. Ayer & Son, New York, has been appointed the agency's armed forces service.

ROBERT HUSSEY, talent buyer of Young & Rubicam, Hollywood, is in New York.

C. WARDEN LABOE, since 1938 copy chief and a member of the board of directors of Thompson-Koch Co., New York, has resigned to join Morse Information, New York, as export copy chief.

RICHARD A. STEVENS, formerly with Geyer, Cornell & Newell, New York, and previously production and traffic manager of Tracy-Locke-Dawson, New York, has been named office manager of Dune Jones Co., New York.

JOSEPH S. HILLER, formerly in the program service department of WOR New York, has joined the production staff of WNYC, New York, as director of production.

WILLIAM WALLACE ORR, account executive of WNYC, New York, has been appointed director of the new television department.

ELIAS K. DURHAM, former traffic manager of Russell M. Seeds Co., Chicago, has been appointed to represent the agency in the Air Corps. He is now at Harrington, Kan.

FLORA BASH, formerly with NBC transcription department, Chicago, has joined Russell M. Seeds Co., Chicago, as production manager of NBC's eerste revolutionary NBC production, "The War Production Board," has joined Roy S. Durstine Inc., New York, as consultant.

FRANK BUCK, radio commercial writer formerly with Dancer-Fitzgerald- Sams, New York, has joined Lennen & Mitchell, New York.

RAYMOND D. WILLIAMS, formerly with NBC's commercial department, New York, has been appointed assistant to Vernon L. Morelock, radio director of the Allied Airmen's Agency, St. Louis.

BOB DAILEY, managing news editor and publicity director of WTAM Cleveland for the past eight years, has resigned to become radio director for the Cleveland office of McCann-Erickson.

CARL WHEELER, former service detail manager of Ervin, Wasey & Co., New York, has been appointed production manager of the Grant Adv., New York, replacing Fred Hofer, who has been appointed general manager of the office in Caracas, Venezuela.

DON McCLELLAN, freelance script writer and director, formerly with WNYC, New York, has been appointed head of the executive staff of the Grant Adv., New York, as assistant to the executive director.

MARGUERITE WALSH, formerly with the commercial staff of J. Walter Thompson Co., New York, has joined the copy section of the radio dept. of Pedlar & Ryan, same city.

JERRY LAW, radio director of WFIL New York, has been appointed director of the new television department.

CHARLES N. DAVID, Philadelphia (women's specialty shop), in first test of radio advertising has started Girl About Town on WFTL Philadelphia. Presenting features of interest to the working girl, program is produced by an all girl staff.

Mickey Hart, formerly in charge of traffic in the Blue commercial program department, has joined Sterling & Margrett, New York, as assistant to Carl S. Brown, vice-president of the agency.

ALASKA BROADCASTING

More listeners per $ through KFQD

First in Alaska

ALASKA BROADCASTING CO.

Anchorage, Alaska

National Representatives:
Pam American Broadcasting Co.
New York 17, New York

BROADCASTING • Broadcast Advertising
Birmingham department stores triple their WAPI advertising in seven years...

HERE's a record few radio stations can match. Birmingham has six large department stores. Combined, their annual business totals about $30,000,000. To draw that much money into their cash registers, they depend heavily upon advertising—advertising that nets quick, profitable results.

They all use radio. They all air programs over WAPI—the only station in Birmingham selected by the entire six for programs year-'round. During the past seven years these stores have upped their expenditures for broadcast time on WAPI by 300%.

That is plain proof of how WAPI delivers the quick, profitable results they demand. A radio station has no more exacting client than a local retailer who scales his advertising appropriation in direct ratio to the immediate results it accomplishes. And, year after year, these stores have been spending more and more money with WAPI to the exclusion of other stations serving Birmingham...spending it for real programs, for quarter and half-hour shows that bring WAPI's big Alabama audience a versatile array of news reports and analyses, sports commentaries, children's entertainment, music, choral singing, women's broadcasts.

Like Birmingham's six department stores, national advertisers have also found WAPI a productive medium for their sales messages. They place more national spot business on WAPI than on any other station in Alabama. If you want to follow their profitable footsteps, it's easily and quickly done. Just call us or Radio Sales.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
- studio programs
- network programs
- spot announcements
- transcription announcements

WHO DES MONIES

Walt-Clark Co., Decatur, Ill. (Green Mountain cough syrup), 5 t. weekly, thru Wad Adv., Chicago.

Grove Lake, St. Louis (L-Way cold tablet), 5 t. weekly, thru Donahue & Co., N. Y.

Vick Chemical Co., New York (all products), 2 as weekly, 26 weeks, thru Morse International, N. Y.

Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's medicines), 25 t. weekly, 26 weeks, thru Sherman & Marquette, Chicago.


E. A. Hinch & Sons, Chicago (Swing candy bar), 5 t. weekly, 13 weeks, thru Hill, Blackett & Co., Chicago.

Russell Miller Milling Co., Minneapolis (Oat flour), 3 as weekly, 26 weeks, thru Campbell-Mithun, Minneapolis.

National Candy Co., St. Louis (Soft bar), 9 t. weekly, 26 weeks, thru Oakleigh A. French Adv., St. Louis.

WMAN Mansfield, Ohio

Kehel, Ohio, Battie Creek (40% Bacon), 1 weekly, thru Kenyon & Eckhard, N. Y.

Mil's Sake, Hartord, Ind. (vitamins), 5 t. weekly, 13 weeks, thru Wad Adv., Chicago.

Londonderry Ice Cream Co., San Francisco (ice cream mix), 5 t. weekly, 26 weeks, thru McCann-Erickson, San Francisco.

WENC Chicago

Curie Publishing Co., New York (Stateweel), 6 t. weekly, thru Macfarland, Aveyard & Co., N. Y.

Republic Pictures Corp., New York ("Man From Frisco"), 6 t. thru Donahue & Co., N. Y.


WICA Ashtabula, Ohio

City Service Corp., Ohio (gas), 3 as weekly, thru Foote, Cone & Belding, Chicago.

Gulf Oil Corp., Pittsburgh (gasoline), 7 t. weekly, thru Young & Rubicam, N. Y.

WJZ New York


M. J. Breinbach Co., New York (Gude's Cinema Lot), 1 weekly, thru Roche, Williams & Clary, N. Y.

Maryland State Toy Co., Baltimore (penny) 2 as weekly, 26 weeks, thru Joseph Katz Co., N. Y.

Wesson Oil & Snowdrift Sales Co., New Orleans (Peanut Oil), 2 as weekly, thru Kenyon & Eckhard, N. Y.

Curry Publishing Co., Philadelphia (Bavarian breeches), 3 t. weekly, thru MacFerland, Avyard & Co., N. Y.

Stephan Bros, Philadelphia (Hannett cigarettes), 18 t. weekly, thru Atkinson-Kyndt Co., Philadelphia.

Reader's Store Magazine, New York, 4 t. thru R. C. Morris & Co., N. Y.

Vita Van Corp., New York, N. Y. (Vita Van paint), 2 as weekly, 26 weeks, thru Shaw, N. Y.

Maloney Bros. Nursery Co., Danville, N. Y., 5 t. thru Armand S. Well Co., Buffalo, N. Y.

WMA Washington

Curtis Publishing Co., Philadelphia (Saturn), 12 t. weekly, thru MacFarland, Avyard & Co., N. Y.

Riter Baker, Baltimore (bread), 126 t. thru Wm. A. Schauf, N. Y.

Stansco Inc., New York (Macfarland), 11 t. weekly, thru McCann-Erickson, N. Y.

Benfield Brothers Co., New York (Borgila yarns), 3 as weekly, 26 weeks, thru Grey Adv., N. Y.

WFIN Findlay, Ohio

Great Atlantic & Pacific Tea Co., New York (food), 5 t. as weekly, direct.

Borden's, Chicago, 25 t. thru Midland Agency, Cincinnati.

S. L. Ross, Chicago, Monticello, Ill. (Dr. Caldwell's medicines), 50 t. thru Sherman & Marquette, Chicago.

Kasco Mills, Waverly, N. Y. (egg producer), 20 t. thru Campbell-Sanford, Cleveland.

KROW Oakland, Calif.

Carter's Products, New York (proprietary), 2 as weekly, 26 weeks, thru Ted Bates Inc., N. Y.

Singer Co., Los Angeles, as weekly, thru Barton A. Stebbins Agency, Los Angeles.

KPO San Francisco

Joe Franklin Meyer Industries, Dallas (candy), 26 t. weekly, thru Rogers & Smith, Dallas.


KTSK San Antonio

Ex-Lax Inc., Brooklyn (Laxative), 4 t. thru Joseph Katz Co., N. Y.

Cook Storage & Co., San Antonio, 5 as weekly, direct.

Rye-Robin Co., Dallas (rye), 20 t. weekly, thru Tracy-Locke Co., Dallas.

Agency on Coast

DOHERTY, CLIFFORD & SHENFIELD, New York agency, will establish Hollywood offices in late October with Myron Dutton as West Coast manager. Mr. Dutton was formerly producer of the Boy Co., on NBC Gimmy Simme Show. In his new capacity he will act in a tri-fold capacity as agency producer-director-writer on the Gracie Fields Show, starting on 147 Blue stations on Nov. 14, Tuesday, 9-30 p.m. (EWT), with West Coast repeat, 9-30 p.m. (PWT). Sponsor is Bristol-Myers Co., New York (Ipana, Mum).

Ernest Alley

ERNST V. ALLELY, 64, partner of Alley & Richards Co., New York and Boston agency, died at his home in West Newton, Mass. of a heart attack. Mr. Alley started his advertising career by working on his hometown paper, the New Bedford Standard, then joined the Curtis Publishing Co. in Boston before organizing his own firm in 1921. He is survived by his wife and a daughter.

Ver Standig Agency

M. BELMONT VER STANDIG has opened an advertising and merchandising agency, under the name, at 1120 Connecticut Ave., N. W., Washington. The phone is Republic 3929. Mr. Ver Standig was formerly commercial manager of WWDC Washington. Herman M. Paris succeeds at the station.

GIMBEL Bros., Inc., New York department store, last week started a campaign of fruit workers for the Christmas holidays, using one-minute live spot announcements at varying stations on WFXR and WQXR New York. Advertising placed direct.

WHITEHALL PHARMACAL Co., division Products Corp., New York, has appointed Daniel Curtin, baggage agent, New York, to handle consumer advertising for Kolynos toothpaste. Product is now promoted through a "Tales of Tret," and Mr. Ken, Tizer of Lost Persons on CBS and at intervals on "Front Page" Farrell, NBC. Agency continues to handle to Kolynos toothpaste.

SEALY MATTRESS Co., Chicago, on Oct. 12 began quarter-hour show featuring Dick (Two Ton) Baker at the piano, today on WGN Chicago. Contract for 30 weeks was placed by Schwimmer & Scott, Chicago.

LOCAL 11, Co., Chicago, on Oct. 16 began participation five weekly in Record Reveal on WGN Chicago. The 52-week contract was placed by Van Hecker Adv., Chicago.

ALDEN CHICAGO MAIL ORDER, Chicago, Oct. 21 started sponsorship of a three-hour prep spot show, Alen Sportscast, on WFCF Chicago, which will be handled by the agency, replaced by Craig E. Deannaon Adv., Chicago.

SWING & Co., Chicago (ham and bacon div.), on Nov. 1 renues its 8:30 to 8:45 C.M. (CWT) portion of the "Breakfast Program. The show's 52-week contract place by J. Walter Thompson Co., Chicago.

HOLEPROOF HOSIERY Co., Milwaukje, Wis., represented by Ruthrauff & Ryan, Chicago, to handle its advertising, was added.

SCHOENHOFEN & Edelweiss Brewing Co., Chicago (Edelweiss Beer), on Oct. 16 began sponsorship of a quart-hour break program, Dinning Sisters, Monday thru Friday on WLS Chicago. The 52-week contract was place by Pielan Adv., Co., Chicago.


HARRY G. SERISS, director of sales and advertising of the Roma Wine Co., Delaware Corp., Fresno, Cal., has been elected a vice-president.

KNOX MAMA, of Brooklyn, has appointed Franklin Bruck Adv., New York, to handle advertising for Esquire Boot Polish, Scarf Polish. Media plans include radio for both products. Esquire is currently promoted on a six-weekly quarter-hour spotcast on WMCA New York.

Wesson Oil & Snowdrift Sales Co., Indianapolis, In., last week began promotion of salad oil with one-minute transmitted and chain break announcements on 12 station frequencies on WFIL WLIB WOR. More stations in the Wesson market may be added weekly. Ad agency is in Kansas, Eckhardt, New York.

CONSUMER VITAMIN Corp., New York, has added a representative for the "Vita Var" and "Vita Var." Co., New York, to handle advertising for vitamin products. Radio will be used.
YOU MAY BE ABLE TO POLE-VAULT 14 FEET*—

BUT—you can’t launch yourself 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 Thursday evening figures, 7 to 10 p.m.—actually by far the lowest in the week for WKZO:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>38.2%</td>
</tr>
<tr>
<td>STATION B</td>
<td>37.6%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>22.3%</td>
</tr>
<tr>
<td>MISC.</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

Just to look at a map, it seems reasonable to expect that you could cover Western Michigan with a big Chicago or Detroit radio station. But maps don’t show fading, which is practically a Chinese Wall around this area.

But Western Michigan is important enough to warrant intensive cultivation from within. And fortunately, you can do a whale of a job with WKZO alone, because WKZO has the majority of the audience in this area.

Take a look at the excerpt from a recent Hooper Survey, on the left. The full report will be gladly sent you on request—or just ask Free & Peters.

* Earle Meadows, U. S., pole-vaulted 14 feet, 3 ¼ inches at the Olympic Games, 1936.

WKZO 5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
 Owned and Operated by Fetzer Broadcasting Company.

KALAMAZOO

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
GROVE LABS., St. Louis (cold tablets), has started spot announcements on 19 Canadian stations. Account was placed by Russell M. Seeds Co., Chicago.

DR. J. O. LAMBERT Ltd., Montreal (proprietary), has started another series of Memoirs of Dr. J. O. Lambert, transcribed adventure program, on 14 eastern Canadian stations. Account was placed by J. E. Hout Ltd., Montreal.

MORGAN Furniture Co. is sponsoring The Morgan Pipe on WNAC Boston and WEAN Providence. The five-minute musical program is heard 14 times weekly on WNAC and 11 times weekly on WEAN.

SCHROEDER Bros., New York, agent for Palomino and Vergara wines,Hula table wines, Ania del Moso Anisette and imported food products, has appointed B. D. Ola Co., New York, to handle advertising. Radio will probably be used.

ACME BREWERIES, San Francisco (beer), has started sponsorship of seven two-hour recorded concert programs weekly on KYA San Francisco. Contract is for 52 weeks. Agency is Bresnach, Van Norden & Staff, San Francisco.

FLOWERY Manicure Products Corp., New York (Flowery Manicure Aids), has placed its account with Frank Kiernan Co., New York. Radio plans are said to be included.

HOLLYWOOD Shoe Polish, Richmond Hill, N.Y., has named Vanguard Adv., New York, as agency. Radio plans are said to be included.

BREAKFAST CLUB Coffee Inc., Los Angeles, for the third consecutive year has renewed daily hour participation in Make Believe Ballrooms on KPFW. Contract is for 32 weeks. Lockwood-Shackelford Adv., Los Angeles, has account.

Lusk Resigns

ROBERT E. LUSK, executive vice-president of Pedlar, Ryan & Lusk, New York, has resigned, and the agency has reverted to Pedlar & Ryan, the name it held when Mr. Lusk joined in January of this year. Mr. Lusk was formerly vice-president of Colgate-Palmolive-Fleet Co., and was previously an executive of Ted Bates Inc., and Benton & Bowles, New York.

CHARLES H. EATON, active in the radio and retail field for the past 20 years, has been named sales manager of Ryer Bros., Chicago, men's wear firm.

GENERAL TIRE & Rubber Co. has resumed sponsorship of Thanks to America, half hour variety show, over WNAC Boston and the Yankee Network in New England.

HOBBS GLASS Co., Toronto (glass and plastics), has started Fred Working network program on CJIB Toronto. Account was placed by J. Walter Thompson Co., Toronto.

PEGGY SAGE Inc., Montreal (cosmetics), has started stylecasts three weeks on CFIM Montreal. Account was placed by J. Walter Thompson Co., Montreal.

KELLOGG Co. of Canada, London, Ont. (cereals), has renewed for the second consecutive year Madeleine et Pierre on CKAC Montreal. Account was placed by J. Walter Thompson Co., Toronto.

HUBBARD MILLING Co., Mankato, Minn., has renewed 52-week contract for 10-minute quiz show titled Mother Hubbard Party Line on WJAC Johnstown, Pa. Agency is Ivan Hill Adv., Chicago.

CANADA STARCH Co., Montreal (corn syrup), has started French language dramatic show weekly on CKAC CHRC CKCH. Account was placed by Vickers & Benson, Montreal.

ST. PETER'S SEMINARY, London, Ont., on Oct 30 started Sunday afternoon half-hour School of Christ on CKLW (CFPL CRXK. Account placed direct.

HUNT BROS, Packing Co., Los Angeles, has appointed Blow Co., Hollywood, to handle advertising. Radio will continue to be used with other media.

SPORTS AFIELD Publishing Co., Minneapolis, has appointed Ralph H. Jones Co., Chicago to handle advertising for Sports Afield. Campaign is to represent "the largest advertising promotion ever placed behind an outdoor publication," calls for the use of radio in addition to its metropolitan newspapers and trade papers.

ALLEN B. DUMONT Labs., Passaic, N.J. manufacturers of receiver and transmission television equipment and operator of WAAB, New York television station, has named Dave O. Aver Associates, New York, to handle publicity and public relations.

SWIFT & Co., Chicago (Swifties), began renewal of chain breaks Oct. 20 for 13 weeks on WPMH KOHL WYCL, Agency is McCann-Erickson, Chicago.

HEALTH-MOR Inc., Chicago, has appointed Cruttenden & Eger, Chicago, as agency. Radio plans are being considered.

RCA-VICTOR Co., Montreal (recordings), has started Music America Loree Best on CJIB and CFCE. Account was placed by Spitzer & Mills, Toronto.

CANADIAN MILK Products Co., Montreal (Oriental Hostery), has started three-weekly musical spot announcements on 17 Canadian stations, and news flashes three times and five times weekly on CKIY and CFIB Toronto, respectively. Account was placed by Ronald Adv. Agency, Montreal.

KOHLER Co., Kohler, Wis., has appointed Roche, Williams & Cleary, Chicago, to handle its advertising. Radio is said to be considered.

CRAMER PRODUCTS Co., New York, has appointed Needham & Grohmann, New York, to handle advertising for a coffee mix. A test campaign for the product, radio will be used in selected key cities.

A GUIDE to advertisers planning campaigns or promotion in Latin America, will be brought out soon by Frank F. Lopez, New York publisher. It will include all leading publications and radio stations.

Page 52 • October 23, 1944

KOA is the famous NBC Station in Denver and the only one with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listender Loyalty (69%)*
Dealer Preference (68.8%)*

*NBC Tale of 412 Cities
**霰 Federal Survey

Stability Counts

NOW...AND IN THE POST-WAR PERIOD

The rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets... the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

• 70.8% of the national advertisers on this station are renewals.
• 88% of the local advertisers on this station are renewals.

Advertisers don't renew contracts unless the medium they use pays off in results.
How can my program achieve as high a rating as President Roosevelt gets when he talks on the air.

Absurdly simple – use WTAG.

The national rating on a recent talk by President Roosevelt was 26.4

Here are a few of the Hooper ratings (week after week) on WTAG for the Fall and Winter, 1943-1944:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Radio Theater</td>
<td>36.0</td>
</tr>
<tr>
<td>Kate Smith</td>
<td>34.3</td>
</tr>
<tr>
<td>Vox Pop</td>
<td>33.3</td>
</tr>
<tr>
<td>Dr. Christian</td>
<td>31.8</td>
</tr>
<tr>
<td>Burns and Allen</td>
<td>31.0</td>
</tr>
<tr>
<td>Blondie</td>
<td>30.7</td>
</tr>
</tbody>
</table>

and so on –

WTAG delivers two to four times the audience delivered by the average station. You know the national ratings for these same shows. Consequently, WTAG is one of the most productive and least expensive stations to use, anytime – anywhere. A big stations, in a big, money-laden market.

You say we only mentioned night-time programs. Okay, here are some daytime programs.

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kate Smith Speaks</td>
<td>23.3</td>
</tr>
<tr>
<td>Big Sister</td>
<td>21.3</td>
</tr>
<tr>
<td>1 P. M. News</td>
<td>24.7</td>
</tr>
</tbody>
</table>

* New Hooper Ratings soon. Watch for them!
Comparative Schedule of the Spectrum
And Recommendations for Allocations

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartmental Radio Advisory Committee, those of the Radio Technical Planning Board and others. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast
Present, 550-1600 kc.
IRAC, 640-1600 kc.
RTPB, 620-1600 kc.

FM Broadcast
Present, 47-60 mc.
IRAC, 45-44 mc (educational); 49-56 mc (commercial).
U.S. Office of Education, 15 channels 500 kc wide, adjoining commercial FM.
Cowles Broadcasting Co., 400 channels, 100 kc wide, 60-100 kc for both educational and commercial FM.

Television
IRAC, 7 channels, 6 mc wide, 54-108 mc; 6 channels, 6 mc wide or 3 channels 12 mc wide, 108-126 mc (primarily for television relay but possible for television broadcasting); 23 channels, 15 mc wide, 45-150 mc; 120 channels, 15 mc wide; 110 channels, 15 mc wide; 85 channels, 15 mc wide; experimental, 7:00-7:15 mc.
Cowles Broadcasting Co., 40 channels, 15 mc wide, 460-500 mc. Auxiliary services, including relay stations and 45 mc links 30-475 mc. Links between cities and synchronization control, above 1000 mc.

Facsimile
Present, 10 channels, 25 kc wide, 25, 015-0,5-25,252.50 kc (WZR authorized to transmit facsimile in FM band, 49-60 mc).
IRAC, no recommendations.
RTPB, 20 channels, 100 kc wide, 154-156 mc for broadcast facsimile and other types, including transmission of paid messages, police and weather information.
Cowles Broadcasting Co., 80 channels, 60 kc wide, utilizing FM channels, 92-56 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-480 mc.

International Broadcast
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following bands: 6200-6300 kc, 7900-8000 kc, 11,900-12,150 kc, 15,300-15,550 kc, 17,900-18,150 kc.
RTPB, same as present allocations, but adding 25,600-25,750 kc.

Broadcast Relay
Present, ranges in spectrum from 1606 kc to 35,820 kc.

Names McCann-Erickson
HOME PRODUCTS INTERNATIONAL LTD., New York, set up to handle export sales for American Home Products Corp., New York, has named McCann-Erickson Inc., New York, to handle advertising in Latin America, effective Jan. 1, 1945. Radio will be used in 1945 for Kolyinos, Anacin, Three 30-151-61 products and Vansens lipstick and face powders, with details still to be determined. Luis G. Dillon, for ten years with M.C. Buenos Aires Office, now in New York, has been assigned to handle the account. HPI has set up a foreign advertising department under the direction of W.J. Shugg, former vice-president in charge of foreign advertising of John P. Murray Adv., New York, which handled a number of HPI accounts. Mr. Shugg was previously advertising manager of Kolyinos and Eveready Co.

Cigarette Series
LIGGETT & MYERS TOBACCO Co., New York, has started Chesterfield Time on 127 CBS stations Tuesday and Thursday, 7:15-7:30 p.m. replacing John Nesbitt's Passing Parade. Martin Block, record m.c. of WNEW New York, announces and m.c.s the new show. Talent includes Paul Baran's orchestra, Johnny Johnston and Monica Lewis, singers. Because of his health, Mr. Nesbitt was granted release from his contract, according to William Morris Agency. He continues on Westinghouse Programs on NBC Sunday. Agency is Newell-Emmett Co., New York.

Basic Blue
WING
Is
DAYTON'S
No. 1
Choice of
Merchants
Using Radio
Whatver they're looking for, New York listeners know they can count on WMCA for all the angles on the news. It's all there—in one place, on one spot on the dial. Besides running an unusual news department, WMCA likes to tackle the rest of its schedule with this brand of thoroughness—the very same thoroughness that has earned for WMCA a reputation as "America's Leading Independent Station".
TRANSFER OF WSAR APPROVED BY FCC; KORN, KVOX, WCOL CASES GRANTED

LONG-PENDING transfer application of WSAR Fall River, Mass., requesting consent to sale of WSAR by Doughty & Welch Electric Co., owned by William T. Welch, to the Fall River Herald-News for approximately $175,000, was granted by the FCC last week following consideration of issues involving operation under the new ownership by a trusteeship.

The Commission also granted the application of KORN Fremont, Neb., for acquisition of control by Arthur Baldwin through purchase of 130 shares common stock for $8,754.70; the application of KVOX Moorhead, Minn., for relinquishment of control by David C. Shepard, and the WCOL Columbus application for voluntary assignment of license from WCOL Inc. to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners, doing business as The Pixleys.

No monetary considerations were involved in the two latter transfers.

In granting the Fall River application, pending for several years because of the trusteeship aspect and the question of purported tendency toward local monopoly in public opinion, the Commission found “that provision has been made for competent interested management of the station by trustees who have shown that it will be a matter of primary interest with them, and the station will be managed by a competent experienced executive.”

The FCC also said that the evidence presented afforded assurance that operation of WSAR by Fall River Broadcasting Co., owned by the newspaper, would “provide a service which is efficient and at the same time on a broad basis consonant with the obligations of licenses to render service in the public interest.”

Commissioner Case concurred but reserved his opinion insofar as the decision indicates that trustees without beneficial interest are not proper station licensees.

In its decision, the Commission pointed out that it has heretofore indicated, in actions upon other applications, that it has “serious questions as to whether broadcast stations should be licensed under conditions where responsibility for management would be placed in the hands of trustees without beneficial interest, for management in the manner of trust properties,” and stated, “in its judgment, the duties and responsibilities which devolve upon licensees of broadcast stations should not be placed in the hands of persons and organizations whose primary interests are in rendering general trust services or trustees.”

Fremont Grant

In the Fremont action Mr. Baldwin, president and 6% owner of KORN, purchased the 139 of an outstanding total of 189 shares from Lloyd C. Thomas (30%), owner of KGFW Kearney; J. Lee (21%), vice-president; S. S. Sidner (16%); A. C. Sidner (5%), and H. A. Gunderson (2%). Relinquishing parties stated they require more time to devote to their other business interests, according to the application. Remaining minor

KORN interest not involved in the transfer is divided among 16 other individuals.

In the KVOX grant Mr. Shepard transferred 68 shares common stock to John W. Boler (49 sh), president; M. M. Marget (3 sh), vice-president and general manager; and R. S. Felhaber (8 sh), attorney. Transfer of 9 shares is also involved, from Howard S. Johnson, vice-president, to Mr. Felhaber. According to the application, transfers are made to Mr. Boler “as additional compensation for his management and development of the corporation in behalf of Mr. Shepard and Mr. Johnson”; to Mr. Marget “for his assistance”; and to Mr. Felhaber for his legal aid and counsel. Messrs. Shepard, Boler, and Johnson now each hold 74 shares, Mr. Felhaber 25 shares and Mr. Marget 3 shares.

President and major interest holder in North Central Broadcasting System, Mr. Boler is also treasurer and a director of KSJB Jamestown, N. D. in which he holds 54% interest as likewise do Mr. Shepard and Mr. Johnson.

GULF BAY 50 MBF METERED FRESH CRAYFISHERS

Two new “Talkers” take over two new radio programs at Fort Benning Infantry School. The GI eyeopener, The Morning Mess, is conducted by Pvt. Badclife Hall (right), former NBC announcer and newscaster. Program is on the air Monday through Friday via WDAK Columbus, Ga. Pvt. Dick Keplinger, winner of the 1943 H. P. Davis National Memorial Announcers’ Award, conducts The Infantry Hall of Fame, via WRBL Columbus. Prior to induction he was news and special events director of KOMO and KJR Seattle.

KORN, DULUTH

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

Thanks to its favorable 610 frequency, KDAL’s 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

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

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

CRYSTALS

HOLLY'S ER DE CRYLSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

BROADCASTING • Broadcast Advertising
RHC Cadena Azul maintains a tremendous staff of name talent, actors, actresses, musicians, vocalists, writers, producers, etc. These performers are great favorites with the listeners in Cuba. The result is that twice as many persons listen to RHC than to its nearest competitor. RHC knows what the listener wants and gives it to them. RHC programs are sparkling, well-produced live talent shows, packed with good showmanship and fast moving direction. RHC is affiliated with CBS and gives to the people of Cuba the same high standards of programming that CBS broadcasts to the people of the United States.

A recent impartial survey made by six large national advertisers shows that RHC DOMINATES CUBA. For further information write, wire or phone U. S. Representative HUMBERTO D. GONZALES 220 W. 42nd Street, New York Wisconsin 7-1166

*Translation:
THE MOST BRILLIANT ENTERTAINMENT ON THE AIR IS PRESENTED ON RHC CADENA AZUL
Consultation In Order

Consult WOAI (or Edward Petry & Co.) for the most substantial advertising bargains in Central and South Texas. Then consult C. E. Hooper Listening Indices, which—year after year—show a consistent audience preference for this San Antonio station.

Such consultation is in order for the well being of your product, because WOAI sells more merchandise to more people in Central and South Texas than any other medium—at a lower cost per sale!

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

The Powerful Advertising Influence of the Southwest

Bannister Slides Down
(Continued from page 18)

entist on the basis of a .4% margin of error on the absolute maximum?

"Aren't you," Mr. Bannister sought of the Professor, "being overly annoyed!"

Professor Shapley had pointed out that his annoyance had been registered before and commented upon editorially by the New York Times. He claimed that his suffering was shared by millions of other symphony-lovers who enjoy Mr. Toscanini's broadcasts.

Mr. Bannister, stating that the symphony programs appeal to "a very circumscribed audience", understated the numerous gratis contributions made by American radio to the cultural and educational advantage of the commonwealth.

"We could not do these things if our business were not on a sound financial basis and it is perhaps ironical that the ignominious spot announcement plays such an important part in establishing that sound financial basis."

Concluding his letter to Professor Shapley, Mr. Bannister asked for tolerance. "Give us your patience, I implore you, and in the meantime do not apply to us broadcasters a judgment you would bitterly resent if in any comparable circumstances it were applied to your own daily work. Who among us hasn't a skeleton in his closet?"

LOUIS P. LOCHNER, war correspondent and radio commentator who is returning to Europe to reopen the Associated Press Bureau in Berlin, broadcast to Germany Oct. 21 over NBC's International stations when he was interviewed by his son, Robert Lochner, head of the German Section of NBC International. Robert Lochner broadcast daily to the Reich by shortwave.

Falknor Appointed Manager of KMOX

APPOINTMENT of Lt. Col. Frank B. Falknor, veteran radio engineering executive, now on duty in China, as general manager of KMOX St. Louis, was announced last Friday by H. Leslie Atlass, vice-president in charge of the CBS central division. Col. Falknor, who will assume office about Jan. 1, is in the Office of Strategic Services. He succeeds Merle S. Jones, who became general manager of WOL Washington last month.

Col. Falknor for 10 years was chief engineer of the CBS central division, having taken leave 15 months ago to enter military service. Network officials said Col. Falknor is particularly well fitted for the St. Louis post, in view of postwar development for television and FM. KMOX is an applicant for each new service.

WLW Names Hubbell As Production Manager

AS A STEP toward resumption of experimental television broadcasts interrupted by the war, the Crosley Corp. has appointed Richard W. Hubbell, authority and author of several books on television, as broadcasting production manager. James D. Shouse, vice-president in charge of broadcasting, has announced.

Mr. Hubbell, 30, has worked as a stage actor, announcer and producer.

Mr. Hubbell estimated the ultimate cost to Crosley for contemplated construction to give Cincinnati television broadcasts will be $350,000 to $400,000. When metropolitan coverage has been established, he believes receiving sets will be available for from $150 to $250.

Page 58 • October 23, 1944
CIO, WHKC Join in Dismissal
(Continued from page 11)

stations, based on orders from the local group.

J. Leonard Reinsch, radio director of the Democratic National Committee, and Leland J. Chesley, Washington radio and publicity director of the Republican National Committee, said so far as they knew no complaints as to the manner of handling spot announcements had been filed with their respective headquarters.

In his statement, filed on behalf of Richard T. Frankensteen, UAW-CIO vice president, Mr. Goodman termed the WHKC Statement of Policy "a significant step forward in the development of radio in the interests of all the people . . . Station WHKC is to be congratulated for breaking away from the Broadcasters' Code which has served as a respectable cloak to deny labor and other nonprofit organizations fair treatment on the air. We believe it will be in the interest of the entire radio industry to discard its Code and adopt voluntarily this same progressive policy toward labor and other nonprofit groups." Mr. Loock said the joint motion closes a proceeding "in which important principles underlying broadcast station operation under existing laws and regulations were in sharp controversy ... The issues raised by the Commission's order (July 5) were similar to those which were before the Congress at the time it enacted the Communications Act of 1934."

His statement concluded that WHKC found it desirable to adopt its own policy, "assuming complete responsibility for the handling of all programs", a policy which departs from the NAB Code but "represents a proper legal basis for station operation in the public interest and is consonant with the American principles of free speech."

President Roosevelt, definitely scheduled to broadcast from Philadelphia Oct. 27, 9-9:30 p.m. on CBS and MBS, is expected to broadcast from other key cities during the final weeks of the campaign, although the only other Roosevelt broadcast Electronically scheduled by the Democratic National Committee is that of Nov. 6 on all networks, 10-11 p.m. Mayor Kelly of Chicago has hinted broadly that the President will make an appearance there before Election Day and a visit to Boston was announced Thursday, both of which will presumably call for addresses that will be broadcast to the nation.

The Philadelphia speech is being broadcast under joint auspices of the Philadelphia Democratic Committee and Businessmen for Roosevelt Inc., with the latter group paying for the network time. Greenbrodie Inc., New York, is the agency.

Democratic National Committee, has purchased through Biow Co., New York, two periods on the Blue network for Oct. 28, 12:30-45 p.m. and 10:30-11 p.m., and three periods on Mutual: 8:45-9 p.m. Oct. 24; 10:15-10:30 p.m. Oct. 30; 8:45-9 p.m. Oct. 31, with speakers to be announced. Same is true of the 10:45-11 p.m. spot on NBC Nov. 3.

Three noted actresses interviewing prominent Republican women will be featured in three broadcasts scheduled by the Republican Na-

tional Committee as part of a special drive to swing the feminine vote to Dewey. Helen Hayes will conduct the first of the series, on NBC, Oct. 23, 3:15-3:30 p.m.; Zaza Pitts the second, on the Blue, Oct. 30, 3:30-3:45 p.m.; and Gloria Swanson the third, on CBS, Nov. 3, 12:15-12:30 p.m.

Sponsorship Text

Text of the FCC public notice, issued last Wednesday, follows:

TO ALL STATION LICENSEES: Numerous complaints have recently been received by the Commission concerning the failure of radio stations to identify the sponsors of political spot announcements. In general, these complaints charge that some stations are broadcasting spot announcements in behalf of various political candidates without disclosing the persons or organizations paying for them. Your attention is called to Section 317 of the Communications Act, which provides:

"All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by the station as broadcasting, from any person, shall, at the time the same is broadcast, be announced as paid for or furnished, as the case may be, by such person."

This section applies to spot announcements, as well as to all other material broadcast and requires a full and fair disclosure of the identity of the person furnishing the consideration for such broadcast. The terms of this section are mandatory and are applicable regardless of the length of time consumed.

silas, is there just one Radio Station in the U.S.?

Nope, reckon there are lots. But WDAY is all I need!

When your plans call for spots, call for a John Blair Man

John Blair & Company

representing leading radio stations.

WDAY

Fargo, N.D. . . . 3000 Watts . . . N.B.C.

Affiliated with the Fargo Forum

FREE & PETERS, NATIONAL REPRESENTATIVES

October 23, 1944 • Page 59
Interference Data Is Revealed For 30-40 mc Band at Hearing

New Light on FM, Shortwaves Provided by Indiana Police Engineer on Basis of Research

MOST COMPLETE data concerning interference in the 30-40 mc band to be presented thus far at the FCC allocation hearings was submitted last Thursday on behalf of the nation's police organizations by Zellon E. Adrich, radio engineer in charge of operations, Indiana State Police, and chairman of a subcommittee of Committee 1, RTBP Panel 13.

His testimony brought considerable cross-examination and unusually keen interest on the part of Commissioners and FCC counsel, who indicated after the session that Mr. Adrich gave more specific propagation data in the lower FM band than had been presented. Asserting that experience had taught police that FM in the 30-40 mc band was especially adaptable to fixed station and mobile services, Mr. Adrich said, however, that "the propagation characteristics of these frequencies result in direct wave interference up to and in excess of 100 miles and skywave interference at distances from around 500 to several thousand miles; the extent, distance, direction and time of the latter varying widely, we are told, over an 11-year period."

He told the Commission that those sources of interference can be rendered impotent by provision of an adequate number of channels and by their proper assignment. Direct wave interference at 30-40 mc can be minimized, he said, by (1) use of separate channels for fixed and mobile stations; (2) adequate geographical separation between stations using the same channel; and (3) segregation of the state channels from the county and city channels.

Skywave Interference

"It is not uncommon for fixed very high frequency FM stations to cause serious interference at distances in the neighborhood of 100 miles or more," said the Indiana State Police official. He said in 1943 the Illinois State Police were forced to change their mobile frequency from 39.9 mc to 39.5 mc because of "crippling interference" from WAYH of the Chicago Surface Line which had been operating at 39.86 mc. He said the 40 mc channel width is a "doubtful minimum" and recommended channels of 100 kc.

On skywave interference Mr. Adrich submitted the following typical reports:

Missouri reports that on their FM talk-back frequency of 39.75 mc the sky interference signals are mainly those of the New Jersey State Police and the North Carolina Highway Patrol Cars; however, cars of the Ohio State Patrol and those of Rhode Island occasionally cause them interference. This interference is definitely greater during the summer months. The signal strength of the "skips" are comparable to those of their own cars and range from weak to strong, the stronger signals being of sufficient intensity to swamp out 100 low-powered receivers.

Western States reports that the latter vary widely, we are told, over an 11-year period."

The Florida State Patrol reports the most considerable interference on FM from stations in California, New Jersey, Connecticut and Massachusetts. In fact, they have worked Pfitsfield, Mass., on car to car contacts. Alabama has been getting quite a bit of interference on FM from stations in Michigan and New York.

The Michigan State Police reports that signals from the Alabama State Patrol stations were received in Michigan patrol cars with signal levels as high as 300 microvolts input at the receiver. Alabama state police have taken control of receivers throughout Michigan for hours at a time.

The Indiana State Police have received considerable interference on FM from cars of the Virginia, Ohio and Iowa State Police and to a lesser degree from Arkansas and Massachusetts.

WPBOM Jasper, Ind., which monitors 30,700 mile reports good reception on this frequency many afternoons of Shortwave Stations.

KSUB Joins CBS

KSUB Cedar City, Utah, Nov. 1 joins CBS as a bonus station to KSL, the network's Salt Lake City affiliate. Station is owned and operated by Southern Utah Broadcasting Co. fulltime on 1340 kc with 100 w.
Chicago Electronics Meeting Learns Of Postwar Component Parts Scarcity

ATTENDANCE at the Electronics Parts & Equipment Industries Conference, held at the Hotel Stevens, Chicago, Oct. 19-21 ran well over 1,000, with speeches by Government and industry executives featuring the three-day meeting of manufacturers and distributors. At the opening luncheon meeting Thursday, Gen. J. Y. Matika, chief of the training service office, chief signal office, Washington, spoke on "Communications in Action." Friday morning the manufacturers discussed industry outlooks. Saturday morning R. C. Sprague, president of the Sprague Co. and chairman of the parts division of RMA, presented "Looking Ahead in Radio Parts." Another Saturday morning speaker was John Creutz, chief of the WPB's Domestic & Foreign Branch, Radio & Radar Division, who addressed the conference on the present and probable future status of deliveries of radio equipment for civilians. Mr. Creutz outlined the job WPB is still doing in war production, at the same time pointing out that the Radio & Radar Division has already aided the civilian radio equipment shortage by revoking several limitation orders on the restriction of manufacture of certain types of tubes and other equipment.

Predicting that after the war there will be a shortage in tubes, electrolytic condensers, vibrators, and transformers, Mr. Creutz told the conference that the replacement market as well as the new equipment market will be the greatest they have ever been.

Mr. Creutz cautioned the manufacturers and distributors present not to expect an immediate large program of component in the late after V-E Day. "Present restrictions are in force for only one reason," said Mr. Creutz. "They have been helpful in assuring that all available production will be used for military production and that all available material will be so used."

**Nominees Sought for Bernans Award**

**Nominees Sought for Bernans Award**

TO SELECT an individual radio writer or station executive as winner of the $1,000 Edward L. Bernans Award for service to the cause of democratic ideals, more than 900 stations and 300 newspapers, radio editors have been asked to nominate candidates.

The award will be made May 6, 1945 as feature of the dinner meet- ing of Ohio State U.'s 16th Institute for Education by Radio. Three factors—the extent to which the program has encouraged the ideals of freedom, equality and orderly justice in its community; the effect of the program in modifying community attitudes and action toward the realization of these ideals; and an evaluation of the program's success in securing community participation in planning, discussion and action on significant social problems—will be considered in judging the candidates.

**WRNC Meeting**

TENTH Anniversary of the Women's National Radio Committee will be celebrated Oct. 25 with a dinner on the Starlight Roof of the Waldorf-Astoria, New York. The New Opera Co. and the Women's Auxiliary Board of the Musicians Emergency Fund are cooperating in arranging the dinner as a tribute to Mme. Yolanda Mer- irion, founder of the Committee and officer of the other two groups. A reception preceding the dinner will be given for representatives of the major symphony orchestras and programs on the organization's preferred list.

NORMAN OLDING, senior engineer of Canadian Broadcasting Corp., Van- couver, for all western Canada, is in Montreal and Ottawa for two months with CBC engineering department and to assist in the installation of radio standards for the Canadian Electrical Code in cooperation with Dominion Government au- thorities.

**OVER HALF OF NBC TIME IS SUSTAINING**

**Over Half of NBC Time is Sustaining**

SUSTAINING and sponsored programs shared almost equally the network time on NBC during the first six months of 1944, according to a survey made by the program analysis department of the research division. Out of a total of 4,201 hours of broadcasting, commercial programs accounted for 2,061 hours and sustaining shows, 2,126 hours.

In the corresponding period in 1943, the network operated 4,076 hours, broadcasting 1,863 hours under commercial sponsorship and 2,212 hours on sustaining time.

Entertainment programs occupied 55.4% of the time and public service presentations 44.6%, according to the survey.

Breakdown of various types of radio fare, and the number of hours devoted to each, is as follows: Classical music, 131 hours; semi-classical music, 352 hours; news and special events, 857 hours; public discussions, 102 hours; general entertainment, including popular music, dramatics, variety and quizzes, 2,281 hours.

New Canada Outlet

CJCH is the call of the Halifax Chronicle station licensed to operate with 1,000 w on 1520 kc. It is understood station is to be on the air at an early date with a temporary 100 w trans- mitter. Leslie Choyce, Montreal advertising executive, is managing director of the new station. Outlet in the Maine Press News service and will be nationally represented by National Broadcasting Co.

**WRNC 570 kc**

Serving Western North Carolina from Asheville

**DON S. ELIAS, Executive Director**

Represented by The Katz Agency

**76,450 Dairy Farms**

**Imagone**

A community* with 76,450 dairy farms, 1,545,000 dairy cows, and 24,985,000 head of other livestock! There you have the picture of the kind of farm area WGY serves in central and eastern New York and western New England. The animals don't listen to WGY, but their owners DO, and their owners value their farm products at $458,000,000 annually.

And WGY is the ONLY station that can combine this vast market into ONE coverage area.

*WGY's primary and secondary areas contain 20,881,000 acres of farm land; 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.

**WGY SCHENECTADY, NEW YORK**

50,000 watts—NBC—22 years of service. Represented Nationally by NBC Spot Sales

**General Electric**

**TWIN FALLS, IDAHO**

**BROADCASTING • Broadcast Advertising**

October 23, 1944 • Page 61
Military Lifts Propagation Data Ban

CBS Lets Contract for New Television Station

(Continued from page 14)

being continued in the lower spectrum only on a temporary basis and that “better pictures soon will be available.”

C. M. Braum, chief of the non-standard broadcast allocation section, Broadcast Division, FCC Engineering Dept., opened television hearings Oct. 14 with a brief summary and several exhibits, explaining that six commercial television stations now providing program service, three have not completed full construction because of wartime restrictions on equipment. Three commercial permits are outstanding, and on file at the FCC are 70 applications.

David B. Smith, chairman of RTPB Panel 6 on television, and director of research of Philco, presenting the RTPB recommendations, said Committees 1, 3 and 4 of the panel had concluded that television should proceed in its present spectrum location with 6 mc channels, but should be given room in the higher frequencies for expansion. Panel 6 asked for 26 channels, 6 mc wide, 23 on a nationwide basis and three to be allocated to the East Coast.

The RTPB also asked that channels totaling 600 mc be set aside for commercial television relay on network service. In presenting the recommendations Mr. Smith said: "The specific plan suggested by the panel is certainly not rigorous insofar as specific frequencies are concerned, but like the IRAC plan offers as a starting point... If we are to have commercial television broadcasting in the near future, television will have to be allocated a sufficient number of 6 mc channels in the region between 40 and 250 mc to provide a competitive service."

As for relays, Mr. Smith placed them in four categories, studio-to-transmitter, portable-mobile pickup, intercity, intra-city. For the S-F and intra-city links, the panel recommended that up to three channels be allocated each broadcast station in any one service area. These channels can be space-shared, Mr. Smith explained.

Panel Recommends Double Channels

A maximum of two clear channels with a maximum frequency allocation of 550 mc should be set aside for mobile-fixed pickup units, he continued. For the intercity links, he recommended a minimum of 4 channels or a bandwidth of 190 kc, with the panel encouraging the use of additional channel requirements.

The panel recommended that the Commission’s present practice of assigning double channels in the Group B allocations be continued in whatever channels are assigned to commercial television “until such time as these channels are required for broadcast purposes and when so required the commercial relay stations should be required to move upward in frequency”.

Television service has been considered by Panel 6 but there is not available sufficient data to determine the technical standards nor the band widths for such service, Mr. Smith said. Channels requested for experimental television relaying would be suitable the panel felt, for television service and recommended that experimental work including the multiple-address type of service be tried out in the experimental relay channels.

Summing up Panel 6 recommendations, Mr. Smith said a good nationwide television service can be made available on 6 mc channels “very quickly after the war”. He added “it now appears as a result of the war that the cost to the public of receivers will be low enough to reach the mass markets”.

Sufficient channels in Groups A and B must be provided, he said, to assure that service stations should be permitted extensive use of relay services and “finally, to encourage further” development. Provision should be made for some channels in the region above 400 mc where experimentation and field testing can be conducted on the subjects of wide band television broadcasting, microwave television relaying and experimental video telephones served.

As to the various types of interference, Mr. Smith listed bursts as the least troublesome in television. He said F2 layer reflections are not sufficient to give up television channels in the present location, although during the summer and sunspot cycle they have a tendency to become more pronounced. As to Sporadic E, he said there was only one instance of that type of signal to his knowledge. That was when Chicago picked up the New York television signal. Bursts, he said, decrease as the spectrum goes up.

He testified that shadows “draw us up as we go up in frequency”. He expressed the belief that shadow difficulty would become greater in the higher frequencies, but Chairman Fly interposed: “I’m trying to find out what is the reason why the shadows should be as great as 100 mc than at 50 mc.” Mr. Smith said there was no quantitative data on it.

“Is there any frequency that you believe multipath and shadow is so serious that television becomes impractical?” asked Mr. Denny. “I don’t believe we have any practical experience,” replied Mr. Smith. “My personal belief is we should set aside a band above 2,000 mc and try it out.”

Ask Wider Channels For Better Service

“All right, how many do you want?” interposed Mr. Fly. Mr. Smith testified that television may have to give up Channel 1 (50-56 mc) “to FM”, then said he would choose for television that portion of the spectrum between 60-100 mc to get away from Sporadic E F2. Mr. Denny posed this question: Supposing the entire spectrum were available, where would the witness place a television station?

“I would take a 6 mc channel between 60-100 mc and be willing to keep it forever,” said Mr. Smith. Mr. Smith said wider channels are required in the higher frequencies to provide for better service. He estimated only 50% of the capa-
CHATTING INFORMALLY at the FCC allocation hearings on television last Tuesday were (l to r): Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, Hollywood; William J. Dempsey, Washington attorney; R. J. Eexter Case, chief engineer of WLW Cincinnati. Mr. Weiss, in his testimony, urged continuance of television in the present spectrum band, said color video is some time away and commercial television, as such, at least three years after the war.

are sold, the purchasers be told that better pictures would be available as quickly as possible.

When Mr. Ream reached that portion of the statement that said General Electric had accepted a CBS order to manufacture a television transmitter "to send forth pictures twice as good as those that are available in detail in the present spectrum provide", Commissioner Jett interposed:

"It seems to me that if GE has advised they can provide that transmitter, they ought to come here and tell us how they propose to do it. That's vital information. We need it." Mr. Ream said GE did not estimate how long it would take to complete the transmitter.

When Mr. Ream read that portion of the statement urging that "television be moved up in the spectrum above 300 mc where there is room for far higher-grade pictures", Commissioner Jett remarked: "Certainly you don't mean we're going to move present transmitters and receivers?" Mr. Ream replied:

"Certainly not. I think we want a new system and a better system and we've got to go upstairs to do it." He recommended that as quickly as possible, after improved pictures are tested and demonstrated on higher frequencies "the lower frequencies be withdrawn from television service". Again Commissioner Jett interrupted.

"By this statement you're discarding a million or more sets in the hands of the public," said the Commissioner. "You'd have to have dual sets or have a million sets on the hands of the public." Commissioner Jett expressed no fears of the transitional system of television, but said he felt that the present system could not be abruptly halted.

Mr. Ream brought objection from Commissioner Case when he read: "The United States may be within three to six months of full-fledged consumer production of radio and television sets." Commissioner Case commented he didn't think that was a "good statement", adding, "I like to see some facts."

Under cross-examination Mr.

Recommend Higher Television Spectrum

Joseph H. Ream, vice-president of CBS, read the television statement prepared by Paul W. Keaten, executive vice-president [Broadcasting, Oct. 9], recommending that television be allocated in the upper spectrum. He said, under cross-examination by Commissioner Jett, that CBS proposed that television be continued in the present portion of the spectrum on a temporary basis and that when sets

CHATTING INFORMALLY at the FCC allocation hearings on television last Tuesday were (l to r): Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, Hollywood; William J. Dempsey, Washington attorney; R. J. Eexter Case, chief engineer of WLW Cincinnati. Mr. Weiss, in his testimony, urged continuance of television in the present spectrum band, said color video is some time away and commercial television, as such, at least three years after the war.

are sold, the purchasers be told that better pictures would be available as quickly as possible.

When Mr. Ream reached that portion of the statement that said General Electric had accepted a CBS order to manufacture a television transmitter "to send forth pictures twice as good as those that are available in detail in the present spectrum provide", Commissioner Jett interposed:

"It seems to me that if GE has advised they can provide that transmitter, they ought to come here and tell us how they propose to do it. That's vital information. We need it." Mr. Ream said GE did not estimate how long it would take to complete the transmitter.

When Mr. Ream read that portion of the statement urging that "television be moved up in the spectrum above 300 mc where there is room for far higher-grade pictures", Commissioner Jett remarked: "Certainly you don't mean we're going to move present transmitters and receivers?" Mr. Ream replied:

"Certainly not. I think we want a new system and a better system and we've got to go upstairs to do it." He recommended that as quickly as possible, after improved pictures are tested and demonstrated on higher frequencies "the lower frequencies be withdrawn from television service". Again Commissioner Jett interrupted.

"By this statement you're discarding a million or more sets in the hands of the public," said the Commissioner. "You'd have to have dual sets or have a million sets on the hands of the public." Commissioner Jett expressed no fears of the transitional system of television, but said he felt that the present system could not be abruptly halted.

Mr. Ream brought objection from Commissioner Case when he read: "The United States may be within three to six months of full-fledged consumer production of radio and television sets." Commissioner Case commented he didn't think that was a "good statement", adding, "I like to see some facts."

Under cross-examination Mr.
story of advertising. . . I can only say that television—today's television—will do a selling job that staggered the imagination.

He said the public wants television at the “earliest possible opportunity”. He discounted the idea that television would be acceptable as a novelty. Rather, his experiences proved, he said, that “the novelty appeal wears thin fairly quickly."

“I believe that television is here today—right now; that an advertising giant avails only the lootening of his chains to render staunch service to American industry,” Mr. Nelson concluded. “And I'm convinced that the American public wants it to be V for Video Day, too.”

Frederick A. Long, in charge of television and motion picture productions of BBDO, said: "We consider television a new and potentially most effective advertiser. He forecast that advancement in the art would be far more rapid than that of AM broadcasting and motion pictures. "I believe I am correct when I say that BBDO has produced television programs on a one-time basis for more sponsors than any other advertising agency," said Mr. Long. He listed the B. F. Goodrich Co., General Electric Co.'s Digest, Remington Arms Co., Hamilton Watch Co., Easy Washer Co.

Bucilla Expands
BERNARD ULMANN Co., New York, is adding to its current list of 17 in the promotion of Bucilla yarns using television. A 60-minute program can be produced for women's interest programs. Agency is Grey Adv., New York.

among clients for whom his agency has built commercial television programs.

Experience with programs on WRGB Schenectady, the GE station, indicates, said the witness, that "young people are a big facet in television. He said of the television audience in Albany, Troy and Schenectady for Sunday evening programs are youths under 18."

Sees No Death
Of Program Fare

Asserting that BBDO had been in television production for a year-and-a-half, Mr. Long said, "If it is possible for us to do this, it is also possible for 50 or more other agencies to do the same thing to some degree and some of them are already doing it. I think we can anticipate no dearth of program fare for the public of acceptable quality. . . . It is my firm belief that advertisers will be willing to sponsor these programs, whenever they can foresee an adequate return—perhaps even earlier."

Mr. Long, likewise, said he saw no barriers which would make the cost prohibitive, even if a program is released over a network of a "few stations". As to types of programs most popular, he listed music variety and audience participation as good for television. Sports programs rank high, light opera is good, so is news, he added.

"Most of the programs types acceptable to radio are also acceptable to television and in addition some are good on television, because of the picture, that would be unwelcome on radio," Mr. Long declared. "I do not particularly worry about distribution of these sponsored programs, that a program is released over a network, coaxial cable, film or otherwise. Of course, the easier the distribution the better. But if the audience is there in sufficient numbers to be worth reaching, the broadcasters, the sponsors and their advertising agencies will find a way."

Mr. Long opposed any plan to "defer the availability of television to the broadcast, the program sponsor and the public itself."

Dr. Peter C. Goldmark, chief television engineer of CBS, testified that "It is not our intention . . . to prove that the new system would be superior to any yet utilized in this country. What we want to do is to get the time and to strive to maintain, and wherever possible to improve, the technical quality of television pictures under the present standards."

Citing data tending to show that television pictures must be larger than those of prewar vintage, Dr. Goldmark said CBS proposes to widen the present 4:3 video portion of the band to 10:3, which would require a maximum channel of 14 to 16 megacycles. He cited technical information upon which CBS based its conclusions.

He brushed aside arguments that before color television is ready, a full electronic color system must be developed and pointed to the fact that the 16 mm film, "which television must match in quality if it is to meet the expectations of the public, is the acceptable in our homes by a thoroughly non-electronic device known as the movie projector."

Tells of Problems
Facing Color Television

The CBS proposed color system is 95% "electronic" and only about 5% mechanical, he said, adding that in the UHF method the projection receivers will be capable of receiving either black-and-white or color transmissions, and that the color disk of about nine inches in diameter will run at a moderate speed. These receivers can be manufactured at a cost not much higher than that of the black-and-white receivers, he added.

Of several types of tubes which have been developed and used in professional equipment during the last few years, at least one in particular "shows real promise for television," he said. "It will supply adequate power for broadcast purposes and is capable of being modulated over the proposed 10 megacycle band."

"The radio frequency output can be amplitude modulated by any amount up to 100% and it can be frequency modulated," he continued. "These devices are thoroughly practical, and some already have been produced in large quantities. In
Big Six Sponsored

CITY National Bank of Kansas City, a late addition to the list of six major advertisers that have been sponsored for television by the Kansas City Board of Public Utilities, has been added for the first time to the list of six major advertisers that have been sponsored for television by the Kansas City Board of Public Utilities.

Dr. Goldmark said an important feature of the proposed wide band television system is the elimination of a separate sound transmitter. Sound will be transmitted, he explained, by the picture carrier entirely within the video band during the synchronizing intervals.

Receivers designed to utilize this method of sound transmission are less expensive to build, he told the Commission, since they do not require the usual medium frequency amplifier for sound. Arrangements have been made with Zenith Radio Corp. to furnish a sufficient number of receivers to carry on experimental and developmental work, according to Dr. Goldmark.

The witness said published data indicates the interference to service area ratio of 60 mc is 11:1, but only 3:1 at 500 mc. "Many of the detrimental effects of multipath transmission which have been observed at very high frequencies will undoubtedly continue to plague us in the ultra high end at least for awhile," said Dr. Goldmark. "It is important to note, however, that these effects will probably be more numerous or more intense at say, 500 mc than they are known to be around 100 mc."

Lists Interference Factors by Importance

Cross-examined by Mr. Roberts, Dr. Goldmark declined to make a precise estimate of continued interference to television stations. The 16 mc band in the lower frequencies, saying "that is up to the FCC," he evaded the question. He added: "I'm not losing 6 mc standards. We will do all we can to help develop television if that's the standards." He added, however, that 16 mc television is 2 1/2 times better than 6 mc.

Dr. Goldmark had prepared a statement but, answering questions proffered by Mr. Denny, said the only station on the present 10x12-inch screen came from those who do't own television sets. Owners are satisfied with them. Agencies, he said, have displayed and used them at the annual convention in television and regard it as "the thing of the day." He regards color television as remote and urged the Commission to keep the system now in use. Mr. Das has a quarter of a million dollars invested in present standard television, which would be lost and he said to video be moved elsewhere in the spectrum.

He estimated the technical cost of producing television on a 12-hour daily basis at $150 per hour. Among problems facing television are the facts that unclassified, he said, many of which are now organized among movie workers and which have been working on television, particularly television.

Mr. Weiss said he didn't think television could be self-supporting in a community of less than a half-million population. "Television is not a poor man's paradise," he declared. "It's a luxury item. It will take several years yet to be self-sustaining." He pictured television as a novelty rather than entertainment.

The Don Lee executive said his think television could be operated on a full commercial basis, four hours daily, for at least "three or four years," and he said he could anticipate the time when most television sets would be in use. He pictured television as a novelty rather than entertainment.
THE INDUSTRIAL MONTREAL
NASHVILLE.

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $137 per hour; an intermediate station at $80 per hour and a satellite at $27 per hour (complete details on page 32).

It COSTS MONEY to operate a television station, James D. McLean (r), sales manager of television transmission equipment, General Electric Co., Schenectady, told Mrs. Martha Kinzie, assistant engineer of the Radio Technical Planning Board. They were interested spectators at the FCC television allocation meeting last Thursday. McLean testified as to costs of television equipment and operation.

Facsimile Seen
As Police Service

Beginning Group 3 hearings (police, fire, forestry, special emergency; special police service (motion picture) last Wednesday morning, Gen. G.E. Nielsen, assistant chief Safety & Special Services Division, FCC Engineering Dept., outlined present allocations of the various states and submitted exhibits showing conflicts between proposals by IRAC, the RTPB and present allocations.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Donald G. Leonard, chairman of the communications committee and president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commissioner to consider the police departments to function efficiently. He said about 850 fixed stations are now operating on 34 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.
Adequate fire radio services have saved many lives under enterprises, but frequencies from commercial stations are inadequate in number to consider the needs of the fire service.

Mr. Nielsen said the municipal fire service in the New York area, including police radio services, has a total of 40 channels, whereas the FCC, through its chairman, Mr. Denstaedt, has pointed out that the total police requests are "just slightly more than one and one-half television channels, for channels below 300 mc."

**Importance of Municipal Services Stressed**

Appearing again for the FCC, Mr. Nielsen said four channels with a total band width of 184 ke in the 1-185 mc band are allocated to municipal fire services, whereas the RTPB requests 41 channels, using a total width of 1708 ke in the 1-185 mc band.

Mayor LaGuardia, heading a list of witnesses on behalf of fire services, presented a resolution adopted by the U. S. Conference of Mayors calling on the FCC to "thoroughly consider the needs of fire and police services to the end that an adequate number of radio channels are made available." He pointed out the need for two-way police and fire radio service.

"I know the pressure for frequencies from commercial enterprises, but I submit that municipalities should receive first priority after the armed services," said the mayor under cross-examination. In New York alone, he said, police and fire radio services have saved 25-30% manpower in the present help shortage.

Herbert A. Friede, communications officer of the District of Columbia and chairman of Committee 2, Panel B, who cited statistics on fire losses and insurance, said: "Adequate emergency communications facilities for the fire service may ultimately cause a reduction in existing rates, which will amount to a considerable saving to the taxpayers of our nation in the form of savings on insurance policies and a dividend on their investment." He presented exhibits showing radio needs of all sizes of municipalities. Also appearing for fire services were: C. G. Lauber, National Board of Fire Underwriters; Percy Buggs, National Fire Protection Assn.; Samuel Pope.

**Eversharp Increases**

MOVING further up into the roster of major network advertisers, Eversharp Inc., Chicago, will have three programs on the air next month with the addition of a CBS program starring Orson Welles, who will also write, direct and produce. Tentatively scheduled to start Nov. 17, "One Man's People Request" will be heard on CBS Friday, 7:15-7:30 p.m. Mr. Welles will vary the pattern of the show from week to week, adhering in general to a dramatic format, and drawing some of his ideas from listeners' suggestions. "One Man's People Request" is an extension of the magnetic tape model program, "One Man's People Request," sponsored by Eversharp, which was discontinued. The network-announced program will be a dramatization of stories and experiences sent in by Eversharp customers and will be broadcast under a variety of formats.

**Refrigeration Names**

REFRIGERATION Corp. of America, New York, has appointed Peck Adr. New York, to handle advertising in the home and farm freezers and frozen food locker plants. Radio will probably be used.

**Jacksonville Bears Brunt of Hurricane**

Many Stations Off the Air As Storm Hits Southeast

FLORIDA stations bore the brunt of the hurricane which swept through the Southeast last week, with Jacksonville hardest hit. With Florida cities as broadcasting service was concerned, reporting three of the four stations off the air.

WJAX Jacksonville, according to a report phoned to Broadcasting from General Manager John J. Hopkins III, was the only station remaining on the air, with WJIP, WMBR and WPDJ completely out of commission. WPDJ was still off the air at 4:15 p.m. Friday as BROADCASTING went to press. WJHP, Jacksonville's Blue outlet, suffered the only physical damage when the storm knocked out its tower.

The gale at Miami's airport reached a height of 65 m.p.h., Mr. Hopkins reported. He said WJAX had received commendation for its storm service from the Coast Guard. One of the reaction of the storm which impressed Mr. Hopkins particularly was the large number of listeners to WJAX who reported hearing programs over their car sets, when the regular home receivers were knocked out through power failure.

**Vick's 37 in Canada**

VICK CHEMICAL, Windsor, Ont., has started announcements and transcribed programs on 87 Canadian stations. Account was placed by Morse International, New York.

**For Your Programs in Canada**

**Distributed by**

**ADAKIN CORPORATION**

Montreal Trust Bldg., 67 Yate St., Toronto

**FOR YOUR PROGRAMS IN CANADA**

ask Adakin

**JOHN ADASKIN PRODUCTIONS**

Montreal Trust Bldg., 67 Yate St., Toronto

**ServicE DiRECTory**

**GEARED TO AM-FM EXPANSION**
Radio Engineering Consultants

**SOUND EFFECTS**
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.

**Write for Catalogue**
THOMAS & VALENTINI INC.
Transcriptions-Specialized Recordings
1600 Broadway N.Y. 19, Circle 4-407-

**YOUR CANADIAN DISTRIBUTION is assured through**
WALTER P. DOWNS LTD.
833 Dominion Sq. Bldg., Montreal, Can.
Present Lineup:
PRESTO RECORDING CO.
FONDA CORP.
AMPERE TUBES
ADDED DEVELOPMENT CO.

**More RF Kilowatt Hours PER DOLLAR WITH**
F & O TRANSMITTING TUBES
Freeland & Olscham Products, Inc.
611 Baronne St., New Orleans 13, la.
4750, Raytheon 7456

**5000 WATTS 1330 KC.**
ENGLISH - JEWISH - ITALIAN

National Advertisers consider WEDV a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD - 117 West 46th Street, New York, N. Y.

October 23, 1944 - Page 67
October 14
York County Broadcasting Co., Rock Hill, S. C.—Granted mod. CP new station (KHNL) to change transmitter, make changes antenna, approval transmitter location; conditions.

Kewaskam Broadcasting Co., Jackson, Miss.—Granted CP covering new station (KJXK) for new antenna, transmitter location; conditions.

Transwestern Broadcasting Co., new station (WHIM) for extension completion date.

Hartbeilo Broadcasting Co., Harington.

RJBS Broadcasters, San Francisco—San.


Worcester News Press Inc., Port Angeles, Wash.—Granted mod. CP new station (KONP) to change time transmitter, make changes antenna, approval transmitter location; conditions.

WCOI, Columbus, O.—Granted vol. assign. license from WCOI Inc., Floyd A. Pilsley, Martha P. Fisler, Milton A. Fisler, and Grace M. Fisler no. 2 to Fislers. No monetary consideration.

KMBL Monroe, La.—Granted renewal for period ending 12-15-44.

KVOX Minot, La.—License to cover.

Rock Hill, S. C.—Mod. CP authorizing new station (WBRB) for extension completion date.

KTOO Juneau, Alaska.—CFM station 4100 kc, 5000 w unlimited.

NBDW Duluth, Minn.—Granted license renewal for period ending 11-1-45.

The Register of the State of Michigan, Ann Arbor, Mich.— Granted CP new non-commercial educational station, 42,100 kc, 50 kw, special emission for FM, unlimited.

Wofl, Logan, Ohio.—Granted new non-commercial educational station, 430 kc, 5 kw, unlimited.

KTMN Tomahawk, N. W.—Vol. assign. license from Lester G. Krain to Otto A. Krutowski.

WAVE Louisville, Ky.—Granted CP new station, 500 kw.

WBM Columbus, S. C.—CFM new station, 49,100 kc, 5,556 sq. mi., $19,500 estimated cost.

KOKE Monroe, La.—License to cover.

Rock Hill, S. C.—Mod. CP authorizing new station (WBRB) for extension completion date.

Rochester Broadcasting Corp., Rochester.

The WEBC KVOX Moorhead, KJBS Ewing Broadcasting

FEDERAL C.-- Granted license of

assignment and unlimited; conditions.

control now of Queen City Broadcasting Co.,

Gunderson Mich.—Granted new station. The Yankee Network

KTHT Houston.

OCTOBER 17
Texas Star Broadcasting Co., Houston, Tex.—Adopted resolutions for license of KHTT Houston.

WEAR Knoxville, Tenn.—Announced Decision and Order granting application for vol. assign. license from WEAR Inc., Walter W. Lewis, Electrical Co. to Fall River Broadcasting Co.

KJMJ Fresno, Calif.—Granted petition in

intervene in hearing on KFXD application changed new station, 1660 kc, 5 kw, unlimited.

Continental Broadcasting Co., Portland, Me.—Granted petition to leave application new station.

KMBL Monroe, La.—Granted petition for continuation hearing now set Oct. 25 to Nov. 24.

Mississippi Broadcast Co., Macon, Miss.—Granted renewal for continuation hearing now set Oct. 20 to Nov. 17.

KFVW San Francisco, KROW Oakland—Granted extension of hearing license renewal applications now set Oct. 26, and continue same.

KVOE Santa Ana, Calif.—Granted motion for leave to amend application for CP for removal of foreigner from consolidated hearing.

Continental Broadcasting Co., Portland, Me.—Granted petition for to amend application new station.

New Business
P. LORILLARD Co., New York (Old cigarettes), indexed, now set Oct. 25 which is which on about 140 CBS stations.

L. C. W. L., now set Oct. 25, 11,000 w.

Allan Jones on 122 CBS stations. WBBM, 54, 10,000 w.

Agency: J. Walter Thompson Co., N.

SUPERPETROLEUM PETROLEUM Co., Toronto, Ont. to Nov. 4 to perform on 24 CBC Dominion network stations.

CALIFORNIA SAFETY RAZOR Co., Chicago.

REVIEWER JOHNSON, Chicago.

Radio News Editor Analyst

With a background of 19 years in newspaper work and 4 years as a radio news editor and analyst, I am seeking a larger opportunity. Seven of my years as a newspaperman were spent in foreign fields. Have had 14 months of network experience. Now commenting on a regional CBS station and have a high listener rating.

Box 811

BROADCASTING • Broadcast Advertising
WANTED
Personality Radio Acts

Singles or doubles. Must have "down-to-earth" showmanship and salesmanship. No cony hillbillies please.

Write or wire Box 812, BROADCASTING

WANTED
Disc Jockey-Musical Clock M.C.

If you really have a proven record of showmanship and listener-appeal, we have a real opportunity for you. Central west.

Write or wire Box 813, BROADCASTING
Radio Leads Invasion Army

(Continued from page 11)

the air to the American people until his return to the Islands.

In anticipation of the Pacific campaign, all networks had augmented their staffs in that theatre, as well as their terminal and desk facilities on the West Coast, in the San Francisco area.

Planning Coverage

Maj. A. A. Schechter, Army Air Forces, former news and special events director of NBC, joined Gen. MacArthur's staff as radio officer last month to coordinate handling of broadcast traffic in the Pacific [BROADCASTING, Sept. 11]. Network representatives last week met with public relations officers of both the Army and Navy to plan coverage.


Representing American radio in the invasion were Arthur Feldman, Blue; George T. Folster, NBC; Gordon Walker, Mutual, and John B. Hughes, broadcasting for CBS in the absence of William J. Dunn who landed with the troops.

Gen. MacArthur's voice was first heard in a transcribed broadcast from Leyte early Friday morning. The broadcast originally had been made over the radio facilities, and directed to Philippine Island residents toward whose liberation the action is directed.

In addressing the Islanders, Gen. MacArthur told them that by his orders the forces were under the command of the Philippines and his cabinet.

In this group, according to reports, was Brig. Gen. Carlos P. Romulo, who had been a public relations aide to Gen. MacArthur during the Philippine defense. Gen. Romulo in civil life was a newspaper publisher and broadcaster. He had operated KZRM and its sister station in San Francisco.

The major of the OWI programs played the Philippine national anthem, the "Star Spangled Banner," and the Army Air Forces hymn.

During the late hours Thursday evening, Oct. 19, the networks remained on the alert, with the first UP flash confirming the invasion at 12:27 a.m. Oct. 20. As early as 9:45 p.m. of the 19th CBS had killed the Corvias Archer program and several Democratic spot announcements, substituting a special news show from KQW San Jose, Calif., but nothing happened until the 12:27 a.m. flash. At 12:28 a.m. the Blue got the flash on the air from San Francisco, interrupting a news program.

NBC at 12:30 a.m. switched to San Francisco to announce that a communique was due in five minutes, and at 12:35 a.m. NBC carried the communique along with the other networks. NBC aired studio music until 12:55 a.m. when it devoted its regular five-minute news period to commentary on the communique, signing off at 1 a.m.

The communique from MacAr- thur's headquarters in the South Pacific was read by an unidentified voice, sounding like a Filipino. This was carried by Mutual from San Francisco at 12:32 a.m. and by the Blue at 12:35 a.m.

From 1:30-2 a.m. CBS broadcast Return to Philippines, special live news program directed by MacArthur and Leob. At 1:45 a.m. Blue aired a documentary recorded by Gen. Romulo, made before he returned to MacArthur's headquarters. Blue carried MacArthur's words until 3 a.m., CBS until 4 and Mutual 5 a.m.

Mutual made KFRC San Francisco its news headquarters, with Arthur Meyer and network correspondents, at the microphone.

Night Shifts

Blue, CBS and Mutual had night-time crews. In New York CBS had Paul White, director of newscasts and Everett Holllis, assistant director, working through the night, and in Washington, Robert S. Wood, director of public events and special features for WTOP-CBS stayed on.

Blue maintained Charles Barry, eastern program manager; G. W. Johnstone, director of news and special features; and John Madison, head of the newsroom, at their posts. Albert Leach and Ray Henle of the Blue's Washington staff remained on the job.

MBS in New York had John Whitmore, manager of the news division; Floyd Mack, night supervisor and Frank Zonillo of the press department and in Washington, Walter Compton, MBS commentator, and Jay Caldwell, WOL night manager.

At 12 noon on Friday a pooled broadcast was carried direct from the radio ship lying off Leyte in the Philippines and shortwave to San Francisco and carried by Mutual, NBC and OWL. Mutual Correspondent Walker, broadcasting from the ship, read a communique sent from the landing beach by Royal Arch Gunnison. He reported the landing battle continued when MacArthur landed and the General remarked that he was the only correspondent who had been with him at Manila who was now landing again with him in the Philippines. Folster and Feldman also described the invasion from aboard ship.

CENSORSHIP WARNS OF WIND VIOLENCE

BROADCASTERS were cautioned last week against a repetition of recent violations of the censorship Code of Wartime Practices when wind directions were given on play-by-play football broadcasts and during newscasts describing storm conditions a fortnight ago. Calling on broadcasters for adherence to the "weather" section of the Code, John E. Fetscher, Assistant Director of Censorship in charge of broadcasting, issued the following statement:

Attention of sportscasters, special events men as well as station managers:

Broadcast information concerning wind direction is still prohibited. Your attention is directed to this language which is an important provision of the Code of Wartime Practices for Broadcasters:

"(a) Weather ... mention of wind direction ... in current or past weather ...".

The recent windswept weekend in the East produced a number of violations of this Code Provision when wind directions were indicated during play-by-play descriptions of football games.

Your cooperation to prevent repetition of such violations will be appreciated.

OWI Flash

OWI sent out the first flash of the landings at the end of its 12:16 a.m. broadcast beamed to Germany. From then on, all English, French and Italian music shows were torn apart to flash the news.

All of the major OWI programs played the Philippine national anthem, the "Star Spangled Banner," "Anchors Aweigh" and the Army Air Forces hymn.
Post-War Progress must be "Sparked" at the Point of Sale...

The responsibility for building a continuing prosperity in the decade after V-Day belongs to the men of Distribution . . . to sales executives, market analysts, testers, merchandisers and advertising men.

Our productive potential has burst through every previous ceiling. Capital, long restrained from investment in civilian goods expansion, awaits the green light. Manpower in millions will soon be at hand to tackle peacetime jobs. Billions in unspent wealth and unfulfilled needs stand ready to start the ball rolling.

But even these favorable factors cannot produce a sound, progressive economy without the impetus of advertising. It is not enough that advertising has done a magnificent wartime job, keeping familiar names familiar. Now, it must surpass its own best performance in the Distribution Decade ahead.

As we turn from war to peace, the lady who buys refrigerators, or cars or cabbages or cosmetics, will keep the nation's manpower at work, producing both purchasing power and consumer goods. The men whose advertising influences her to buy will wield the driving power behind our economic progress.

Shrewd management, in its post-war planning, will allocate to the men of Distribution . . . and particularly advertising . . . a share of importance commensurate with the magnitude of responsibility.
Remember, 'way back when cars were being built, how new models used to be run to the cracking point in the toughest road tests man could devise?

These tests showed what the new models could do... made sure they could stand up under long normal use, and then some!

RCA tube types take a "road test," too.

Before a new RCA tube type is ready for the serious, unfailing job you require of it, it has to take a whale of a beating.

First, RCA engineers put it through its paces in an accelerated test. Heavy overloading speeds failures which show up weaknesses in design or manufacture. Punishment equal to many months of normal operation is produced in a few hours.

Then the new type undergoes an RCA laboratory life test... which checks endurance under normal conditions, and gives an accurate indication of the service to be expected from the tube.

Many other tests are also made to assure you of peak performance whenever an RCA tube is placed in your transmitter.

The accuracy of these laboratory tests is borne out by the record of RCA tubes in actual service. And the actual service record of RCA transmitting tubes has made them the standard of comparison in the broadcasting industry.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA!