That WOR Farm Editor Joe Bier is very intelligently aware of what's up on the farms of 178,500 farming families in the most highly concentrated farm area in America is no official secret. According to some penetrating poking done among 15,000 Eastern farmers by the U. S. Department of Agriculture, 85% of those replying listen to Joe's show.

Very nice, we think—for Joe Bier and his weekday 5:30 A.M., "News of the Farm," the numerous sponsors for whom he speaks, and, of course, WOR.

Let's pause a moment, however, and consider the reasons for this popularity. In the first place, the fundamental idea of WOR's "News of the Farm," like most good radio ideas, was simple and forthright. WOR knew that it could not be content to study and imitate other successful farm programs. The conditions under which WOR farm families worked and lived, varied so widely with those experienced by other farming communities throughout the U. S.

So, WOR went to County Agents, Farm Bureaus, and the crack agricultural departments of Rutgers, Cornell and other universities. We asked them to tell us what the farmers wanted. Then, in addition, WOR went to the farmers themselves and asked them to take us into their confidence—and into their homes.

WOR—and Joe Bier—have held to this method scrupulously and patiently day after day and year after year. That is, giving WOR's listeners what they want, plus more than they've had any reason to expect. It's a very basic kind of thinking when the talk turns to your programming or ours here at—
58,212 letters came to WLS in 1943 from just 20 counties, comprising the first, second, and third Wisconsin Congressional districts. People in this southwest part of the Badger State write WLS for information, advertised articles, premiums and advice, just as do people in Metropolitan Chicago and the four-state area around it.

One out of Four!
These 58,212 letters are equal to 26.6% of the total number of radio homes in the same 20 Wisconsin Counties; better than ONE OUT OF FOUR! Solid proof that WLS gets results: proof from 20 Wisconsin Counties that WLS' down-to-earth entertainment and thorough, painstaking service have built FRIENDS for us, will build RESULTS FOR YOU.
The biggest cow in the world cannot replace the herd!

The biggest cow in the world can supply only a limited number of families. It takes a herd to supply a route covering all communities.

In New England, The Yankee Network, with its 21 local stations, like the herd, covers all communities. It delivers the best in radio direct to the largest number of homes.

The tried and proved way — the quick and effective way to reach the greatest buying power of New England is through The Yankee Network's twenty-one stations.

This is the only network that gives you direct access to every important New England market including suburban trading areas — tying radio homes together so that you can reach a potential, responsive audience of 8,377,543 out of a total New England population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S Foundation

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

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
RCA "Orthicon" Camera picking up boxing bouts at Madison Square Garden, New York.

RCA "Orthicon" Camera picking up boxing bouts at Madison Square Garden, New York.

RCA "Orthicon" Camera picking up boxing bouts at Madison Square Garden, New York.

Using RCA Television Field Pickup Equipment is relatively easy. Units are arranged as shown in diagram. Video and audio output are fed over an ordinary telephone cable (especially equalized) to Radio City, a mile away.

RCA control equipment used by NBC at Madison Square Garden. The audio control unit is at the left, video units at the right, power supply units beneath table. This corresponds to the "remote equipment" used by regular broadcasting stations in outside pickups.
Main units of the RCA Television Field Pickup Equipment. The two units at the left are "camera control" units. They provide monitoring of pictures picked up by each individual camera. At the right is the "master" monitoring and switching unit. Push-buttons allow operator to select, for transmission, the camera pickup desired.

RCA Portable Television Camera (below) which made outside pickups practical. Uses "Orthicon" pickup tube (an exclusive RCA development) which, because of its much higher sensitivity, makes possible operation with far less light than with other types of pickup tubes.

TELEVISION!

Boxing, basketball, radio, ice follies, circus — enjoyed at ease in your living room. In the New York area it has been a fact for the past year! Not just as an occasional experiment, but regularly, on a weekly schedule.

These broadcasts are picked up at Madison Square Garden by NBC, using RCA's standard Television Field Pickup Equipment, and are put on the air through NBC's Television Station WNBT. Some idea of the advanced design of this equipment and the ease with which it is used can be gained from a study of the accompanying illustrations. Not so obvious, but equally important is the experience behind this design. Before the war RCA built apparatus of this type for NBC, CBS, Don Lee and others. After the war RCA will introduce still further improvements — based on actual experience in building commercial-type television equipment.
STABILITY....
KOIL Consistently Produces
First Class Listener Interest
Programs....such as....

"MAIL CALL"
A program very close to the
Hearts of Nebraskans and
Iowans of the KOIL area.
IT GOES LIKE THIS:

Nebraska and Iowa GIs
write home—colorful
letters—filled with
personal views and
experiences of the war.

So do Nebraska and Iowa
Gobs and Leather-Necks
from over the Seven Seas.
Their letters are full of
interest to the "home folks".

On KOIL Pat Bauman reads
these letters to a tremen-
dous audience that hangs
on every word. What a
spot for your commercials!
Ask Edward Petry Co., Inc.,
our representative about it.
Barney Lavin, on leave as manager of WDAY Fargo, has been promoted to a first lieutenant in the Marine Corps, after 11 weeks service. Having concluded his basic training at Quantico, Va., he reports to Sea Island, Ga., Fighter-Director School Nov. 8.

Larry E. Gubb, Philco Corp. board of directors' chairman, has been elected for a five-year term to the board of trustees of Cornell U. Mr. Gubb is also president of the Cornell Alumni Assn. He joined Philco as a Buffalo sales representative in 1921.

Don Findlayson, assistant to Don Kelley, sales promotion and publicity director of WLS Chicago, will replace Mr. Kelley, who will leave WLS Nov. 1 for WWBM.

Leonard W. Brockington, former chairman of the board of governors of the Canadian Broadcasting Corp., has returned from a visit to European battlefronts, and will report in a series of broadcasts, operations of Canadian forces on the battlefronts.

David Williamson, former automobile writer of N. Y. Sun, has joined WRC Washington as an assistant vice-president.

Roy Thomson, owner of Northern Broadcasting & Publishing Timmins, Ont., operating CFCH QKI, CKGB and Sental-Rupert Davies, was scheduled to leave for England to gather material for broadcast and newspaper articles.

The Quad-City market (Davenport-Bettendorf, Rock Island, Moline, and East Moline-Stilworth) includes the largest concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis. According to Hooper '43 and '44 surveys, this market of over 200,000 urban people is delivered by WOC.

WOC Davenport Iowa Free & Peters, Inc., Natl. Representatives

Basic Blue - 5,000 Watts - 1420 Kc.

They Go Together

KOCU OKLAHOMA CITY A MUTUAL Station Ask the Walker Co.

Flaig to Atlanta

Herbert L. Flaig, account executive in the Chicago office of WLB Cincinnati since last July (Broadcasting, July 31) has been named to head the new Atlanta office of WLB, according to an announcement by Harry Mason Smith, WLB general sales manager, who said the new office would provide a more personalized service for WLB accounts in the southern states. New office will be in the Mortgage Guaranty Bldg., 10 Ellis Street, N.E. Mr. Flaig has been with the Crosley Corp. since 1928.

Kesten to England

Paul W. Kesten, CBS executive vice-president, has gone to England for an indefinite period to discuss network affairs with William S. Paley, CBS president, on leave to serve as Chief of Radio, Psychological Warfare Division, SHAPE. During Mr. Kesten's absence his duties will be shared by Joseph H. Ream, Frank N. Stan
ton and Frank K. White, CBS vice-presidents.

Irene Kuhn, who has been on leave from NBC as manager of program promotion to serve as personal adviser to Mrs. Thomas E. Dewey during the election campaign, is recovering at her home in New York from the after-effects of injuries and shock sustained in the Dewey train wreck in mid-September. Mrs. Kuhn continued her duties for several weeks after the accident but collapsed upon returning to New York and was obliged to seek medical care. She is not expected to resume her campaign activities.

Wire Sponsor

Series of twenty-half-hour Kansas City Philharmonic concerts will be sponsored by the Kansas City Southern Lines over KMBC each Thursday night. Programs are especially planned for radio and consist of shorter selections and more popular arrangements than formal concerts. The railroad also sponsors play-by-play accounts by Hal Totten of the Six football games Saturday afternoons on WDAF. Agency is R. J. Potts-Calkins & Holden.

John H. Cos Jr.

John H. Cos Jr., 43, assistant superintendent of RCA Institutes Inc. died Oct. 24 in a New York hospital, following a long illness. A graduate of the Marconi Institute in 1929, Mr. Cos served with RCA's marine department as ship radio operator. He became code instructor at RCA Institute in 1929, head of the department of physics in 1935 and assistant superintendent in 1939.

Adding 106 staff workers to aid in communication and compilation of Presidential election returns on Nov. 7, KNX Hollywood will augment local returns with approximately 22 direct telephone and teletype reports each hour from key points in the eight western states, with Fox Case, CBS Western director of news and special events, in charge. George Allen will produce election broadcasts.

Fortune Hunters!

The ultimate goal of all advertising is to make sales and profits. You'll find FORTUNE HUNTING good in this golden market, provided you use the radio station that has the listeners and the listeners' confidence.

W A I R

Winston-Salem, North Carolina Representative: The Walker Company

Broadcast Advertising
Little Edgar says: "You can't miss in Chicago and the Middle West if you use WGN."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 220 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

No wonder WGN carries more retail, local and national spot business than any other major Chicago station
Our Respects to
(Continued from page 88)
first expert to testify before the Federal Radio Commission (predecessor of the FCC) on field strength intensity measurements made with the engineer's own field strength equipment.
In 1927 he appeared before the FRC and submitted a plan which was later adopted for broadcast allocations providing four classes of stations—clear channel, high-power and low power regionals and locals.
That same year, 1927, McGraw-Hill published his book Using Radio in Sales Promotion. The plan set forth in the chapter titled "Scientific Appraisal of Station Values" is strikingly similar in basic aspects to the present outline of the NAB Radio Bureau of Circulations [BROADCASTING, Sept. 18].
There should be "a definitely organized system of station valuation, based upon program standards, power and audience," the chapter states. "It might lead to the formation of a single organization, performing the same service for broadcasting that the Audit Bureau of Circulations does for the publishing field. Such an organization might establish an arbitrary figure of merit for every broadcasting station, based upon field-strength measurement; surveys, house-to-house canvasses, and population studies. From '27 to '32 he edited the radio section of Advert-
Then in 1935 he established his Radio Coverage Reports, analyzing radio service to cities of over 25,000 population all over the U. S. Ed Felix claims he has literally given up his freedom for these Reports.
They have landed him and his co-workers in some of the best jails in the country. Because the police have misinterpreted his intentions when they have seen his car with the strange equipment going out to remote sections and testing signals, they have often whisked him off to the nearest precinct. The situation was especially bad just after the war started and the spy scare was widespread.
Ed Felix was born on March 29, 1898. He attended the Columbia School of Journalism, Yale's Sheffield Scientific School and New York U. In 1918 he joined the Army, and was assigned to the Signal Corps radio engineering and development section.
In the Signal Corps he became aware of direction finding and measuring signal strength. He was sent to Signal Corps Officers Training School and emerged with the qualifications of a second lieutenant but no commission. The war was over.
After that he did technical radio consulting and freelance, writing.
He was with WEAF two years, then in 1924 went with N. W. Ayer & Son doing publicity and technical radio writing. Two years passed with the agency and he returned to consulting and more experimentation with field strength measurement.
World War II put a temporary halt to his Radio Coverage Reports. Ed Felix was commissioned a captain, again in the Signal Corps, early in 1942. In June of the next year he was sent to the Central Pacific. Since then Maj. Felix has been to practically every one of our bases in the Central and Southern Pacific, working with aircraft navigation equipment in the VHF communications field, and also with allocations in the high-frequency bands. He is now assigned to Gen. MacArthur's headquarters in SWPA.
He calls Arlington, Va., home, where he lives with his wife, Lilian, and their daughter, Joan Louise, 15. He holds membership in the Institute of Radio Engineers, Radio Club of America, City Club of New York, Advertising Club of New York, and is on the board of advisors of the National Radio Institute.
Though he says cabinet making and instrument construction are his hobbies, they are but a by-product of the "hobby" of his Reports, to which he has devoted himself with the true scientist's single-minded purpose.

"BETH" BLACK

MEDIA DIRECTOR
The Joseph Katz Co.
New York City

BETH SAYS

"I can't say anything about spot broadcasting that it hasn't already proved for itself. At our agency we've used a lot of it for a long time."

we agree 100%-

In just 27 words this femme timebuyer, who spots a lot of advertising in the markets she wants, on the stations she wants, has covered a many thousand word subject.

John Esau
General Mgr.

KTUL
5000 Watts in Tulsa
CBS . Free & Peters, Inc.

YOURS DON'T DIVIDE THE AUDIENCE HERE!

Southwest Virginia is covered by one radio station only—WDBJ at Roanoke.

WDBJ gives you 118,921 listening families—as many actual listeners as many big-city 50,000-watters which must divide their "potential" audience with two or three other stations!

You can add WDBJ and get this big actual market at a real bargain— the cost for a Class B quarter hour (once) is only $30! Write for availabilities—or ask Free & Peters!

WDBJ
ROANOKE VA.

CBS . 5000 WATTS . 960 KC

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

BROADCASTING . Broadcast Advertising

Page 40 • October 30, 1944
Outstanding Local Programs

...one reason why

WTMJ IS WISCONSIN'S LEADING STATION

To the outstanding array of NBC programs, WTMJ adds a liberal portion of outstanding, well planned local programs. These local programs are a vital part of WTMJ's service to Wisconsin. They take advantage of local preferences.

An imposing list of advertisers have found WTMJ local programs are a key to increased consumer acceptance.

WTMJ local programs are soundly planned and well executed. They bring to Wisconsin listeners the type of radio shows they want and need. Listeners in turn have made WTMJ far and away Wisconsin's most popular station. Little wonder then that you must include WTMJ in your radio plans if you want to reach the fertile Wisconsin market.
Storm Signals

These are jumpy days for radio. In addition to coverage of a war on foreign lands and seas, there's the political war at home. On slightest provocation, a committee here or a league there will scurry to the FCC to complain about unfair treatment, sponsor identity or unwarranted censorship.

All that will be over with the elections Nov. 7. But there will be battle scars and hang-overs. There's the issue agitated largely by UAW-CIO about the NAB Code, dumped overboard by CIO because it had picked a bad case in WHKC Columbus, which happened to be one of the few stations which sold time to labor unions.

How deep an impression has the "equal time" issue raised by CIO made upon certain members and minions of the FCC? Will there be any further efforts toward setting aside of time for discussion of controversial issues? Will the pressure groups, or the extremists on the FCC attempt to use the back-door to accomplish that which has been denied them by the front door?

Many broadcasters will recall the battle for the allotment of "fixed percentages" of time for educational, religious and other non-commercial pursuits provoked during consideration of the Couzens Bill in the Senate in 1933. The Hatfield Amendment would have required that. It was killed, however, because Congress was convinced that ample time was being accorded these groups under Radio by the American Plan.

Today there's a different approach. The educators are clamoring for FM facilities of their own, and probably will get them. CIO has talked about getting in on the ground floor of FM, but evidently is not serious about it, preferring to have free time from established stations where they can get a conditioned, loyal audience.

Hearings are scheduled before the FCC Nov. 10 on the sponsor identity issue. The hearing was motivated, not by failure of commercial sponsors properly to identify programs, but by labor unions protesting the transcribed broadcast series of the National Assn. of Manufacturers. NAM offered these as sustaining features. Many stations unwittingly or foolishly used them without making crystal clear that they were produced by NAM.

The point we're attempting to make is that these developments, however innocuous they may appear, require attention. Broadcasters may be too busy doing a war job to be bothered, but the pressure groups have stepped up their pace on the Washington front. CIO-PAC already has established its own "national radio monitoring system" to check network and station broadcasts. It proposes to shout long and loud when it feels that it has suffered discrimination. It will resolve all doubts in its favor.

So far, these are only storm signals. Much will depend on the outcome of the elections, but whatever way it goes, the pressure groups will follow through unless the broadcaster has a cogent, clear-cut case prepared.

Unsung Hero

Radio, we judge, has produced its quota of heroes in this World War II. More of them are unsung than decorated. But all of them do not hold military rank—witness those with OWI's overseas service, the Office of Strategic Services, Red Cross, nets and news associations.

The story is out on one of these heroes. He is Morrie Pierce, the ingenious engineer who doesn't stop at engineering. He has been commanded twice since the war began. His first conquest was the surrender by radio of the Italian Fleet 13 months ago, when he broad- cast the surrender terms on the international distress frequency, having retuned a hay-wire transmitter by round-the-clock mathematical measurements and manual labor.

Now Morrie is officially commended by an Army Colonel for his ingenuity in working out the capture of Radio Luxembourg intact, in advance of occupation of the Duchy by Allied forces. He simply talked an Allied general into lending him a convoy of tanks (part of an armored division) and surrounded the station, to take it unannounced. This station now is being used by the Allies for psychological warfare. It lays down a primary signal virtually throughout Germany.

Morrie, who is on leave from his post as vice-president in charge of engineering of the Richards stations (WGAR WJR KMPC), probably would say it was all in line of duty. OWI officials, however, praise Mr. Pierce for his "imagination" and "a conception of his job which goes far beyond his immediate duties as an engineer."

Congress can bestow decorations upon ci- vilians. For his attainments in foreign theatres in this war, we respectfully suggest that the Congressional Medal of Honor, or the Special Medal of Congress be bestowed upon Robert Morrie Pierce.

Upstairs or Down?

FOR MANY weeks furious controversy has raged over television allocations. Should the new video art go "upstairs" in the spectrum, where admittedly delay would be entailed, or should it remain "downstairs" on pre-war assignments where production could begin as soon as war-imposed freezes are thawed?

That's one of the knottiest of the allocation problems before the FCC. Most manufacturers, with heavy investments in plant and equipment for preparing pre-war designs, want the lower channels. Many broadcasters, including certain networks, see only a manufacturers' Shangri-La in using the pre-war standards. It depends upon whose economic ox is gored.

One thing is evident. Prompt television manufacture will open a tremendous industry—a billion-dollar one—creating jobs for thou- sands of returning veterans. Demonstrations of low-band television have been most favorably received by experts in public opinion, advertising and the arts.

Assuming the channels are there, we string along with the proposals for a dual system—both low and high channels—but with clear and unvarnished public notice (which should be obvious anyway) that the "downstairs" tele- vision may be supplanted by a higher-definition "upstairs" system to come.

Earl Edgar Herbert Felix

Early in the game—back in 1929—Ed Felix learned that "listening is the product of both program and delivery." One can't be measured without the other.

He learned that lesson with some little pain. One night a few months after WEAF New York had started its pioneer operations in 1923, a program was arranged by AT&T for an interview with long-distance operators all over the country, carried over the telephone lines to WEAF. From there it was to be sent by radio to an auditorium in Pelham 18 miles away, where the first Western Electric public address system was installed. An audience of close to 3,000 crowded the hall.

The prospective listeners eagerly awaited the sounds that would make radio history. But there were no sounds. Ed Felix, who was WEAF's promotion and public relation manager, went out on the stage and talked until his throat was dry, waiting for the engineer at the receiver to report clear reception from WEAF, just 18 miles away.

"All we can get is a weak, fading signal," the engineer whispered to him. "Keep talking." Finally a shaky bit of the program came through from WCAP (now WRC Washington), but the WEAF part was a fiasco.

"There was the audience, tangibly before me. The program they wanted to hear was somewhere on the air, but without a strong enough signal, we had nothing," Maj. Felix says. "I knew then that field strength in- tensity must be measured in order to determine definitely where an audience may be expected. Without that knowledge, the best programs on the air can go to waste."

From this idea, Ed Felix began working on field intensity surveys culminating in 1936 in the establishment of Radio Coverage Reports Service. The first field strength survey of a broadcasting station ever made, according to Maj. Felix, was to establish WEAF coverage. Radio Coverage Reports are based on measure- ment of signal strength but they also de- fine the market area of a broadcasting station. Field intensity measurements are important as a means of area definition when used in rela- tionship to market and audience surveys and due consideration is given to the prevailing service standard.

Two years of experiments in the field, test- ing endless signals with the instruments in his car, formed the foundation of the Re- ports when they were officially made available in 1936. His findings have been of great value to stations, agencies and prospective adver- tisers, to networks and in the preparation of FCC testimony. Ed Felix believes he was the

Our Regards To—

Maj. Edgar Herbert Felix

Broadcast Advertising • Broadcasting

Page 38 • October 30, 1944
The Confidence of One Man in Another

Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.
HIGH above the winding Tennessee River, from the Adolph S. Ochs Observatory and Museum, the city of Chattanooga stretches out deep into the horizon.

This historic Point Park on Lookout Mountain overlooks the site of the Battle-field of Chattanooga, where occurred one of the epic battles in American History.

Today, Chattanooga is covered by a more compelling force than this single antiquated cannon. That force is WDOD, the FIRST station in Chattanooga... the station that has been out in front in this great market since 1925 (the beginning of radio in Chattanooga).

ON THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE

C. E. HOOPER, Inc.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

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WHERE NATURE AND INDUSTRY JOIN HANDS

FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.
MOTHER LODE

That part of the California Central Valleys area known for its rich gold yield, where gold actually runs in its streams and rivers, has long been known as the "Mother Lode" region. This area still produces a large part of California's wealth.

But today a greater source of wealth lies in the rich crop yield, producing the highest farm income in the world—$8,797 per farm.

The Ballina area is a part of the Central Valleys and Western Nevada, a 41 county area which is covered thoroughly by no other station or combination of stations.

WHAT IS THE BEELINE?

Not a regional network but a group of long-established key stations, each the favorite in its community... combined on a new basis for National spot business.

*See McClatchy Beeline note listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

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Advance Schedules

TO A NATIONWIDE list of music educators and leaders of community music club activities, General Motors in New York, has started monthly distribution of advance schedules and program notes on its new program General Motors Symphony of the Air. Four-page pamphlet contains news and feature material. Arturo Toscanini, Frank Black, and various guest conductors for the 1944-45 season. Agency is Arthur Kudner Inc., New York.

WTOP Phony Dough

LATEST promotion stunt of WTOP was conceived by Howard Stanley, WTOP publicity head, is a simulated $1,000,000 bill, done in offset, showing Jimmy Durante in the center. Arthur Godfrey on the left and Arch McDonalld to the right. All three are CBS-WTOP headliners. Copy on the big reads: "One Million Dollars Worth of All-Star Radio Talent on Washington's Top Station."...

WNOE Brochure

EXTRA large promotion booklet has been issued by WNOE New Orleans with the addressese's name imprinted on the cover. First page features the market of the area, and following pages feature the staff, public service, news, the network, national pictures, sports and exclusive features carried by WNOE. Book is illustrated throughout.

CKAC Brochure

TO HELP promote the following of Alex Dupont, CKAC, the Columbia station in Montreal, has issued a promotion brochure black and white with the radio background of Alex and Dupont, who is on the air five times a week with such popular French-Canadian shows as Le Coeur Dispose, Le Carnet de la Menagere, and Actualites Hollywood.

WLBI Promotion

TO ANNOUNCE change in ownership, WLBI Brooklyn is running full and half page ads in 12 trade papers announcing Mrs. Dorothy S. Thackrey's purchase of the station. All eight New York papers are scheduled to run advertisements announcing sale and heavy promotion schedule is being handled by Moss Assoc., WLBI agency.

Reference

CANADIAN PRESS and its radio subsidiary, Press News Ltd., Toronto, has distributed to radio stations a "Reference Diary of Five Years of War, 1939-1944." Events of the years are broken up into world events and Canadian news events and with Jan. 1, 1939 and run to September 17, 1944.
Snow in September....

....down South

Intermittent acres of white sprinkle the vast, green, rolling Piedmont ... come September. Cotton is the Piedmont's largest money crop.

27,500,000 baled-pounds of America's staple fiber are picked in Spartanburg County alone each year, while from the 16-county WSPA primary area flows a large part of the entire U.S. cotton supply.

But the Piedmont's wealth isn't vested in cotton alone. Textiles, plastics and wood industries, plus affluent agriculture make this 16-county rolling-land an advertiser's paradise. A paradise that is one of the best-balanced sections in the entire country.

WSPA swings the balance your way.

WSPA
SPARTANBURG,
SOUTH CAROLINA
5000 watts day, 1000 watts night, 950 kilocycles
Home of Camp Croft Represented by Hollingberry
HEARINGS into the December 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, will get underway Nov. 21 by the House Select Committee to Investigate the FCC. Chairman Clarence H. Lea (D-Calif.) disclosed last week in his return to Washington after a rest in West Virginia.

Among the early witnesses expected to be called are FCC Chairman James Lawrence Fly and Commissioners Paul A. Walker and Norman S. Case, for whom subpoenas have been issued. Other witnesses likely will include Mr. Noble, Mr. Flamm, Thomas G. Corcoran, former White House confidant; William J. Dempsey and Lt. Comdr. William G. Koplovitz, Washington counsel who represented Mr. Noble before the Commission in the acquisition; Warren Snow, Harry Cushing and John Curtis, brokers representing Mr. Noble; Donald S. Shaw, former vice-president and general manager of WMCA and now radio director of Geyer, Cornell & Newell; Leslie E. Roberts, former public relations counsel of the station, and Charles S. Guthrie, one of Mr. Noble’s attorneys.

‘Whitewash’ Charge

Subpoenas had been issued for all the witnesses prior to the first hearing last February. It was the recommendation of the WMCA investigation, pending litigation in the New York courts, that led to the resignation of Eugene L. Gaye, Committee general counsel, who bitterly denounced Chairman Lea and the other Democratic members, reps. Edward J. Hart (N. J.) and Warren G. Magnuson (Wash.) and charged them with “whitewashing” the probe.

Following the two-day hearing early last February, during which Mr. Flamm told a story of being “coerced” into selling the station through belief that the FCC would not grant his license, Frank B. Wood, attorney for Mr. Noble, wrote the Committee, then wired its members, protestating that to continue the hearings would be unfair, inasmuch as Mr. Flamm had brought suit in the New York Supreme Court. This suit is still pending.

On Feb. 16 the three majority members voted unanimously, on motion of Rep. Hart, to postpone the hearings pending the New York litigation. The minority members, Reps. E. Wigglesworth (Mass.) and Louis E. Miller (Me.), issued a joint statement charging the committee with “whitewashing” the investigation. They carried the fight to the floor of the House, where all the members “fought it out” with vitriolic speeches.

When the WMCA investigation was postponed Chairman Lea said: “The issue is not whether we are going to investigate the WMCA sale; the point is, can we.”

Hearings later were resumed with Harry S. Barger, chief investigator, as acting general counsel and in April John J. Sirica was appointed general counsel by a 3-2 vote of the Committee. Dissension within the Committee apparently healed, however, as Mr. Sirica took hold.

Since hearings have been in recess from early September the Committee staff, under Mr. Sirica’s supervision, has been working on various phases of the FCC probe, including the WMCA sale.

Call Letters Changed

CONSENT was granted by the FCC last week to KOBH Rapid City, S. D., to change call letters to KOTA and likewise WCLE Cleveland to change its call to WWDW. WDVU Des Moines has been granted permission to change its corporate name from Iowa Broadcast Co. to Cowles Broadcasting Co.

CFPL Granted 5,000 w

CFPL London, Ont. has been notified by Walter R. H. Endsley, Bookeeper of Radio, Dept. of Transport, Ottawa, of permission to increase power from 1,000 w to 5,000 w under Canadian Treaty allocations. Similar grants have been made to other stations [Broadcasting, Sept. 25].

WOW Ad

WHEN Union Pacific R. R. decided to switch its program “Your America from NBC to Mutual, WOW Omaha, the NBC outlet there, took a full page ad in the Omaha World Herald to explain the switch and pointed out that WOW would continue to produce the show. John J. Gillin Jr., WOW president who signed the ad, told readers that Union Pacific had switched to get the Sunday afternoon time when more Union Pacific employees could hear the program, which went on NBC at 5 p.m., and because it caused conflict with network football games. WOW will continue to produce “Your America, the ad stated, under direction of Lyle DeMoss, WOW program manager, with WOW talent and technicians. Mr. Gillin pointed out that this was done in order to keep production of the show in Omaha, where “Your America” will be heard on KBBN.

Chicago Fund Aid

ALL EXCEPT three Chicago stations combined facilities and offered a full hour simultaneously to the Committee and War Fund of Metropolitan Chicago on Oct. 15 for a presentation of a variety and dramatic program depicting activities of the Fund. Program, which was presented in cooperation with AFRA, AFM and other unions, carried an appeal for donations to the Fund and was broadcast on the following Chicago stations: WBBM, WCFL, WGN-R, WGES, WSBC, WGN-WIND, WMAG, WHFC, WAAT, WEDC, WJJD.

THE FARMER GOES TO MARKET!

Certainly the Iowa farmer goes to market. Why not, when he’s produced $39,992,000 bushels of corn, 147,150,000 bushels of oats, 37,314,000 bushels of soy beans, etc., this year? He’s got a lot to sell!

But he won’t go to market with a little basket; he won’t be wearing top hat, gloves, and cane. Yet—some self-called “farm stations” out here must think he does. Or they wouldn’t dare program as they do!

Frankly, we wouldn’t have a “farm editor” who uses night-club gags and spins jive records. Our farm editor must know his livestock and his grain—must be able to interpret market reports. This is just good business because our area is 80% rural—and KMA is the only full-time farm station in this No. 1 Farm Market.

It’s good business for you, too, when you use KMA. It is the No. 1 Farm Station in this area—your No. 1 bet whenever you have a selling job to do. Our schedules are crowded—but we still love requests for availabilities or information. Yes indeed, you’ll find us (or Free & Peters) very cooperative.
Ingredients of a newsbeat. The engine that didn't get there, Miss Virginia Cain of KGW whose alertness got the story through, and the Dewey speech in Portland at the end of an exciting day.

JOHN W. DUNLAP
PACIFIC NORTHWEST MANAGER UNITED PRESS

SAYS... "I want to express the appreciation of the United Press to the KGW operating staff, particularly Miss Virginia Cain, for a most remarkable incident in news reporting and alertness. When the Thomas E. Dewey special train on its way to Portland was wrecked at Castle Rock, Washington, on September 19, our reporter on the special got a telephone line through to KGW, and Miss Cain took down in shorthand his eyewitness story of the accident. She did a masterful job of taking the story, then phoned it to the U.P. office, giving us a brilliant "beat". Your Miss Cain made it possible for U.P. to give the first on-the-scene story of one of the all-time major news events in the Pacific Northwest. It is a further demonstration of the alertness and the sound news judgment of the whole KGW staff."
Ryan States NAB Stand on WHKC Case; Says Station Misinterpreted the Code

Taking issue with WHKC Columbus, O., which repudiated the NAB Code in a Statement of Policy following charges filed against the licensee corporation, United Broadcasting Co., by the UAW-CIO, J. Harold Ryan, NAB President, last week asserted that the Code “neither suggests nor implies any release from the responsibility of the station licensee in the case of controversy material to give free time for the purpose of discussing the controversial subject. There is no language nor implication in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues. In the opinion of the NAB, Station WHKC should have considered the propriety of broadcasting this program on sustaining time.

KFBC Control Shift
REQUEST was filed with the FCC last week for acquisition of control of KFBC Cheyenne, Wyo., by Cheyenne Newspaper Inc. through purchase of 175 shares common stock from W. A. Corson for a total of $2375. Sale is fulfillment of an optional agreement dated Sept. 27, 1941. Stock holdings after transfer would be: Cheyenne Newspapers 1400 sh, W. A. Corson 500 sh, Williams C. Grover 400 sh, Bard Ferrell 250 sh.

Du Pont Spots
E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., starting Oct. 30 and in November will sponsor live chain-break announcements at varying intervals for 1-star anti-freeze on WXYZ, WAAT, WTAM, WENR, WIAS, WFBX, WEEI, WISN, KYW, for three weeks. Agency is BBDO New York.

Censorship
ACCUSATION of playing partisan politics to the hilt was leveled against KOME Tulsa by an irate and blasphemous woman listener who called H. E. Grimes, general manager, and accused him of cutting down the station’s power whenever Thomas E. Dewey broadcast. Mr. Grimes, a man of patience, explained gently that the code of ethics and the FCC do not permit such conduct even when desirable, but after more protests in equally vitriolic vein he ended the conversation abruptly by saying something like a weakly muttered “Perish Forbid”.

OWI PACKET, WEEK NO. 20
Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 9. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 30-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these instant war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET- WORTH</th>
<th>STATION ANNOUNCEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Group</td>
<td>OF W</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ind.</td>
</tr>
<tr>
<td>Sixth War Loan</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Calling Prices Down</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Army Nurse Recruiting</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Censored Talk</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Hold Prices Down</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 135 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

THE KATZ AGENCY, INC., National Representatives
BLUE and MUTUAL Networks

5000 WATTS
980 K.C., carrying both Blue and Mutual networks, cover the Nashville area more than adequately. WSIX is well liked and advertisers benefit through good response to their sales talks. If you’ve got a product for this market, WSIX can sell it. Write or wire us for information. We’d like to give it to you.

Page 30 • October 30, 1944
Only a combination of stations can cover Georgia’s three major markets:

- **WGST** (Atlanta) 5000W 920Kc
- **WMAZ** (Macon) 5000W 940Kc
- **WTOC** (Savannah) 5000W 1290Kc

Available at combination rates.

No single station, regardless of power, has a strong enough signal to deliver primary coverage of Georgia’s three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job — at one low cost.

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.
A voice women listeners enjoy — a voice which stimulates ACTION — makes sales.

Connie Stockpole is recognized as having one of the best radio voices in New England, plus a personality that ticks with her audience.

Four and one-half years of proven results. Ask any of these clients who have participated locally:

* Winslow's Potato Products
* Merchants Co-operative Bank
* Florigold & Flo Citrus Fruits
* Matchless Brand Foods

Red Cap Products
Durkee-Mower Fluff & Sweeco
Linea Beauty Aids
Bownes Modene Paints

4 years

Participation now available over five stations of The Yankee Network:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNAC</td>
<td>Boston</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
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<tr>
<td>WEAN</td>
<td>Providence</td>
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<tr>
<td>WTHT</td>
<td>Hartford</td>
</tr>
<tr>
<td>WCOU</td>
<td>Lewiston</td>
</tr>
</tbody>
</table>

TIME: 11:15 A.M.
DAYS: Tuesday & Thursday
COST: $105.00 per program, subject to discounts and agency commission.

For details of the fastest growing women's show in New England — conducted by the smiling "voice":
ADDRESS

Connie Stockpole, DIRECTOR
THE NEW ENGLAND CUPBOARD
448 Statler Bldg., Boston 16, Mass., Tel. HANcock 4450

Kirby Back on Job


SCHOOL SESSION
HONORS DR. TYLER

KEYNOTE event of the school broadcast conference held Oct. 23 and 24 at the Morrison Hotel, Chicago, was the presentation of the annual award of merit for outstanding service in educational radio to Dr. I. Keith Tyler, director of radio education at Ohio U., and president of the Association for Education by Radio at a dinner of the conference Monday night. Presentation was made by Judith Waller, educational director of NBDRA.

Citations to teachers using radio in the classrooms were awarded to Miss Della Rogera, Portland, Ore., for use of the program Marcus and Narcissa Whitman on KBS; Minerva R. Irons, Rose M. Parry, and John F. Farsee, both of Philadelphia, for Music in the Air, over WPFL; Minerva R. Irons, John F. Farsee, and the harbor of Chicago, for their use of Magic Harp series on WLS; Helen K. Smith, Chicago, for her classroom use of Matchlock Gun on WBBE and WIND; Mrs. Lillian N. Ort, Chicago, for her classroom use of United We Stand on WLS; Mrs. Anne Bujrnum, Chicago, for her use of Planets on WBEZ and WIND. A special citation was awarded to Sophie Dzierlonga, Chicago, for her classroom use of news reports heard over Chicago stations on "D-Day". The executive committee cited Robert B.udson and the Roosevelt radio council, Denver, for the programs Story-Time on KLB and Art Speaks Your Language on KFEL.

George Jennings, director of the conference and of the radio council of the Chicago Association of Education addressed the dinner on "Eight Years of Broadcasting in the Chicago Schools". Speaking for Dr. William H. Johnson, superintendent of Chicago schools, who was unable to attend, he predicted an expanding use of broadcasting, facsimile and transcriptions in schools but always under the guidance of teachers.

Names Agency

NATIONAL BISCUIT CO., New York, has named Gannett-Erickson, New York, to handle advertising for Nabisco, Shredded Wheat and Shreddies, the appoint effective Jan. 1, 1945. The future media plans are now in preparation for all three products which have been featured in the past via limited spot radio. Agency continues to handle Ueneda, Ritz and other companies, 100% Bran and Milk Bone, using the New England regional network and a list of about 25 stations for Premium crackers.
2 GREAT NEW OLD GOLD PROGRAMS

THE OLD GOLD COMEDY THEATRE
DIRECTOR AND HOST
HAROLD LLOYD
YOUR FAVORITE STARS IN YOUR FAVORITE SCREEN COMEDIES

NBC
10:30 P.M. E.W.T.
SUNDAYS

TUNE IN!

WHICH IS WHICH
PRESENTING FAMOUS PERSONALITIES OF STAGE, SCREEN AND RADIO OR THEIR REASONABLE FACSIMILES

KEN MURRAY
M.C. AND HOST

CBS
9:30 P.M. E.W.T.
WEDNESDAYS

TUNE IN!

BROADCASTING • Broadcast Advertising

October 30, 1944 • Page 27
Shelley, WHO Newsmen To Tour Europe Theatre
JACK SHELLEY, manager of WHO Des Moines news department, first Iowa broadcaster to be accredited by the War Dept. for a 90-day assignment in the European Theatre of Operations, will start his tour shortly. His first broadcasts will be made from Britain with others to follow from the rest of the area.

Mr. Shelley’s arrival in the European Theatre will give WHO two correspondents in western Europe. Maj. Frank Miles, formerly of the Iowa Selective Service staff, now a correspondent for American Legion publications, also has been representing the station.

JAMES MURRAY, sales promotion manager of WJZ New York, has been named manager of sales and promotion at KGV Pittsburgh, the appointment contingent on FCC approval of the transfer of the station from Hugh J. Bremner to its new owners, a group of Pittsburgh businessmen. Mr. Murray is continuing for the present at WJZ.

ASCAP Offers Sixth War Loan Series; BMI and SESAC Schedule Activities

PARTICIPATION in the Sixth War Loan Drive proposed by ASCAP, BMI and SESAC was announced last week by the Treasury War Finance Division. ASCAP plans, which previously had been reported in formation, consist of a series of eight quarter-hour programs, available for local sponsorship and use by all stations whether licensed by ASCAP or not, commemorating the role of music on the American scene during the past several decades and also featuring selected Marine Corps recordings from various battle areas.

Four Songs Ready
BMI is considering a series of programs the nature of which has not been determined, according to Sidney Kaye, general counsel, and M. E. Thomkins, public relations director. SESAC plans to conduct extensive Sixth Loan promotion and contact work through its field representatives.

Recording has been completed on the first four ASCAP programs starring top talent of that organization, which also is paying entire production costs for the series. Directing preparation of the programs has been Robert Murray, ASCAP publicity director, and William Rainey, radio director of the National Assn. of Manufacturers. Deems Taylor, ASCAP president, is narrator and mc. on the shows. Treasury will substitute the ASCAP series for the programs previously scheduled to be produced by Arch Oboler and William Robinson, as far as station requisitions are concerned. The series was dropped because of “timing” and security difficulties involved in the material. Bill Robinson will continue to work with Treasury on other activities.

Four new War Bond songs have been recorded and may be used as part of regular programs or as stations wish. Included are “This Our Land”, a ballad by David Broekman; “Here We Go to Tokyo”, a march by Allen deCastro, vice-president of the Katz Agency, New York; “War Bond Man”, by Andy Razaf, and “That’s Why I Buy Bonds”, by Mr. Razaf and J. Rosamond Johnson. The latter two songs are contributions of the Interracial Committee of the WFD Music Promotion Unit. The committee is composed of the country’s leading Negro composers and lyricists.

All of the Treasury Sixth Loan material scheduled to date for radio has been completed and a large portion of it is now either at stations or in the mail. This includes all recordings: Treasury Salutes, War Bond Briefs, Horace Heidt Music, War Bond Jingles and Liberation Cantata.

Progress in the use of television is evidenced in announcement by the War Finance Committee of New York of plans to utilize the medium to train volunteer War Bond salesmen. In cooperation with the Allen B. DuMont Labs and WABD New York, a series of seven telecasts featuring top stars of video, radio and movieland will be presented Oct. 30 through Nov. 9 to offer suggestions and instruction on Bond salesmanship.

BLUE PROMOTES FORUM COVERAGE

THE BLUE Network distributed to advertisers and agencies a reproduction of a clipping from the New York Herald Tribune, Oct. 8, 1944, in which Edward J. Noble, Blue chairman announced special plans for covering the newspapers’ recent annual discussion forum (Broadcasting, Oct. 9). Plan called for presentation of the key speakers in a series of evening broadcasts at the “peak” evening hours, with advertisers cancelling programs.

Emphasizing that the program was timed and patterned especially for the radio audience, Mr. Noble stated: “The cooperative effort is typical of the manner in which a free press and a free radio can serve the public.” Radio should be able to present information with the same skill and talent as has attracted the whole nation to our entertainment programs. In our Herald Tribune presentation we are taking one step in a broad program of public service which will have that objective.”

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The Pacific Coast, too, HAS TWO CANDIDATES!

The Pacific Coast has two candidates for radio sales. Unlike politics, to get complete coverage you have to elect both of them—and you can do it only with Don Lee.

Let's take a look at the facts. Half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this outside half.

The reason is geographic. Most markets in the outside half are surrounded by mountains, and long-range broadcasting doesn't work. What does work (and excellently) is plenty of local stations, hitting home with sales messages in every one of these mountain-blockaded markets. Don Lee has 38 such stations, placed to give intense localized coverage. Listenership is so good, the largest coincidental telephone survey on the Pacific Coast (C. E. Hooper, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these outside markets.

Don Lee's record on inside coverage is tops, too. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. According to the August 15 Hooper Report, Gabriel Heatter on Don Lee outranks all competing network commentators.

Before you buy radio time on the Pacific Coast, weigh the facts. Vote for Don Lee and complete coverage!

The Nation's Greatest Regional Network
Final Blue FCC Applications Filed
For Change of Name to ABC Network

FINAL STEPS toward change in identity of the Blue Network to American Broadcasting Co. Inc. (ABC Network) were taken last week with the filing of a shelf of applications, the FCC ruled, with respect to a unitary assignment of all Blue stations, relay and experimental licenses to the American Broadcasting Co. Inc.

Having legally cleared the names "American Broadcasting Co." and "American Network" during the last few weeks (BROADCASTING, Sept. 25), the Blue filed the formal assignments with the FCC affecting WJZ New York, WENR Chicago, KGO San Francisco and KBCO Los Angeles, all of which are now Blue-owned stations licensed in the name of Blue Network Co. In addition, there were filed separate applications covering relay and other non-standard broadcast stations licensed to Blue. FCC approval of the assignments is regarded as automatic.

Just when the Blue will change its name formally to American Broadcasting Co. was not indicated, though this probably would be accomplished gradually, insofar as the public is concerned. Pre-eminent among the many programs will be identified as "the ABC Network," or of the "American Network," or some variation of that theme in order to retain the prestige and value of the Blue identity until the ABC Network is well entrenched.

The American Broadcasting System Inc. is the holding company for the Blue. It is Edward J. Noble, American Broadcasting System president and chairman of the board of the Blue, who acquired the names "American Network Inc." from the FM project and "American Broadcasting Co." from Mrs. Helen Heekin, new licensee of WMT Cedar Rapids. Also cleared was the name "American Broadcasting Corp." a Kentucky company, licensee of WLAP Lexington and KBIR Knoxville.

Hooper Reports
Daytime Use 14.8

Heading the list of "Top Ten" weekday programs according to the Oct. 23 report of C. E. Hooper, Inc., are When a Girl Marries, Kate Smith Speaks and Our Gal Sunday, followed by Street & Smith’s Romance of Helen Trent, Backstage Wife (MWF), Portia Faces Life, Stella Dallas, Breakfast at Sardi’s (Kellogg) and Ma Perkins (CBS). Songs by Morton Downey attained the highest sponsor identification index with 70.7 of the listeners with 70.2 giving the correct product, 0.5 naming sponsor, but giving another product, 2.3 giving wrong identification and 27.0 unable to name a sponsor.

Songs by Morton Downey also had the largest number of women listeners per set with a 1.37 rating. Cedric Foster the most men with 0.6 and Jack Armstrong the most children with 1.41. Average daytime audio rating is 4.43, no change from last report, but down 0.3 from a year ago. Average daytime 600-use rating of 14.8 shows no change from last report nor from a year ago. Average daytime available audience is 69.7, down 0.3 from last report and down 1.0 from a year ago.

Schroeder Appointed
Willard Schroeder, formerly sales manager of WCAE Pittsburgh, has been appointed general manager of WINS New York, succeeding Clarence G. Cosby, resigned, according to Leonard Kapner, general manager of Hearst Radio Inc., New York. Mr. Schroeder assumed the post at WINS, which is a Hearst property, Oct. 23. He has been with Hearst since 1934. In April, 1936, he joined WCAE Pittsburgh as local time salesman. In 1940 he became WCAE sales manager, a post he has held continuously with the exception of a leave of absence last year to serve as flying instructor for the Army at the Graham Aviation Co., Butler, Pa.

Loucks to Appear
For NAB at Probe

Appointment of Philip G. Loucks, Washington attorney and former managing director of the NAB, as special counsel to represent the Association in the Nov. 10 FCC hearings on the proposed "sponsor identity" rule, was announced last week by J. Harold Ryan, NAB president.

Mr. Loucks, who directed the NAB from 1930 to 1935, will present an overall industry case in opposition to the precise language of the proposed new rule drafted pursuant to Section 317 of the Communications Act. A detailed appearance on behalf of NAB will be filed by Nov. 1 deadline.

In addition to the NAB, it is indicated a number of stations and probably the networks will testify on the proposed rule. Section 317 requires that all matter broadcast for which service is paid or any other "valuable consideration is directly or indirectly paid" shall be announced as paid or furnished, with precise identification of the sponsor.

The proposed FCC rule, however, is much broader and would embrace furnishing of script, recordings, or other materials as within the pale of "sponsorship". It is generally felt that the rule as proposed is too broad and beyond the Congressional intent.

Two Join MBS

Mutual is adding two former CBS men to its staff. Eadeh as research statistician, and James Preston as assistant production supervisor in the sales promotion department. Mr. Eadeh joins Mutual Oct. 30, having served for the past three years in CBS research, working on coverage analysis. Mr. Preston came to Mutual last week from the CBS sales promotion department where he was assistant production supervisor. Oscar Lippeo, assistant in the department since August, replaces him at CBS.
Both Are of Equal Importance . . . .

TWO great metropolitan New York markets listen to WOV. Two great markets, in their respective listening hours, combine to give this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p. m., WOV delivers the largest average metropolitan audience of any New York Independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.
Five New Standard Outlets Are Sought; FM, Commercial Video Applications

NEW APPLICATIONS filed with the FCC in the past fortnight include requests for five new standard stations, in addition to several FM and commercial television stations.

Voice of Talledega Inc., Talledega, Ala., requests standard facilities of 1,210 kw with 259 w and unlimited time. Vice-president and minor interest holder (5 of 55 sh) is Julius C. Vessels, chief engineer of WDOM Chattanooga. President is Harry Held (25 sh), local business man, and secretary treasurer is Hardy Riddle (25 sh), probate court judge and local businessman.

A new local station for Ventura, Cal. is sought on 1450 kc, 250 w, unlimited time, by Coast Venture Co., vice-president and two-thirds owner (33 1/3 sh) of which is David H. Cannon, who holds a 36 1/4% interest in KIFE Glendora. Carroll R. Hauser, associated with the U. of California, Division of War Research, is president and third owner. Secretary is Earl E. Swem.

Topeka Petition

KTOP Inc., Topeka, Kan., owned by KSAL Salina and a group of businessmen having radio and newspaper interests, seeks a new local for Topeka on 1400 kc, with unlimited hours and 250 w. Interested parties are:

R. J. Lackeygayer—president, 3 sh (1%), president, director and 81% owner of KSAL, 50% owner of Goodland News & Independent Publishing, 15% owner of Salina Journal and 1% owner Cogalston Printing Co.; J. Nelson Rupard—secretary (1/10%), who is secretary and general manager of KTOP Emporia; Sidney P. Harris—treasurer (1%), and J. F. Harris—secret (1%), co-publishers of Ottawa Herald, Chanute Tribune. Kansas News & Herald, Salina Journal, Burlington Hawk-Eye Gazette and each 10% owner of KTOP Burlington: KSAL, Inc., 66 2/3%; Bellevue B. Warren 16%, 40% owner Warren Mortgage Co. and 21% owner KTSW; D. J. How- vorca 16%, 22% owner KTSW.

Central Broadcasting Co. requests a new local station for Johnstown, Pa. on 1490 kc with unlimited-time and 250 w. Majority interest (80%) is jointly owned by Paul J. Short, president, and Alice L. Short, secretary-treasurer. They are in the undertaking business. Remaining interest is held by Samuel Collins, vice-president, who handles advertising and promotion for WCEC Dubois, Pa., and WMRF Lewiston, Pa.

A 1,000 w standard station on 960 kc with unlimited-time is sought by Cour d’Alene Broadcasting Co., Cour d’Alene, Idaho. Burt C. Haga- done is president, holder of 2,500 shares Class A stock. Scripps Newspapers holds a like interest in Class B shares. E. W. Scripps is chairman of the board; J. G. Scripps, vice-president and treasurer; W. Frank Powell, controller; Ann E. Murphy, secretary, are associated with the Scripps League of Newspapers.

Ned Shepler, publisher of the Lawton (Okla.) Constitution, is applicant for a new FM station on 48,900 kc with coverage of 4,600 sq. mi. and estimated cost of $38,000. The Washington (D. C.) Times-Herald requests a commercial television station on Channel & Paper has already filed an FM application.

Filen’s Television Inc., Boston, affiliated with the Federated Dept. Store interests, is applicant for a commercial video outlet on Channel 7.


WKBV to MBS

WKBV Richmond Ind., operated by Central Broadcasting Corp. with 250 watts on 1490 kc becomes a fulltime MBS outlet.

Radio Set Promotion

PLANS for advertising on FM stations are being included in the 1945 promotion drive now in preparation by Stromberg-Carlson Co., Rochester, N. Y., to build up the market for its AM and FM radio receivers and television lines during 1945. In addition to the projected use of FM radio and continued promotion on AM stations—the current schedule including programs on WHAM Rochester and WXR New York—the company contemplates expansion of present campaign in 13 national magazines to include additional space in these publications rather than an increase in the list. Point-of-sale advertising will be re-introduced with novel methods supereeding the traditional techniques. Some phases of plans now in preparation will not get under way until the WPB relaxes restrictions on production for civilian use. Agency is McCann-Erickson, New York.

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BROADCASTING • Broadcast Advertising
"...by the company it keeps"

'A' is for Allegheny Ludlum steel. 'B' is for Bayuk cigars. 'C' is for Conti products. And so on through the alphabet to 'Z' for Zonite. Midway in the alphabet is a big 'M' for Mutual, which serves all these clients, which is proudly known by the company it keeps, and which currently adds more prestige advertisers to its roster.

Three more leaders in three more fields are signing with Mutual within this six-week span:

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>STARTING</th>
<th>PROGRAM</th>
<th>AIR TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>WALThAM WATCH COMPANY</td>
<td>OCT. 11, 1944</td>
<td>SUMNER WELLES</td>
<td>10:10 15 pm EWT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;Time for Decision&quot;</td>
<td>WEDNESDAYS</td>
</tr>
<tr>
<td>UNION PACIFIC RAILROAD</td>
<td>OCT. 15, 1944</td>
<td>&quot;YOUR AMERICA&quot; Variety-Drama</td>
<td>4:40 00 pm EWT</td>
</tr>
<tr>
<td>THE GOODYEAR TIRE &amp; RUBBER CO.</td>
<td>NOV. 21, 1944</td>
<td>&quot;THE ROY ROGERS SHOW&quot; Singing Cowboy</td>
<td>8:30 9 pm EWT</td>
</tr>
</tbody>
</table>

Yes, the move is surely to Mutual, and if you move swiftly, you can still find the best time-buys in radio, at peak listening hours, on this network.

this...is Mutual
CROSBY APPOINTMENTS

APPOINTMENT OF G. F. Gamber as director of industrial relations and standards and promotion of James H. Rasmussen to general sales manager, both in the Cincinnati office, and Harold J. Croxley manufacturing division.

Mr. Gamber was manager of employment relations for the Taylor Inc., Meadville, Pa. Mr. Rasmussen has been commercial manager of the Croxley manufacturing division since 1941. Previously he was assistant sales manager of the Zenith Radio Corp.

Radio Music Project

TO DEVELOP music particularly suited to radio, WHAM Rochester has commissioned three outstanding composers, all Rosetti. The songs are to be written for the medium. They are Dr. Howard Hanson, Dr. Paul White and Jerald Rogers, all of the Eastman School of Music in Rochester, and the U. of Ro- hester and are well-known for their compositions. They will write melodic radio songs of moderate duration acceptance to any station orchestra of average size and with the aid of technicians, can be played with limited rehearsal time. Spring of 1945 is the time set for public auditioning.

Radio Is Found Main Source of News

For Iowa Listeners in Survey by Whan

RADIO is the main news source of a sizable majority of Iowans despite the fact that 94.3% of those interviewed subscribe to newspapers according to a recent survey by Dr. Forrest L. Whan of the U. of Wichita just published by WHO Des Moines. The survey is regarded as a fairly accurate yardstick for the state's entire population since various polls place the percentage of radios in Iowa at 90.2% and upwards.

Breakdown of this question showed that at least 86% of the population was tuned on radio news than men and the general dependency increases from urban to rural segments. In cities, 67.5% of the women and 62% of the men leaned most radio on radios in the same way. The percentage of women in villages the figures stood at 76.7% and 68%; farms 70.4% and 77.9% respectively. The tables listed in the booklet subdividing radio listening into population, sex, age, education, time and whatever other special qualifications happen to be necessary.

Good Any Time

Approximately four out of five people felt that there was enough time during the day or night they could tune not in the type of program they desired. Except for the 7 to 9 period, the percentage dissatisfied was never more than 6.5%

The attitude in general toward the radio is doing is overwhelmingly favorable, the survey shows. Of 7,968 respondents in Iowa, 3% thought a job good and 3.7% a good "job qualified." Specific criticism of certain branches was given by 599 persons of the total number of respondents, the most prevalent complaint being present-day advertising which irritated 59.9%. 4% of the 7,968 respondents. Serial dramas scored 24.3% and among the list were interference and lack of repair, which affected 8.7%

The reasons for set failure in those 3.8% of homes reached in which all radios were not operating were: dead batteries, 35.5%; bad tubes, 31%; defective affadavits, 6.4%; reasons unknown, 23.7%

Of the homes with sets out of order 0.8% have been so for less than one month; 25.6% for two months; 20% for three to six months; 6.1% for six to nine months; 2.4% for more than a year. Power for sets is supplied by electric high lines in 92.4%; shaft or batteries, 16.3% and home generators, 1.3%

Of sets powered by batteries only 0.6% knew which of their batteries were in good condition; 8.5% were dead; 35.7% if in fair condition; 37% unknown. More than a third of the farm sets in Iowa are powered by batteries.

Types of programs favored this year are listed together with comparative data for the past four years. A general decline in which can be noted are: a steady decline during the period in popularity of serial dramas; a marked drop in public service programming; increased popularity since the war of news, straight talks on farming with a steady decline in the next three years; increased popularity since the war of series; a marked increase in the popular musics, such as classical music and more especially complete drama.

Sgt. Flanagan at Peleliu

made a fine target because of his obvious communications equipment including the antenna rising several feet in the air. The antenna must be perpendicular to transmit, making it necessary to stand or at least sit back for hours. "I've learned from this experience," he said, "that for the best quality in combat recordings, you have to have the power with you. Half the quality is lost when the sound is relayed. When I go back to do more recordings in Japan, I hope— I would like to have some special attachment for the mike so my hands would be free. You can't juggle a carabine and a mike on an invasion.

Probably the best arrangement is to have a cable line from the microphone running back to a Jeep or some easily maneuverable vehicle, where there is a generator operating a disc recorder. In that way you record the sound direct.

"We tried with our code," Sgt. Flanagan told BROADCASTING just after he had flown back with the recordings. "When called 'Churchyard Able' calling 'Churchyard Able,' everyone knew who it was. When you interrupted his description, shot the Jap and then continued the recording. The LCC was also a constant target, lying on the beach and in the air, where the invasion craft streaming in under a hail of mortar fire.

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World Series Coverage

"WIDEST radio coverage of a sports event yet achieved by Armed Forces Radio Service," In- formation and Education Division, Army Service Forces, was the announcement of the World Series (BROADCASTING, Oct. 9), heard with unusually clear reception by American sailors, soldiers, Marines, Coast Guardsmen and Allied soldiers in every war theater. Reports came in to AFAS headquarters, New York, and Los Angeles praising the broadcasts and their strong signal. Troops on the road to Berlin said games were a fine morale builder. Men in the field and in hospitals in France, Alaska, India, Iceland, and among the series with great clarity, and a cable from the Red Cross said American internees in Switzerland received the games "loud and clear and with no fading."
Some of the many newsmakers who have accepted Time's invitation to appear on the March of Time and tell America the story of the news they helped to make. We hope you will listen as future newsmakers broadcast their stories over the microphones of THE MARCH OF TIME (sponsored by the editors of Time).

The March of Time joins The Blue Network and cordially invites you to listen to the first broadcast of its new series

ON THURSDAY November 2 at 10:30 P.M. EASTERN WAR TIME

With this program the March of Time changes to the Blue Network.

The same time (10:30 P.M.), the same night you've always listened (Thursday)

—but a different number on your dial beginning November 2.
AFRS BEAMS GRID GAMES TO TROOPS

LIVE, play-by-play descriptions of the top football games of the season are being shortwave to troops world through facilities of the Armed Forces Radio Service, Information and Education Division, Armed Services Forces. In addition to the direct transmission, a 56-minute football countdown complete with scores of all major games is broadcast on practically all beams on Saturday and Sunday.

From the Pacific Coast, Eastern and Midwestern games go out play-by-play on Saturday to the Southwest Pacific, and with the cooperation of the CIAA, to Alaska and South and Central America.

The round-up sent out at a later hour, is beamed to the Southwest Pacific, Alaska and the Philippines. The Sunday professional game selected is sent to the South, Central and Southwest Pacific Theaters, with a recreation or condensation to the South and Southwest Pacific, Alaska and the Philippines. Because of time differences, another recreation goes to troops in the Central, South and Southwest Pacific on Monday.

For the European, Mediterranean and Atlantic Theaters, games are broadcast from East Coast transmission points on Saturday to England, the European continent and the Mediterranean area. Professional games on Sunday go to England, Europe, the Mediterranean, South Atlantic, Africa, Greenland and Iceland.

Saturday broadcast from the Atlantic Coast on the Europe-England beam carries an East Coast game live and, in addition, the last hour of a Middle Western game. In the case of the live games reaching a target area, such as the Southwest Pacific, at an impractical hour for listening, AFRS staffs in the area plan to transcribe the games and rebroadcast locally.

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Y&R RADIO HEADED BY GORDON CATES

GORDON D. CATES, vice-president of Young & Rubicam Inc., New York, and supervisor of the Swan Soap account (Lever Bros.) has been appointed general manager of the radio department, a new title at Y&R. Appointment comes as part of a 100 per cent expansion of the radio department, which is understood to be still in process, and which includes the addition of Thomas F. Harrington, as vice-president and radio director, and of Millard Blum, executive secretary of the Snellenberg store. Contract for the Saturday program, which originates in the Snellenberg store, is for 26 weeks.

YG&R radio executive set-up now includes Harry Ackerman, recently named vice-president in charge of programing, and the easternizing of activities of the radio division [Broadcasting, Oct. 9]. Joseph Moran, associate director; O. D. S. Ryder, assistant director, and radio stationorus, Frederick A. Zaghi, radio manager and Carlos Franco, assistant director, supervising station relations and timebuying.

President Noncommittal on Petrolll Law Case

PRESIDENT ROOSEVELT told a news conference last week that he had nothing to report on the search of the laws being conducted by his aids for a formula. C. Petroillo, president of AFM, with the War Labor Board directive of June 15 calling for resumption of recording operations at RCA Victor, NBC Recording and Columbia Recording Co.

As far as could be learned, no reply has been made by OES Directors. Freshman joint telegram sent Oct. 22 by the recording companies urging swift action to prevent their suspension AFM's demands. A spokesman for Mr. Vinson said it was under consideration.

FLY IGNORES WIRE OF WIGGLESWORTH

FCC CHAIRMAN James Lawrence Fyly up to last Friday had been too busy with allocation hearings to answer the telegram of Rep. William W. Wiglesworth (R-Mass.), member of the House Select Committee to Investigate the FCC, demanding assurance that all of the Bulova station sales of recent months be revoked or "held in suspension status" as of the beginning of the current Congressional recess [Broadcasting, Oct. 23].

At Commission headquarters no comment was forthcoming other than the statement, "The telegram has not been answered." Because action demanded by Mr. Wiglesworth involves decisions by the Commission, though addressed to Chairman Fyly, must be considered by the full Commission.

Rep. Wiglesworth said the assurance that the Commission would revoke or hold in suspension the Bulova transfers would "obviate the necessity of requiring immediate meeting of the Select Committee or further publicity concerning the action taken by the FCC...".

PROPOSAL to allocate frequencies in the ultra high and super high band for unattended satellite stations to increase present satellite coverage has been made by the Post Office and General Electric Co. to the FCC [Broadcasting, Oct. 23].

On behalf of the RTPB, endorsed by the NAB, Mr. Frazier recommended the following allocations for satellite stations:

- 100-120 megacycles for use in receiving transmitters.
- 120-140 megacycles for use as intermediate frequencies.
- 140-160 megacycles for use as carrier frequencies.
- 160-180 megacycles for use as local oscillators.
- 180-200 megacycles for use as mixer frequencies.
- 200-220 megacycles for use as subcarrier frequencies.
- 220-240 megacycles for use as subcarrier frequencies.
- 240-260 megacycles for use as subcarrier frequencies.
- 260-280 megacycles for use as subcarrier frequencies.
- 280-300 megacycles for use as subcarrier frequencies.

On the basis of the above allocations, the General Electric Co. has concluded that it will be possible to use the existing transmitters without modification for the proposed satellite system.
Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem — and a Weed man was there first. In-person presentations, from coast to coast, of sales-able stations from coast to coast, are Weed’s forte. Advertisers and time buyers recognize the expression “Nationally Represented by Weed & Company” as meaning business — stations know it means more business.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
Election Eve Network Spots Grabbed

Last Hour Reservation By Democrats Caps Republican Show

REPUBLICANS and Democrats are jockeying for position on national networks to secure the word to the American people as the election approaches.

The Democratic National Committee has settled on its last hour reservation of the campaign airwaves beginning at 12:15 a.m. Nov. 6. The Democrats have purchased time on all four networks for 10-11 p.m. Nov. 6.

In this election, more prominent than in any other, both major parties have turned their promotion barrage guns on the American people through the facilities of radio.

If present schedules hold, by election day President Roosevelt will have devoted a total of 3 hours and 39 minutes to broadcasting to the American people in the interest of his campaign for re-election. This is based on the assumption that the three broadcasts he has made and the three he has scheduled for the future represent his total time on the air.

Gov. Dewey will have bettered this record by devoting a total of 8 hours and 30 minutes to actual broadcasting, plus two hours of full network re-broadcasts of his speeches.

These statistics take into consideration only the network time employed by the candidates themselves in appealing to the American voter. They don’t represent, of course, the vast coverage which has been obtained through radio by the various political candidates, by other speakers and by organizations interested in promoting the aims of one party or the other.

President Roosevelt has one broadcast scheduled between those in Philadelphia and Chicago last Friday and Saturday and election eve (9:30 p.m., Nov. 4 on CBS and NBC). It is possible that another Roosevelt appearance will be scheduled this week, although confirmation has not been forthcoming.

Gov. Dewey has four more radio addresses scheduled between this time and the campaign’s conclusion, the last one being a 15-minute address, possibly from Albany, during the hour-long program scheduled on all networks by the GOP Committee of Coordination. It is perhaps more dramatically apparent in this major election than in any other that the welfare of the candidates depends to a major extent upon their radio appeals to the people.

It has been noted by experts, among them Professor Louis Foley of Western Michigan College of Education, Kalamazoo [Broadcasting], that President Roosevelt’s last broadcasts on the air has greater selling qualities than any other Republican candidate who has faced up against President Roosevelt. TheHowever, it is generally conceded, will depend to a large extent upon the performance of the two parties during their broadcasts winding up the campaign.

Speakers Not Announced

Other important schedules for the home stretch include, for the GOP, two women’s afternoon broadcasts, Oct. 30, 3:30-3:45 p.m. on the Blue and Nov. 30, 12:15-12:30 p.m. on the Blue; three addresses by Gov. Dewey: Oct. 31, 9:30-10 p.m. MBS, Nov. 2, 8:15-9 p.m. CBS and Nov. 3, 8:30-9 p.m. on the Blue.

In addition to the periods already listed, the Democratic National Committee has purchased 10:15-10:30 p.m. on MBS, Oct. 30 and 8:45-9 p.m. on the same network the following night; 10:45-11 p.m. on NBC, Nov. 2, 11-11:15 p.m. on Blue and MBS, Nov. 4, with no speakers announced for any of these times. Roosevelt-Truman ticket will also be promoted in broadcasts sponsored by the Liberal Party, Oct. 31, 10:30-11 p.m.; by the Independent Voters Committee of Arts and Sciences for Roosevelt, Nov. 2, 10-10:15 p.m. NBC; CIO, Nov. 2, 10:15-11 p.m. NBC; ILGWU, Nov. 2, 10:15-10:30 p.m. Blue; Teamsters Union, Nov. 3, 9:30-10 p.m. NBC.

Home-Street Schedule

Dumm Acquires 25% of KPAS; KROW to Sackett and Lasky

Transfer Will Settle Two Duopoly Situations; Dumm Negotiating for Other KPAS Stock

By DAVID GLICKMAN

A DOUBLE-barreled station trans- action which would settle two “duopoly” situations was in the making last week, involving KPAS Pasadena and KROW Oakland. Wesley I. Dumm, controlling stockholder of both KPAS and KROW, has been planning to acquire the station for approximately $250,000 to Sheldon F. Sackett, Oregon publisher and station owner, and has now agreed to acquire an approximate 25% interest in KPAS from J. Frank Burke for about $100,000 with control to be procured from other stockholders.

It was ascertained that Mr. Burke had sold his interest in KPAS to Mr. Dumm, subject to FCC approval. This transaction involves 625 shares of common stock, of an aggregate of 2,550 shares of stock in three classes. KPAS is said to be valued at $400,000.

May Buy Other Stock

Negotiations are under way for Mr. Dumm to acquire additional stock from among some 12 other stockholders, thus making him principal owner of KPAS. The transaction provides that Loyal K. King, general manager and also a stockholder of KPAS, will continue in his present capacity. He is a son-in-law of Mr. Burke.

Mr. Burke also operates KFVD Los Angeles and is required to divest himself of one station or the other under the FCC multiple ownership regulation barring ownership by an individual of more than one station in the same market. With the war’s end, KFVD management will revert to J. Frank Burke, Jr., now a lieutenant (j.g.) in the Navy.

Mr. Dumm is president of Associated Broadcasters Inc., which owns and operates KFSD San Diego, along with the giant international shortwave stations KWID and KWX.

Stock Transfers

Under the duopoly regulations, Mr. Dumm is disposing of his interest in KROW. Mr. Lasky, now a 17 1/4% stockholder, would acquire approximately 35% under the new ownership, with Mr. Sackett, owner of KOOS Marshfield, Ore., and publisher of the Coos Bay Times, as the majority stockholder, subject to FCC approval.

Associated Recording Studios, division of Associated Broadcasters Inc., is establishing a Hollywood unit at 6787 Hollywood Blvd. These studios, it is reported, also will be used by KPAS for broadcast purposes. Building remodeling, re-ordering equipment and studios will represent a reported investment of $100,000.

NEW AFL SERIES ON 4 NETWORKS

PLANS for a series of weekly educational programs during 1945 by the American Federation of Labor, under an agreement with the four major networks, are provided in a tentative schedule announced by the AFL. Beginning Jan. 7 a 13-weeks program entitled Labor Forum will be scheduled on NBC on Sunday 1:15-1:30 p.m.

A 13-weeks series entitled Help Wanted starts on CBS in the spring at a time to be announced later. Beginning in midyear a 26-weeks series will be on NBC scheduled on Saturday 6:45-7 p.m. on the Blue, name of program as yet undecided.

In addition, there will be a series of spot programs on Mutual.

Blue Sales Realignment Headed by C. P. Jaeger

C. P. JAEGER, formerly network sales manager of the Blue Network, has been appointed to the new post of general sales manager in charge of the consolidation of the Blue’s sales activities, announced last week by Chester J. Lazich, Blue vice-chairman.

Under the new set-up, which becomes effective immediately, Mr. Jaeger will combine sales and national spot sales, operation comprising network sales, national spot sales, cooperative program and program sales, formerly operated as separate divisions, but each division will now operate as a part of the general sales department.

Mr. Jaeger, formerly national sales manager, has been named assistant general sales manager. He will continue supervision of national spot sales as a part of his new duties. D. R. Buckham remains as eastern network sales manager and Stanley Florsheim as head of cooperative programs. With the creation of all sales activity of the Blue Network, Mr. Jaeger said that one of the first things he will do, is to give all advertisers a broader and better rounded sales service.

Gene Cagle Named Head of Texas Net and KFJJ

ELECTION of Gene Cagle, general manager of Texas State Net and KFJJ Fort Worth, as head of both entities, was announced last week following a board meeting of the company. He had previously served as secretary and a member of the board. The 31-year-old Cagle, former Texas Christian football star, joined KFJJ in 1933 as an announcer. The Texas State Net is owned by Elliott Roosevelt, second son of the President, Mr. Cagle also owned the WACO Waco.

In 1941 he became manager of KFJJ and TSN, and assumed executive direction of the station, before joining the original Roosevelt group—KABC San Antonio, KOW Austin, and KFJJ Fort Worth. TSN and the four owned and operated stations are owned by Charles Roosevelt, oil executive, 45%; Mrs. Richard W. O’Connor, oil executive, 18%; Mrs. Ruth Googins Roosevelt Eidson, former wife of Col. Wages E. Roosevelt, Jr., 15%; and Eugene Cagle 10%. The former Roosevelt interest is now held by Mrs. Eidson and her three children.
All with the same idea

That's a picture of the famous Puget Sound Salmon Derby. Each boat wants to get the top haul. It only happens once a year.

But every day advertisers are in a derby to get the top haul in radio audience. Not just quantity. But quantity at the lowest cost.

Here in Baltimore the answer is easy. You don’t have to study a lot of figures. Or call in the brain trust.

You simply look at three figures concerning the stations you now use. First, you look at the station’s coverage. Then, you check the listeners. Then, you take the total cost to find out what each listener costs you.

Do that and we know what your next buy will be: W-I-T-H, the successful independent station. W-I-T-H that delivers more results per dollar spent than any other Baltimore station.

Baltimore, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed

October 30, 1944  *  Page 15
FCC Chairmanship Hinges on Election

Porter and Reinsch Are Mentioned Frequently

For Position

NOW THAT James Lawrence Fly's departure from the FCC in mid-November is all but publicly confirmed, although Washington is wagging feverishly about his successor as chairman of the FCC and of the Board of War Communications.

A Roosevelt election victory, according to the speculation (and it's a safe speculation that the FCC radio post to one of two workers in the Roosevelt Fourth Term vineyard—Paul A. Porter, the Republican National Committee publicity director, or J. Leonard Reinsch, Committee radio director. There is even talk about both landing on the FCC, since, with Mr. Fly's imminent resignation, there would be two vacancies. One has existed since Comdr. T. A. M. Craven left June 30 to become vice-president of Cowans Broadcast.

Porter Experienced

Mr. Porter, by dint of rank and age, as well as Government stewardship, presumably would be first choice for the chairmanship, should both Fly's and Mr. Reinsch's come available.

A Dewey victory on the other hand, probably would see the FCC worked over from stem to stern. Gov. Norman S. Case, Republican veteran of the Commission, would appear the Republican chairmanship choice. But beyond that, it's anybody's guess. There are several men adept in radio surrounding the GOP nominee, and it is logically presumed that one or more would be a worthyl FCC reward. This presupposes also that other members of the Commission, whose terms run variously from one to seven years, would tender their resignations following custom.

A Porter or Reinsch appointment (or both) would win the plaudits of most broadcasters, irrespective of political faith. Both Mr. Porter, who is 40, was CBS manager since 1927, and Mr. Reinsch, just 36, is the managing director of the Gov. James E. Cox stations—WSB Atlanta, WOR Miami and WHIO Dayton. He is one of radio's best known and brightest young men, and a practical broadcaster of wide attainments.

There are those who see the chairmanship under a Roosevelt appointment (or both) as a radical Commissioner Clifford J. Durr, Alabama Democrat, who is pro-CIO and favor relations and private comments, is out of sympathy with commercial radio in its existing form. It is believed, however, that if appointed, he would face a brutal battle for confirmation, because the opposition would reach unprecedented proportions.

For what it's worth, there is the conjecture that if Mr. Porter wants him to take the chairmanship and that he (Fly) would clear it in the appropriate places. Mr. Porter has been non-committal. He has told friends he has another job to finish now, and that he would prefer to sleep awhile before tackling a new one.

Not to be overlooked in the armchair quarterbacking is E. K. Jett, newest FCC member and its chief engineer prior to his appointment as an Independent early this year. With weighty technical allocation questions immediately ahead, his elevation to the chairmanship would win practically universal approval in the broadcast circles. He could qualify for chair-

man either under a Democratic or Republican administration, and there is no question raised anywhere about his ability.

Fly Remains Silent

Mr. Fly has maintained a sphinx-like silence about his impending retirement, but he studiously avoids denying it. He has told friends by the dozen he will leave after the Nov. 7 elections. The best information is it will be Nov. 18. There are even reports he has already submitted his resignation to the President with an effective date, and with the plea that he be accepted, for personal reasons. When it comes, observers expect it to be a "Dear Larry" letter.

With something more than rumor to back it, this publication has been told that Mr. Fly already has rented offices in the RCA Bldg., 39 Rockefeller Plaza, New York, for his law practice. These sources even venture the suite number (613). This same source relates Mr. Fly has rented an apartment on East 56th St. More speculative is the suggestion that Miss Charlotte Gallap, Mr. Fly's confidential secretary, who has served him for about a decade, will join him in his private practice. Miss Gallap was with Mr. Fly when he was general counsel of TVA. Peter Shuebruk, Mr. Fly's legal assistant, also reports relate, will be associated with him, too.

Mr. Fly can represent Muzak and Associated Music Publishers, which aspire to nationwide "subscriber radio" service, sans advertising, if he likes. William B. Benton, executive vice-president of AM, is now owner of all the common stock of Muzak and AMP, has offered him the job of chairman and executive post. [Broadcasting, Oct. 16 and previous issues].

He also has received proposals from several other companies—one understood to be the American Express Company. It is doubted whether Mr. Fly will represent radio clients before the FTC. There would be nothing to prevent him from doing so, however, provided he didn't handle matters which were pending during his FCC incumbency, which began in September 1939.

Sponsored Hour Gains Are Reported by Blue

THE BLUE Network reports a total of 32 sponsored station hours per week during the month of October, an increase of 113% over the comparable month last year. The figure was 4,162 hours per week. Reviewing business gains during the nine months of the current term, the network finds that 33 new national advertisers have contracted for time, with the result that 92% of all evening network optional time is sold, while 71% of network optional time is sold for the daytime present.

In October, 1944, the report states a total of 41 nighttime commercial programs were carried by an average of 145 stations per program, a 57% increase over a year ago when 31 programs were carried by an average of 106 stations. In the same month 33 daytime sponsored programs were carried by an average of 163 stations per program, a 51% increase over a year ago.

Sloan Auditions

DR. EARL S. SLOAN Inc., New York, will discontinue Gangsters on 91 Blue stations Friday 9-9:30 p.m. following the broadcast of Jan. 5, also the date on which the account leaves Warwick & Lippincott Inc., New York. Mr. William R. Warner & Co., New York, parent company, has assigned four agencies to submit programs in preparation for making an appointment, probably sometime in December.

'Voice' Expands

VOICE OF PROPHECY Inc., New York, D. W. Taylor, director, has added stations to the 445 carrying Voice of Prophecy half-hour religious programs, to the report through Oct. 16. Contract for 52 weeks was placed by George C. Hoskin Assn., Chicago.

Sponsorship Case Delay Is Requested

Additional Time Sought To Clarify Proposals

(See earlier story on page 24)

POSTPONEMENT of oral arguments on the FCC's proposed identity rules from Nov. 10 until about Nov. 24 was recorded likely last week, on petition of the NAB and following informal discussions of radio attorneys with the Commission.

Seeking additional time to explore means of clarifying the proposed new rule, Philip G. Loucks, former NAB managing director, retained as special counsel for the NAB, said a petition would be filed seeking postponement of the date for filing of briefs from Nov. 1 to Nov. 15 and postponement of the scheduled arguments from Nov. 10 to Nov. 24 at the earliest. It was thought the Commission would be favorably disposed.

Informal Discussion

At an informal discussion last Wednesday, FCC General Counsel Charles E. Porter, General Assistant General Counsels Rosel H. Hyde and Harry Potkin discussed with the industry group the scope of the proposed rules, which has been drafted pursuant to Sec. 317 of the Communications Act, requiring appropriate identification of program sponsors. Mr. Loucks, the informal discussion was participated in by Robert Bartley, NAB executive staff; F. M. Russel, NBC Washington vice-president; Earl H. Gammons, CBS Washington director; Julius Brauner and Sutherland Taylor, CBS attorneys; Robert Swezey, WGN Chicago; and Robert C. Emmanuel Dannett, Mutual attorney. NAB President J. Harold Ryan also was present during part of the discussion.

Greatest concern, it is understood, was expressed over the literal interpretation of Sec. 317, and more particularly the phrase, requiring the identification of those who may supply program material but do not sponsor programs. It is generally felt the desired result could be achieved through redrafting of this provision. Further conversations are likely preparatory to the filing of briefs for oral argument.

George Kincaid

DEATH of George Kincaid, 47, owner of KFJJ Klamath Falls, Ore., on Oct. 21, was reported last week by the station. It was survived by his mother, Mrs. J. A. Kincaid. Mr. Kincaid recently contracted for the sale of KFJJ to Mr. W. B. Miller, contractor and lumberyard owner in Klamath Falls, for about $110,000. The contract awaits FCC approval.

KFJJ was established by Mr. Kincaid in 1929. He added a law degree in the past and was templated in station management, with Jack Keating continuing as director.

BROADCASTING • Broadcast Advertising
Radio Leads Other Media, Says FTC

Leading Industries Increase Air Budgets

By JACK LEVY

ALTHOUGH reduced from the standpoint of total expenditures, radio advertising is the most important medium used by 17 leading industries, according to FTC reports gathered by the Federal Trade Commission under the nation's anti-trust laws. The report entitled "Advertising as a Factor in Distribution," transmits an increase in last year's total.

The report, part of an overall study on Distribution Methods and Costs, was undertaken by the Commission for fact-finding purposes under a resolution adopted June 27, 1940 under Section 6 of the Federal Trade Commission Act. Summaries of the report are now available to the advertising industry and copies of the full reports are expected to be on sale in a few months by the Government Printing Office.

Initiated as a study of normal peacetime distribution, the report contains the following highlights:

Highlights of Report

1. A large part of the total advertising budget of 548 companies during 1939 was spent in radio than any other medium. Radio advertising accounted for 23.9% of all the total media expenditures by these companies in that year.

2. Manufacturers of cereals devoted 54.9% of their advertising expenditures in 1939 to radio and four mills devoted 44.6%.

3. Radio advertising has had the most rapid growth of any medium during the last seven years, outpacing by large advertisers during 1943 exceeding the previous year by 83.7%.

4. Advertising expenditures of 2,716 manufacturers in 1940 ranged from a minimum of 0.06% per dollar of sales, in the clothing industry, to 13.94% per dollar of sales for drugs and medicines.

5. During the months of August to 1939 there was an increase of 34.3% in the number of advertising agencies and an increase of 108 agencies for services to clients. Agencies numbered 1,628 in 1939 and received for services $97,372,000.

6. A study of the advertising expenditures of 1,527 large retailer organization with total sales in 1939 of $481,156,224 shows a range in advertising cost per dollar of sales of 0.5% in the clothing industry to 4.35% for women's clothing stores.

7. Cooperative advertising in the automobile industry between manufacturer and dealer has been virtually eliminated as a result of the war and has been replaced by institutional advertising by the industry to keep company names and makes of cars before the public pending return to civilian production. Whether this will affect post-war advertising arrangements "cannot be stated."

8. In the opinion of large retail stores, "there is a distinct trend in some lines for manufacturers to turn from straight national advertising to dealer cooperative advertising in the media which reach their products in the marketplace."

9. Competitive granting of advertising allowances by manufacturers of articles or brands which may be substituted one for the other "may increase the distribution costs of all manufacturers concerned to an extent out of all proportion to any increase that may occur in sales of the products of such allowances are given."

"Where this occurs... consumer prices of manufacturers' nationally advertised products and nationally advertised brands are increased, as to favor the development of distributor-owned brands and the sale of unbranded or unadvertised brands at lower prices."

Advertising Value

In a summary of its report, the Commission relates the advertising industry to the agency's responsibility for advertising competition and safeguarding the consumer. It recognizes the value of advertising in reducing consumer prices and in establishing consumer interest in establishing products and brands. It points out that when advertising is employed to popularize a particular product or business, its effect may be merely to shift consumer demand from one brand to another without increasing the total volume of goods sold.

"Advertising," the Commission finds, "may be informative, truth-ful or deceptive, attractive or repulsive, to the consumer when used to express the characteristics of all manufacturers or distributors of a particular product, or by makers or distributors of substitute products, its effect may be to increase distribution expenses, which must either be borne by the consumer through high prices or by the advertisers through diminution of profits."

"On the other hand," the report declares, "advertisers and dealers in a new product may attract the public demand to this product and reduce the production cost may be radically decreased."

Views Agencies' Growth

The Commission states that the broadening distribution of advertising among different industries and trades, the expenditures per medium for advertising show a decrease in certain lines of consumer goods such as drugs and cosmetics and food specialties and smallscale for heavy chemicals, semi-finished products and durable capital goods. It also shows wide variation in advertising among trade with a larger market and competition for trade among producers for different types of products and competition respect to products in a single line.

The report points out that advertising, "like other commodity devices... is susceptible of use as a means of unfair competition."

"There is also a possibility that advertising allowances granted to dealers "may be the means of discriminating against small customers... classes of customers" and when granted by a single manufacturer to "a favored few hard-bargaining customers" has a tendency to spread to other customers and to bring about a reduction in the ethics until the entire industry or trade is involved.

Although the importance of advertising in the U.S., the report points to the growth of advertising expenditures from 1935 to 1939 and states that Publishers' Information Bureau figures show advertising expenditures by 401 large advertisers during 1941 of more than $250,000,000. During 1940, the total spent by 2,548 manufacturers for advertising the Commission was $483,500,000 as compared to the aggregate sales by these companies of $864,155,000, or an average advertising expenditure of 1.87 cents per dollar of sales.

Although expenditures by the companies covered in the analysis went higher for radio than for any other media, only one out of four used radio. The 17 industries for which manufacturers accounted for 75% of the advertising outlay with meat processors went to national media. Radio, newspapers and material furnishers dealers while cereal manufacturers and flour millers spent 57% and 45% respectively of their advertising funds for radio.

Coffee processors devoted 34% of their advertising to newspapers and men's and women's dress manufacturers spent 55% of their funds in national media. Other manufacturer expensed 48% of their budgets in trade journals; carpet and rug manufacturers put 40% of their expenditures in national magazines.

The Commission found that 439 wholesalers with total net sales of $439,216,519 in 1939 spent an average of .39% of a cent per dollar of advertising while 1,529 retailers with aggregate sales of $481,156,224 spent approximately .7% of a cent per dollar of sales. Based upon their total distribution costs, advertising expenditures ranged from 2.8% in the case of retail lumber dealers to 12.6% for women's clothing stores.

The report reflects the Commission's investigation of the practice of cooperative advertising, discussing advertising allowances in the automobile industry, tire and tube, household electrical appliance, paint and varnish, petro- leum and coal, women's clothing, women's clothing, women's hosiery and rayon industries. It also divided its history, based on their opinions regarding cooperative advertising, many of its users found coffee was apathetic while the others commending it as a vehicle for obtaining more active sales efforts from retailers.
Kobak Mentioned for Mc Clintock Post

Slated For Conference With MBS Officials, Stockholders

NEARLY simultaneous announcement last Tuesday of the resignation of Miller Mc Clintock as president of Mutual and of Edgar Kobak as executive vice-president of the Blue, gave rise to some sweeping changes in the cooperative network and probable selection of Mr. Kobak as Mr. Mc Clintock's successor.

Mr. Kobak's resignation, as was furtively announced, was to confer with Mutual executives and stockholders in New York over the weekend, but with little likelihood that prompt decision would be reached. A meeting of the MBS board and of its stockholders, presumably would be a necessary prelude to an action.

Alfred J. McCooker, Mutual board chairman, had talked in preliminary fashion with Mr. Kobak earlier in the week, but there was no sign that the resignations were in any wise related.

Several Proposals

In Chicago late last week, Mr. Kobak said he had talked over a number of proposals, some in radio and others in the publishing field, but added he had no intention of "getting out of radio." His decision to leave the Blue was approached by both sides of the reorganized structure, though he had confidence in the network's future. Since the change in executive direction of the Blue last month, reports had persisted that he might leave since many of his executive duties largely remained in the hands of Chester J. LaRoche, Blue executive committee chairman and chief operating head.

Mr. Mc Clintock has not announced his future plans, and it is not certain whether he will remain until expiration of his contract Dec. 31. It is retained that a successor to Mr. Kobak on the Blue will be chosen. Mr. McCooker said that Mr. Mc Clintock's retirement is in accord with "the terms of the original agreement." The board will announce a successor "in the near future," he added.

Mr. Kobak, former vice-president of NBC in charge of sales and national affairs, became the network's Blue president, in building the network after its separation from NBC two years ago, has become one of radio's best-known figures. He was a vice-president of Lord & Thomas, New York, from 1936 until 1940. Former president of the Advertising Federation of America, while a publishing executive with McGraw-Hill, Mr. Kobak has been mentioned as the possible successor to Harold Ryan as president of the NAB. Mr. Ryan has agreed to serve only until July 1, when his proposals to return to his vice-presidency of the Fort Industry Co., station operators.

For some months, Mr. McClin-
tock's retirement from Mutual has been conjectured, upon termination of his contract Dec. 31. He was the network's first paid president, having assumed that position in Nov. 1942. He came to Mutual from his post as executive director of the Advertising Council.

Aside from the association of Mr. Kobak's name with the Mutual helm, it is understood the proposal had been made that Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, West Coast adjunct of Mutual, and an executive vice-president of Mutual on the Coast, be transferred to New York temporarily to reorganize and vitalize the network's operations. Mr. Weiss, according to these reports, was unable to accept because of the pressure of activities on the Coast and because Thomas S. Lee, president of Don Lee, was loath to see him leave, even temporarily.

Stanton's Name Heard

Another name mentioned in connection with Mutual, for which confirmation is lacking, is that of Dr. Frank N. Stanton, dynamic young vice-president of CBS in charge of stations. Whether Dr. Stanton entertained the offer could not be confirmed last week.

Mr. McCooker, in announcing Mr. Mc Clintock's impending retirement, did not amplify that statement other than to say that the board probably would meet sometime in November to name a successor. At the same meeting, the date for which had not been set, it is expected C. M. Campbell, advertising manager of the Chicago Tribune, will be elected to the Mutual board to succeed W. E. Macfarlane, who died unexpectedly Oct. 9. Mr. Macfarlane also was chairman of the Mutual executive committee, as well as head of WGN Chicago.

Blue Meeting

Meeting of the Blue stations advisory and planning committee with top executives of the network in Chicago last Thursday was expected to produce some statement of the Blue's plans for handling new studio construction, FM, television, facili-

mile and other future developments which had been under Mr. Kobak's supervision.

Internal disagreement over operating policies within the MBS executive organization, which recently led to the resignation of E. L. Russell, general sales manager and earlier in the year to that of Richard Connor as head of the network's station relations, are presumably responsible for Mr. Mc Clintock's retirement as well.

Addressing a meeting of Blue employees Tuesday morning, Edward J. Noble, chairman of the Blue, and Mark Woods, president, expressed regret at the departure of Mr. Kobak and paid tribute to his work in building the network to its present position. Both executives made it clear that no further changes in key personnel are anticipated, with Mr. Woods stating that he will remain with the Blue. He attributed Mr. Kobak's resignation to disagreement with the policies recently instituted by Mr. LaRoche, as chief operating official of the network, describing it as no sudden act, but the result of long contemplation. Mr. Kobak is retaining his stock interest in the Blue, under- standing that it is subject to 25% of its standing shares, purchased last December when Mr. Woods also acquired a like amount of Blue stock.

Mc Clintock Comments

Mr. Mc Clintock said: "My term of service with the Mutual Broadcasting System has been in accordance with the original agreement with the board of directors of the corporation. The position has afforded two years of the most stimulating and interesting activity in which it has been my pleasure to engage.

"Due to the fine cooperation of the shareholders, the affiliated stations and the enlarged staff, Mutual Broadcasting has had the privilege of increasing its sales by approximately 100% and has made constant progress in the quality of its service. I firmly believe that the Mutual plan of operation is fundamentally sound and will, in the years to come, prove a splendid service to business and to the general public."

KOBAK LETTER

Dear Ed:

This is the hardest letter I have ever had to write. I have decided to leave you and my other associates on the Blue Network. I feel that the major part of the task that was put before us over four years is about completed. The Network has reached maturity, if that's possible for a network, and the new people and new ideas can help it grow faster from this point on.

The things that I like to do best have to do with planning and building, and I feel that the foundation and structure have been laid now and now it is time for strengthening and improving. There isn't much left for me to do among the things that I prefer to do, so I feel this is probably a good time for me to make this move.

I have every confidence that the Blue's present organization is going to achieve leadership from all standpoints in the broadcasting industry and I hope that some of the standards that I helped to establish, along with our employees, will be a real factor in reaching that position.

I wish you, Mark Woods, Chester LaRoche, and my other associates and old friends the success that I know you are striving for, and that you deserve, and I want you to thank you personally for your kindness and your patience, and for the help that you have given me at all times. The friends that have grown between us is one that I hope will grow closer as time goes on.

Sincerely,

EDGAR KOBAK

NOBLE LETTER

Dear Ed:

It was with the greatest regret that I received your letter of resignation. I am extremely sorry that you are leaving the Blue Network.

Ever since the Blue Network was separated from the National Broadcasting Company in January of 1943, its progress has been guided, in great part, by the talents and abilities of you and of Mr. Woods. I know something of the difficulties you faced in that task. You did the job with your usual capacity and hard work.

We, who are newer at the Blue Network, have a deep appreciation of the organization that you built. As you point out, the foundation of the Blue has now been laid and we are moving rapidly to build the type of network that you envisioned.

I have the greatest faith in your ability and I am hopeful that, in your future activity, you may have even greater success than has been your lot as head of the Blue Network. I know that our friendship will continue, for like you I value it highly.

I appreciate more than I can say your expression of confidence in the future of the Blue. We all here will miss you, and Mark, Chet and I sincerely hope that you will find happiness in your future work.

Sincerely,

EDWARD J. NOBLE
Within the next fortnight FM and television manufacturers and broadcasters may know how to gear their postwar efforts. A decision by the FCC on spectrum allocations, based on hearings which will conclude this week, may be forthcoming immediately.

That disclosure was made by Chairman James Lawrence Fly last Thursday afternoon as Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co., concluded the television phase of the hearings with a proposed compromise to iron out the differences between proponents of present-band video and those who see the art's future in the higher spectrum.

"We expect to give prompt consideration to allocations at the close of these hearings," said Mr. Fly, who is slated to leave the Commission Nov. 15 to enter private law practice.

Propagation Data

"We hope to conclude these hearings at as early a date next week as possible," he continued.

Speeding up proceedings originally scheduled to close today (Oct. 30), the FCC was to sit Saturday, meet at 2:15 p.m. Monday for other new services, including taxis, buses, railroads, etc., and hope to complete the hearings Tuesday. Chairman Fly announced that the KTPB then would present summaries and he expressed the hope that all conflicts will have been resolved. Any witnesses with additional evidence or rebuttal testimony will be heard.

Meanwhile the first propagation data in the 8-100 mc band, declassified Oct. 18 by the Joint Chiefs of Staff [Broadcasting, Oct. 23], was placed in the record Thursday in the form of graphs by Dr. Lynde P. Wheeler, chief of the Technical Information Division, FCC Engineering Dept. Dr. Wheeler said members of his department would present detailed information before the hearings adjourn.

In addition other witnesses last week disclosed considerable new propagation data which heretofore had been classified. Commissioners and engineers alike were of the opinion that the declassified data will be of immense value to the FCC in deciding allocations for FM and television. On the other hand it was pointed out that propagation data above 100 mc still is in the classified category and not available for public use.

Based on cross-examination by Charles R. Denny, FCC general counsel; George P. Adair, chief engineer, and Commissioners, indications were that the FCC is thinking in terms of 88-108 mc for FM, with some television channels below 88 mc and some between 108-300 mc, with a good portion of the band above 400 mc set aside for development of higher-definition video. Chairman Fly gave outward indication that he personally favors the better-definition pictures. Commissioner E. K. Jett held television eventually will be in the higher spectrum, although in his questioning he indicated a leaning toward present-band video until the higher-definition is fully developed.

Ultra-High Video Is Rebutted by RCA-NBC

By BILL BAILEY

This issue of Broadcasting was produced under difficult circumstances created by a three-day stoppage of printers in Washington because of war conditions, during which the Regional War Labor Board in Philadelphia and the National Board in Washington interceded, compositors at 27 commercial printing plants did not report for work last Monday, and remained absent until late Wednesday when the dispute was settled.

Consequently it was necessary for Broadcasting to distribute linotype production among several plants. When the labor dispute was arbitrated, composition from these plants was rushed to the Darby Printing Co., where Broadcasting is printed, and locked in Darby forms for the run. Only late-breaking news was set in Broadcasting's conventional type styles.

Unorthodox appearance of news columns, which display about six different type faces, was accepted as a lesser evil than missing a deadline, a circumstance which has not occurred in this publication's 13-year history.

Broadcasting has occasion again, as it did Oct. 16, when a threatened work stoppage necessitated un conventional makeup, to thank those among its advertisers who have permitted re-scheduling of their copy in order to assure publication on schedule.

Hogan Foresees Broad Field For Development of Facsimile

A complete nationwide facsimile broadcast service can be accomplished with but 20 channels 100 kc wide in the 100-200 mc band, while the public and emergency services such as police, fire, railroads and others may transmit facsimile on a large scale without increasing the demand for channels, John V. L. Hogan, chairman of Panel 7, Radio Technical Planning Board, told the FCC last Friday as hearings began in facsimile allocations.

"All services except broadcast facsimile may be properly accommodated without increasing the demand for channels, by specifying that A4 emission (facsimile) may be used in place of A5 (telephone), or A2 (tone telegraph), or even A1 (keyed telegraph)," said Mr. Hogan, president and part owner of WQXR-WQXQ, now controlled by the New York Times. Facsimile can be adapted to any channel on the frequency limits of the particular channel, he added.

Full Competition

In asking for 20 channels 100 kc wide, Mr. Hogan said that service would permit 10 transmitters in the largest area, thereby affording full competition. He referred to broadcast facsimile as the "magic writers' or "radio printing presses" for the homes and offices of our nation, and sooner or later it will (Continued on page 87)
"Speak forcefully, Wilbur—let's attract attention!"

Sure, any announcer can get differences of a minor sort into his voice—and sure, there are minor differences between the voices of various announcers.

But if you want your commercial to stand out, why fight for the tiny difference-potential in the human voice? Why not use Sonovox, and have your piece spoken by something “out of this world?”

Words spoken in Sonovox voices make people stop—listen—remember. And when they remember, radio results go up.

Sonovox is not inexpensive. It costs dough. It's only cheap when you consider how much it increases radio's effectiveness—and at what a small percentage of time-and-talent costs.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives

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FIVE ANNOUNCEMENTS REGARDING

The Cowles Stations

1. The name, Iowa Broadcasting Company, is changed to COWLES BROADCASTING COMPANY.

2. This corporation, directly or through subsidiary companies, will operate five radio stations:
   - KRNT Des Moines
   - WNAX Sioux City-Yankton
   - WOL Washington
   - WHOM Jersey City-New York
   - WCOP Boston

3. Executive personnel of The Cowles Stations includes:

   T. A. M. CRAVEN, vice president, who recently completed a seven-year term on the Federal Communications Commission, will be the senior executive and technical advisor of all Cowles Stations, with headquarters at WOL Washington.

   CRAIG LAWRENCE, vice president, formerly manager of KRNT Des Moines, will directly supervise the operation of WHOM Jersey City-New York and WCOP Boston, making his headquarters in New York at WHOM.

   MERLE JONES, who recently resigned as manager of the Columbia-owned station, KMOX St. Louis, has moved to Washington as general manager of WOL.

   PHIL HOFFMAN, vice president, formerly manager of WNAX, will supervise operation of KRNT in Des Moines and WNAX Sioux City-Yankton, with headquarters in Des Moines.

   DON INMAN, formerly Waterloo manager of WMT, is now general manager and vice president of WNAX Sioux City-Yankton, with headquarters at Yankton.

   A. N. ARMSTRONG, jr., formerly assistant manager of WCOP and WORL, is now general manager of WCOP in Boston.

4. TED ENNS, national sales manager of the Cowles Stations, has established headquarters in New York at WHOM. All Cowles Stations will be represented in the national field by The Katz Agency, Inc.

5. Extensive plans are under way for further improvement of the programming on all these stations. As war restrictions are lifted, physical facilities of all the stations will be expanded, coverage further extended, and a program of expansion into frequency modulation and television will be launched.

COWLES BROADCASTING COMPANY

GARDNER COWLES, JR., President

JOHN COWLES, Chairman of the Board
WHOT
SOUTH BEND, INDIANA
SOUTH BEND'S PROGRESSIVE NEW RADIO STATION

Serving Northern Indiana and Southern Michigan

WHOT, a progressive wide-awake radio station serving the Northern Indiana-Southern Michigan area, offers you coverage of a vast audience of able-to-buy workers ... an audience that won't get your sales message via Chicago, Detroit, or Indianapolis stations. Complete your radio coverage of Indiana and Michigan with WHOT in the South Bend-Mishawaka-Niles area.

The BLUE Network

WHOT and WHBU
are represented nationally by
WEED & COMPANY
New York — Chicago — Detroit — Boston — San Francisco — Hollywood

WHBU
ANDERSON, INDIANA
INDIANA'S SECOND-OLDEST RADIO STATION

Serving All Eastern and North-Central Indiana

WHBU, Indiana's second-oldest radio station, serves one of Indiana's top ten cities and one of Indiana's finest trading areas. It has often been said of Anderson that "here is truly one of America's typical mid-west cities ... home of several large industries, center of wealthy and dense farming community, city of homes, and the home of far-larger-than-average incomes."

The BLUE Network
Timber

Timber is an important resource in the tri-state area of Louisiana, Texas and Arkansas where there are more than fourteen million acres of forest land. In the mills are produced more than five million cords of pulp wood and almost three million board feet of timber, including pine, cypress, gum, and hickory. Meeting war needs today, this raw material will play an important postwar role in contributing to the expansion of the plastics industry. To sell now and build for future sales, advertisers agree that powerful, 50,000-watt KWKH is the No. 1 medium in this prosperous market.

KWKH
CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.
THE POWER OF Habit

A great open field runner doesn’t think about his next move.
He makes it instinctively.

Instinctively, the people of Southern New England rely upon WTIC for their radio entertainment because WTIC gives them what they want.

These people comprise a constant and attentive audience for your sales message, and they have the money to buy your product, too. Their effective spendable income is 60% in excess of the national average.

It will pay to use WTIC’s 50,000 WATTS to create sales in Southern New England.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA’S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network.
Represented by WEED & COMPANY, New York, Boston.
Chicago, Detroit, San Francisco and Hollywood
Val Clare to ETO

VAL CLARE, news editor of CKLW Windsor-Detroit, is enroute to the European Theatre of Operations, according to J. E. Campeau, CKLW managing director, who announced last week that Mr. Clare will interview and report on activities of Canadian troops in the Windsor area, as well as Americans from Detroit. Mr. Clare, who was born in England, will visit troops in England, France, Germany and Italy.

One of his sons was killed in action on the Italian front a few weeks ago, and another son is with the Canadian troops overseas. Mr. Clare himself was with the Canadian Army in the last war.

JAMES STEVENSON, Lt. Col., A.U.S., in active service, has been added to NBC's staff of commentators, and on Oct. 13 began a series of Saturday broadcasts, 11:15-11:30 a.m. Mr. Stevenson was formerly associated with WJR Detroit.

MRS. DAVIDSON has been appointed publicity director of CKRJ Prince Albert, Sask., replacing Jerry Prest who has joined CCF at Fort Frances, Ont., as assistant manager.

DON RASMUS, formerly of CJGC Sault Ste. Marie, Ont., and Jim Ward, recently discharged from the Canadian Army, have joined the announcing staff of CHHE Peterborough, Ont.

RICHARD STARK, head of Richard Stark & Co., New York production agency, an leave with the U. S. Marine Corps, has been promoted to Captain.

Art ARLETT and Lee Giroux have been added to the sportscasters for Tide Water Assoc. Oil Co. broadcasts of football games originating in northern California. Both men were commentators on Associated Sportscasts in past seasons.

GENE MOORE, formerly of KXIB Kansas City, has replaced Jack Weidner as musical director of KCMO Kansas City. Mr. Weidner will devote halftime to his orchestra.

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GARRETT WHEEL MORRISON, production manager and chief announcer of WPTF Raleigh, N. C., has been appointed program director of the station. He replaces Virginia Tatsum, now radio information director in Washington for the AAA.

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"There's gold in them thar hills"—both yellow and black. Modern equipment brings out coal to keep the nation's Home Fires burning—adding to the production of lead, zinc, silver, copper, gold and magnesite which make Mining one of the Inland Empire's chief industries. There's also Gold in your Cash Register when you use KHQ's complete coverage of this rich area. (Courtesy Bear Creek Mines)
Why COLUMBIA BROADCASTING SYSTEM Selected

Federal Telephone and Radio
to Build Its New Station...

Setting the Standard
for Fine Screen Television

IN BLACK AND WHITE AND FULL COLOR!
The American Public has been waiting for good television.

The Columbia Broadcasting System has taken a significant step to provide it... has placed with Federal Telephone and Radio Corporation, manufacturing associate of the International Telephone and Telegraph Corporation, a contract for a new television station, atop the Chrysler Tower in New York City, that will transmit pictures larger and clearer than were possible ever before — not only in black and white, but in full color!

Entrusted with this responsibility is the Federal organization which, together with its associate companies in the I.T.&T. System, has contributed such milestones in electronic progress as the Poulsen Arc in 1908, which revolutionized radio transmission by generating continuous wireless waves; the great Bordeaux radio telegraph station erected for the U.S. Navy during the last war; the development of the “Micro-ray”, a forerunner of modern television technique; the first ultra-high frequency telephone and telegraph circuits, spanning the English Channel; commercial ship-to-shore radiotelephone; a mighty 200 kilowatt high frequency transmitting tube, powerful enough to throw a beam more than halfway around the globe; the famous television station installed in the Eiffel Tower in 1938, and during the war many developments in the electronic field for our Armed Forces.

Long outstanding in the design and construction of broadcasting equipment, Federal's accomplishments include the transmitting equipment for WABC, key station of the Columbia Broadcasting System; also Columbia's powerful shortwave stations, and the mighty “Voice of America” station now being produced for the Office of War Information.

This advanced television transmitter, made for the Columbia Broadcasting System, will produce the finest picture quality of sports events, public ceremonies, educational features, news and entertainment. Today Federal is setting the high standard that will assure for the new art of television, acceptance by America’s millions.

The great television transmitter located in the Eiffel Tower, Paris, was designed, developed and installed by an associate company of the Federal Telephone and Radio Corporation in the I.T.&T. System.

Federal Telephone and Radio Corporation
Newark 1, N. J.

Another Milestone in Electronic Progress
LIT. GURT PETERSON, officer in charge of the Passenger Section, Radio Branch, War Dept., Bureau of Public Relations, and former radio director of Marshak & Pratt, New York, has been promoted to outstanding.

HERBERT LEDER, member of Benton & Bowles' radio department for two years, will direct the new television department. The agency has set up to explore the field in the interests of its clients.

CHARLES DREYFUS Jr., formerly of Bretonio's Inc., New York, took studio, and became a member of the New York, has joined Bill Amos, New York, as account executive and media man.

HAYES J. SMYTHE, freelance writer, has joined the creative staff of Howard H. Moore, and will be distributed as a member of WFFG, Steel Pier, Atlantic City, N. J. D. Drop us a line'. Others gathered around the Blue mice are (! to r) : Joseph Altman, Atlantic City's Mayor; Edgar A. Sweet, WFFG program director; R. J. Adams, New Jersey representative, Liggert & Myers. Station gets letters from all theatres.

IT AIN'T HAY, it's cigarettes—2,820,000 of 'em—for which Eddy Kohm (second from left) manages WFFG Atlantic City is giving Gus Neumark (left), Atlantic City representative of Liggert & Myers Tobacco Co., a check representing payment for the smokes sent the Armed Forces through the efforts of WFFG, Blue outlet in Atlantic City. Each package of cigarettes contained a note from WFFG, Steel Pier, Atlantic City, N. J. Drop us a line'. Others gathered around the Blue mice are (! to r) : Joseph Altman, Atlantic City's Mayor; Edgar A. Sweet, WFFG program director; R. J. Adams, New Jersey representative, Liggert & Myers. Station gets letters from all theatres.

COMMERCIAL ALCOHOLS, Montreal (anti-freeze), has started musical program five-timers weekly on CJIC Toronto. Account was placed by McConnell, Eastman Co., Montreal.

CARTER COAL Co., Washington, D. C., has resumed the Hour's Giveaway weekly on CJFB Toronto. Account was placed by Balch, H. Jones Co., Cincinnati.

CALIFORNIA APPAREL Creators & Associated Apparel Manufacturers, Los Angeles (market development of women's wear), has appointed Foots, Cone & Bedini, Los Angeles, to handle advertising.

Pvt. W. R. Curtis
PVT. WALTER R. CURTIS, 23, was killed by a hit-and-run motorist Oct. 5 at Bais d'Urfe, Que., while on leave from his station at St. Anne de Bellevue Military Hospital in the administrative section, Royal Canadian Army Medical Corps. He was well-known on the Canadian Broadcasting Corp., French-language network for his work in daily serials prior to his enlistment in June 1941. He is survived by his widow and one child.

New Soap Drama

Bryan to Agency
WILLIAM P. BRYAN, formerly on the announcing, news and production staff of WHAS Louisville for eight years, has joined Anfenger Adv. Agency, as radio director of the New Orleans office of Mrs. Frank Hennessy of the WHAS script staff becomes assistant to Mr. Bryan and Ines Masia, formerly in the advertising department of Majestic-Bianche, New Orleans department store, replaces Mrs. Hennessy.

New Morse Firm
WITH Carlton E. Morse as president, new transcription producing unit has been organized under firm name of Carlton E. Morse Productions and is headquartered at 1500 N. Vine St., Hollywood. Telephone is Hollywood 151. Clinton (Buddy) Twiss is secretary-treasurer and also handles production. Larry Allen is in charge of the sales department. Frances Abts is office manager. Cutting will be done by NBC Radio-Recording Division, with Adventures by Morse, half-hour series of 52 episodes slated as first production.

抄本文字
The Most Overworked Words in Advertising:

- There are a lot of dodo words in the dictionary. And plenty of them are in general use today. They have found their way into the advertising business — not into advertising copy, so much as into the daily patter by which advertising space and time are bought and sold.

Coverage. Audience. Saturation. Listenership. Readership. Leadership. They have been used so much — to denote so many variations and degrees within their original meanings — that they, like so many of the telephone surveys, have come to mean almost nothing at all.

There are dozens of them. Scores of them. And the greatest of these is — Influence.

Influence isn’t something you either have or have not. Almost everybody has at least a little influence. Some organizations have a very big share of it. And some advertising media possess it so profoundly, so — well, so completely — that the mere word Influence falls far short of adequate description. Even the Greeks had no word for it.

In the publication field, certain great newspapers have influence and more than influence.

So do certain great national weeklies; so do some of the great national networks.

In every media classification, the leader springs into mind automatically — usually because that one medium, above all others like it, has influence and more than influence.

It’s a handy thing to have around the house. Especially if you are running a group of radio stations.

But here is one basic thing about Influence that many never learn: No advertising medium, in any classification, ever attained influence and more than influence just by talking about it. And that includes us.

Influence, like leadership, consists not of claims but of acts. And that, we believe, is where we come in.

The stations we operate cover Syracuse, Troy-Albany-Schenectady, Keene (New Hampshire and Vermont), and now New Haven.

And in all of these markets, advertiser after advertiser has found that in building himself a franchise, the influence we wield goes far deeper than the mere word influence implies.

There are cases on record — and plenty of them — where an advertiser has “tried everything” in one of our markets, and got nowhere fast until he went on the air over our station.

There are other cases on record — and plenty of them — where civic or national or war projects have gone over the hump only after calling us in.

There are still other cases — and plenty of these, as well — where a local advertiser, using our stations alone, has defeated the best efforts of top-flight national-advertiser competition to dislodge him from the franchise he built — through us.

These cases on record are acid tests of sound radio station management — worth more to any advertiser than passing program fancies; or surveys which, upon analysis, prove nothing in terms of actual sales.

Claims, you say? Perhaps. But we had to perform these acts, before we could talk about them in print. They stand as evidences of the influence and more than influence offered to you by WSYR, WTRY, WKNE, WELI.

Time on the air is what we sell. But what you buy is influence and more than influence . . . worth every dollar you put into it.

WSYR Syracuse, WTRY Troy-Albany-Schenectady, WKNE Keene, N. H., WELI New Haven.

SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

Note: The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.
**THE Business of BROADCASTING**

**STATION ACCOUNTS**
- sp-studio programs
- news-dramas programs
- telephone announcements
- transcription announcements

**KMOX St. Louis**
- Lever Bros., Cambridge, Mass. 3 mornings
- thru Rutherford & Ryan, N. Y.
- Ward Dally Co., Chicago, 2 mornings
- thru J. Walter Thompson Co., N. Y.
- Phillips Petroleum Corp., Bartlettville, Ohio. 3 mornings
- thru Lambert & Co., N. Y.

**Ward Baking Co., Chicago**
- Miale Magazine Co., Cincinnati (Na-Na Maid Margarine), 8 as weekly,
- thru Ralph H. Jones Co., Cincinnati.
- American Chicle Co., Long Island City, 20 as weekly, thru Badger, Browning & Haser, N. Y.
- General Electric Co., Cleveland (lamps), 3 as weekly, thru BBDO, N. Y.
- Campbell Soup Co., Stamford, 3 as weekly, thru Foote, Cone & Belding, N. Y.
- Johnson & Johnson Co., New Brunswick, 5 as weekly, thru Young & Rubicam, N. Y.
- Plough Inc., Memphis, 25 as weekly, thru LaRue, Burrell, Memphis.
- Rit Products Co., Chicago (dyes), 15 as weekly, thru Elkie Ludgin & Co., Chicago.

**KFC San Francisco**
- Thornol & Co., Los Angeles (Stapcoid), 3 as weekly, thru Dick Webster Agency, Los Angeles.
- Langendorf United Bakers, San Francisco (bread), 5 as weekly, thru Erwin, Wasey & Co., San Francisco.
- Mother's, Chicago, thru Oak Hall (bakery goods), 5 as weekly, 3 weeks, thru Tabloid, New York, Oak.
- Lenwood Corliss & Co., New York (Pond's cream), 6 as weekly, thru J. Walter Thompson Co., N. Y.

**KMPC Hollywood**
- Bendix Home Appliances, Chicago (home laundry), 1 as weekly, thru Rutherford & Ryan, Chicago.
- Garrett & Co., Brooklyn (Virginia Dare and Chicle gum), 3 as weekly, thru Rutherford & Ryan, N. Y.

**WCDU Bois, Pa.**
- Sterling Drug Co., Chicago (Dr. W. H. Calkins cough syrup), 5 as weekly, thru Sherman & Marquette, Chicago.
- Bell Telephone Co., Philadelphia (long distance), 12 weeks, thru Gray & Rogers, Philadelphia.
- Foote, Cone & Belding, 3 as weekly, thru BBDO, Pittsburgh.
- Duquesne Brewing Co., Pittsburgh, 6 as weekly, thru Walker & Downig, Pittsburgh.
- Pepsi Cola Bottling Co., New York, 10 as weekly, thru Newell-EttIon Co., N. Y.
- Rouse-Miller Milling Co., Minneapolis (flour), 3 as weekly, thru BBDO, Pittsburgh.

**WHO Des Moines**
- Rit Products Co., Chicago (dyes), 5 as weekly, thru Elkie Ludgin & Co., Chicago.
- Johnson & Johnson, New Brunswick, N. J. (baby powder & oil), 5 as weekly, thru Young & Rubicam, N. Y.
- Stanso Inc., New York (Mistol), 3 as weekly, 15 weeks, thru McCann-Brooklyn, N. Y.
- J. W. Mortell Co., Kansas City, Mo. (eseo), 6 as weekly, thru Rockwood, Chicago.
- Mantele Lamp Co., Chicago (Aladdin lamps), 7 as weekly, thru Pfeifer & Premo, Chicago.
- Gorentry Co., Des Moines, 4 as weekly, thru Blakemore Co., Des Moines.
- Pinex Co., Fort Wayne (cough syrup), 7 as weekly, thru Russel M. Seeds Co., Chicago.

**KYW Philadelphia**
- Richman Brothers, Cleveland (men's clothing), 2 as weekly, thru McCann-Brooklyn, N. Y.
- Proctor & Gamble Co., Cincinnati (Lava soap), 3 as weekly, thru Brswick Adv., N. Y.
- Lever Bros., Cambridge, Mass. (lippen's Soup Mix), 3 as weekly, 13 weeks, thru Young & Rubicam, N. Y.
- Quaker Oats Co., Chicago, 6 as weekly, thru BBDO, Chicago.
- P. U. & Sons, Pittsburgh (Duff mix), 7 as weekly, thru W. E. Ribe, well, Pittsburgh.
- Co Market Co., Brooklyn (cough mix), 3 as weekly, thru Al Paul Leiton, N. Y.

**KTRM Minneapolis**
- Readers' Scope Magazine, New York, 7 as weekly, thru H. C. Morris & Co., N. Y.
- SparkleBLinking Drinking Water Corp., Los Angeles, 10 as weekly, thru Raymond R. Morgan Co., Chicago.
- Quaker Oats Co., Chicago (Quaker Oats), 6 as weekly, thru Rutherford & Ryan, Chicago.
- Pierce's Proprietary, New York (proprietary), 5 as weekly, thru J. Walter Thompson Co., Los Angeles.
- Northrop Aircraft Corp., Los Angeles (employment), 6 as weekly, thru J. Walter Thompson Co., Los Angeles.
- Seventeen Magazine, New York (magazine), 12 as weekly, thru A. Paul Leiton, N. Y.

**KFI Los Angeles**
- Rockwood Co., Brooklyn, New York (choco- late), 5 as weekly, thru Federal Adv., N. Y.
- A. S. Boyle Products, Los Angeles (As- pertan), 4 as weekly, thru A. S. Boyle Products, Los Angeles.
- Paramount Pictures, New York (weekly), 6 as weekly, thru Century Co., N. Y.
- Berno-Net Packing Co., Canadarie, New York (gum), 3 as weekly, thru Century Co., N. Y.
- American Chicle Co., Long Island City, New York, 6 as weekly, thru Donahue & Co., N. Y.
- Gooden Corp., San Francisco (milk products), 37 as weekly, thru BBDO, N. Y.

**WWBB Chicago**
- Proctor & Gamble, Cincinnati (Dahl), as weekly, thru Compton Adv. Co., N. Y.

**SUPervisors Named for CBC Shortwave**

**WITH TESTING of the new Canadian Broadcasting Corp. shortwave transmitters at Sackville, N. B., at the end of November, Dr. A. Frigon, CBC general manager, has appointed Peter Aylen, Ottawa, as supervisor of international shortwave services, Maj. Rene Garneau as supervisor of service to France, Gordon Skilling as the supervisor of service to the rest of the European continent.

Aylen has been with the CBC and its predecessors for 12 years and has just returned from Britain where he made arrangements for the shortwave service.

Maj. Garneau was loaned by the Canadian Army to the British Broadcasting Corp. for French service broadcasts but has been called back in Canada for some time with the Wartime Information Board.

Skilling, a political science professor at the University of Wisconsin, is also a specialist in modern European history and a linguist. Prior to the war he broadcast in Czechoslovakia and joined the BBC in London.

The CBC shortwave station will first start its European broadcasts before Christmas to service to the West Indies, Mexico and New Zealand is expected to be started early in 1945, and other antenna arrays to Australia, Africa and South America are to be erected during the coming year. The stations will broadcast programs to Canadian soldiers overseas, as well as to civilians. Programs will be fed by latters from CBC Montreal station. The station is operated for the Canadian government with policies set by a joint committee of the Canadian Department of External Affairs, Wartime Information Board and CBC.

**Cortada Advanced**

JUDY CORTADA, trade news editor of Advertising Age, has been advanced to the post of regional advertising director for the Blue publicitity mail and, according to Fred Smith, newly appointed director of promotion and advertising, will be handled temporarily by Ralph Gleason, of the Blue publicity staff.

CHARLES BEARD and Marc Greer, both former of WWVO Abing- ton, C. engineers before entering the service, have been promoted to first lieutenants in the Army.

**WYNE Drama Program**

**FIRST series of broadcasts from WTAG Worcester, were shortwave a fortnight ago in the second Worcester and the World series [BROADCAST- ING, Oct. 2] designed to pro- mote underwriting in Central New England of United Nations peoples and country, the Portuguese program, which originated in Leopoldville, featured the maneuvers of the U. S. consul General there, and the Governor General of the Congo.
FRISKIEST of four-legged youngsters, the Sheep is EXCLUSIVE because of its interest in music . . . and because of its intelligence. Providing man with his chief supply of wool and a large portion of his food, this “hollow-horned” ruminant is one of the most defenseless and inoffensive of all animals. The sense of locality inherent in the cat, dog and horse also characterizes the Sheep.


EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
PORTER BUILDING - KANSAS CITY, MISSOURI

FM PIONEER in the Kansas City Area
AP and UP Request Press Allocations
Additional Frequencies Asked of FCC for Relay Stations

TAKING A LESSON from radio's special events operations, the two major news associations, AP and UP, last week asked the FCC to allocate additional frequencies for press relay stations.

Appearing at the FCC allocation hearings, Harry R. Florey, communications director of UP, and Paul Miller, Washington bureau manager of AP, said future plans contemplate the use of walkie-talkies by reporters in metropolitan areas covering sports events and major news stories, as a means of expediting news coverage. Mr. Florey said the UP hopes to "obtain numerous walkie-talkie sets" after the war.

Relay Press Service
Mr. Miller asked that the present relay press frequencies be retained and that the Commission consider expanding that service. He explained how AP had used its two stations WSAA and WSAB to cover the Squallus disaster and golf tournaments.

J. H. Wofford, engineer in the Special & Special Services Division, FCC Engineering Dept., said that relay press is a comparatively new service, rules having been adopted Dec. 1, 1935. UP operates one station, the Telegram Publishing Co., Salt Lake City, and AP two, Mr. Wofford said. Five frequencies are now available for press mobile stations and for portable equipment of less than 1 w power, with six others available for low power portable equipment with maximum power of 50 w. AP and UP have not operated their respective stations since outbreak of the war.

NATIONAL Assn. of Manufacturers will hold its 49th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Manage Well". Topics on the agenda include discharged servicemen's reemployment and rehabilitation, postwar production, distribution and jobs, taxes, world reorganization, wages and labor policies and foreign trade.

CLOSE HARMONY between star, sponsor and agency on the NBC Dinah Shore's Open House, was graphically illustrated by this tuneful foursome, after initial broadcast on Oct. 5. General Foods Corp. (Birdseye Frosted Foods Division), sponsors half-hour program, Vocal Frouters quartet (l to r) are Walter Bunker, producer of Young & Rubicam, G-F agency; Donald Barr, vice-president of Birds Eye-Snider Inc.; Miss Shore; Charles Mortimer, G-F vice-president in charge of radio.

Legion of Merit Awarded To Col. Mitchell of RCA

LEGION OF MERIT was awarded Lt. Col. Thompson H. Mitchell, vice-president and general manager of RCA Communications, New York, for "conspicuous achievements and contributions" during the period from July 1942 to July 1944 when he served as communications engineer and officer in charge of the Traffic Operational Engineering Section, Army Communications Service, Washington.

Presentation was made to Lt. Col. Mitchell, who was elected to his present post with RCA Aug. 4 after being assigned to inactive duty by the Army, by Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Communications Service, at a ceremony in the office of Lt. Gen. James G. Harbord, RCA board chairman.

Miss Swank Replaces

MISS SWANK, New York, manufacturer of ladies' lingerie and sponsor of Relaxation with Miste, a quarter-hour musical program, Sundays, 9:45-10 p.m., on MBS, is reported to be replacing the show with a weekly half-hour musical varietyprogram on the same network titled Miss Swank Presents and featuring Larry Brooks, singing Broadway star. Program will plug local stores who sell Miss Swank merchandise. Agency is Hirsoton-Garfield, New York.

Dominating Its Community in Public Service!
FM BROADCASTING STARTED HERE

The first FM transmitter to be put in service was built for Major Armstrong by REL, and installed at his Alpine station W2XMN. It employed the Armstrong crystal-controlled phase shift modulation.

Since then, REL has been more active in the FM transmitter field than any other manufacturer. This was evident from the many exclusive features in the prewar REL line of deluxe equipments, ranging from 1 kilowatt up to 50 kilowatts output.

The postwar REL line will reflect a vast store of added experience since Pearl Harbor. As soon as reconversion permits, broadcasters will be able to obtain quick delivery from REL on the finest and most reliable FM equipment, suited to the particular needs of each installation.

This will be possible because REL plans to continue its specialization in the manufacture of FM broadcasting equipment.

PEACETIME LEADERSHIP

Before you make any decision on the purchase of a postwar transmitter, let us give you the facts and data on REL stations now in use.

RADIO ENGINEERING LABS., Inc.
Long Island City 1  New York
Sales Offices:
N. B. NEELY—5534 Hollywood Blvd.,
Hollywood, California
M. N. DUFFY & CO.—20-0 Grand River Ave.,
W. Detroit, Michigan
REL EQUIPMENT SALES, INC.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
Like a beauty contest the San Francisco Bay Area market reveals some nice, luscious figures. 14 years' weight has been added while general business activity is up 57% and population up 25%. And 2/3 of these newcomers say they'll remain here after the war. With plenty of $$, they're good folks to sell now—and for the future—by using KPO.

KPO's the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

Technical Radio Traced by Dunlap
100 Broadcasters' Biographies Included in Historical Book

The "TECHNICAL" development of broadcasting is traced through the biographies of 100 men who have contributed to the science in a new book by Orrin E. Dunlap, Jr., RCA director of advertising and publicity.

The volume, published October 26 by Harper and Brothers, ($3.50) is entitled Radio's 100 Men of Science, and is the ninth book dealing with radio written by Mr. Dunlap. The biographical narratives of the pathfinders in electronics and television begin with Thales of Miletus (640-548 B.C.), who beheld "Elektron sparks," and conclude with sketches about contemporary men in the field.

The author selects as the ten scientists who have contributed the most to the development of radio Michael Faraday, Joseph Henry, James Clerk Maxwell, Heinrich Rudolph Hertz, Guglielmo Marconi, Reginald A. Fessenden, John A. Fleming, Lee De Forest, Maj. Edwin H. Armstrong and Vladimir K. Zworykin.

Of the 100 men selected by Mr. Dunlap, 46 are contemporaries; 46 were born in the United States; 18 others, although born elsewhere, migrated to America.

The book first took form four years ago, when Mr. Dunlap was employed by the New York Times. Many of those of whom he writes he has met personally, and interviewed, and the volume's preface records the author's impressions of these scientists.

Canada FM Licenses
FIRST FM licenses granted to Canadian private stations have been issued by the Dept. of Transport, Ottawa, to CKRC Winnipeg, for a mobile pickup unit and as an emergency link between studios and transmitter. Both li-ences call for 50 w FM transmitters, the call letters for the mobile pickup unit being VD2D and that for the emergency link in case of land line failure the transmitter being CKTH. It is expected that re-broadcasts from the FM mobile pick-up unit will be improved by the elimination of man-made static.

Ad Women Hear Perkins
RESPONSIBILITY for the generally poor quality of television programs was fixed on the shoulders of the advertisers who fail to use the medium and build it up to the standards of commercial radio programs, by Albert R. Perkins, addressing a luncheon meeting of the Advertising Women of New York. Mr. Perkins, film and radio director of Look, declared that "it lies squarely in the laps of advertisers to take hold of television and make something out of it."

NATIONAL Assn. of Manufacturers will hold its 49th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Management". Topics on the agenda include discharged servicemen's re-employment and rehabilitation, postwar production, distribution and jobs, taxes, world reconstruction, wage and labor policies and foreign trade.
History of Communications. Number Ten of a Series

COMMUNICATION BY THE HELIOGRAPH

World War I saw the Heliograph play a prominent part in communications. The Heliograph, a device which flashes the rays of the sun in coded intervals, has been used since the days of Ancient Greece. Dependent upon the elements of nature for its power, its operation is prohibited by bad weather. Typical of means of communication other than Electronic Voice Communication, translation of its signal must be made by specially trained personnel.

After Victory is ours, civilian electronic voice communications will again be placed in the hands of the skilled Universal Engineers for still further advancements in microphones and recording components.

Model CU-2, illustrated at left, is a palm microphone with press-to-talk switch. One of the several military types available through your Radio Parts Jobber.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
NAEB Officers

ELECTION of officers was recently held, in conjunction with the School Broadcast Conference, at the closed meeting of the National Assn. of Educational Broadcasters at the Morrison Hotel, Chicago, Oct. 22-23. Frank E. Schooley, WILL U. of Ill., who for the past year has served as executive secretary of the NAEB, was elected president; Allen Miller, KOAC Oregon Agricultural College, was elected v-p; W. L. Griffith, WOI Iowa State College, reelected treasurer. Members elected to the Executive Committee are: R. J. Coleman, WKAR Michigan State College; M. S. Novik, WNYC New York; E. W. Ziesarth, WLB U. of Minn.; Jim Miles, WABA Purdue; John W. Dunn, WNAD U. of Oklahoma; Carl Menzer (member-at-large), WSUI U. of Iowa.

Also present were: Waldo Abbott, U. of Michigan; H. J. Stovin, U. of Indiana; J. C. Christianson, U. of North Dakota; Wallace Garneau, Western State Teachers College; Jim Ebeland and Joe Wright, WILL U. of Ill.; Margaret Tyler, WOSU Ohio State U.

Vita Var Spots

VITA VAR Corp., Newark, in a campaign started the latter part of September for paint products, is using chain-breaks at varying frequencies for 26 weeks on WOR in New York, with plans to expand the list. Agency is Ideas, New York.

Worcester lays the foundation for post war development

The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee - production accounting and sales engineering counsel; help in arranging financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market - a rich market tapped only from the INSIDE, by WTAG, a big station.

NABET Projects Nationwide Expansion

At 11th National Meeting of Council

WITH THE UNINTENTIONAL assistance of James C. Petrillo, president of the American Federation of Musicians, the National Assn. of Broadcast Engineers and Technicians (NABET), at the 11th annual meeting of its national council in Cleveland last week, laid plans for expansion on a nationwide scale to challenge the leading technicians union in broadcasting.

Reporting on new member stations which have recently come into the NABET fold, Allan T. Powley, president of the union, told the council that since Mr. Petrillo projected and ambitious plan, it consorts with Ed Brown, president of the International Brotherhood of Electrical Workers, to take over turntable operations at all network owned stations and to "liquidate" the NABET, but advertising. May 8, 15, 22, 29, June 5), the union has added 14 additional stations to its membership, six of which have come from IBEW ranks.

Stations Signed

The new stations, Mr. Powley reported, include KQW San Jose, Cal.; WHAM WSAY WHE WHFM (FM) all in Rochester, N. Y.; WWJ Detroit; WHK WCLI Cleveland; WGY WRGB (television) WGF (FM), all in Schenectady, N. Y.; WDNC Durham.

First in Denver

KOAll 50,000 WATTS

Represented nationally by NBC Spot Sales

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

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

*NBC Tale of 412 Cities
**Ross Federal Survey

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The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee - production accounting and sales engineering counsel; help in arranging financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market - a rich market tapped only from the INSIDE, by WTAG, a big station.

Paul H. Raymer Co., National Sales Representatives

KTAG

Worcester

Owned and operated by the Worcester Telegram-Gazette

5000 Watts - Day and Night

The blue horizon in northeastern Ohio, for advertisers.

5000 Watts - Day and Night

The blue horizon in northeastern Ohio, for advertisers.
When present Electronic Developments become an "Open Book"...

We all agree that recent developments in electronics must remain closely guarded military secrets.

But when the story can be told it will surprise many what an important part Blaw-Knox has had in the advancement of this newest marvel in sciences. More than likely the public announcements of the commercial use of war-born electronic devices will be broadcast from stations equipped to give them effective coverage with Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION of Blaw-Knox Company
203 Farmers Bank Bldg., Pittsburgh, Pa.

BLAW-KNOX VERTICAL RADIATORS
FM & TELEVISION TOWERS

N. C.; KODY North Platte, Neb.; WSJS Winston-Salem, N. C.

These stations bring to 22 the number of independents affiliated with NABET, in addition to all NBC and Blue owned and operated stations and the Hollywood studios of the two networks. They add 135 new members to the union, bringing total membership to nearly 700.

The diversion of IBEW member stations, Mr. Powley reported, is due to widespread dissatisfaction among IBEW members with its national leadership even since a "deal" was made with Mr. Petrillo to give turntable operation, now performed as an incidental function of the technicians to the musicians union. The deal, made without the knowledge of the IBEW rank and file, caused indignation among the membership especially since their jobs were involved. When NABET, which would have been completely erased from the picture under parallel pacts between Mr. Petrillo and the networks, threatened a strike at NBC and Blue-owned stations if the agreements were carried out, the National War Labor Board took jurisdiction and ordered the dispute held in status quo until the issues in question could be determined by the National Labor Relations Board.

Powley Reelected

Capitalizing on the dissatisfaction in the IBEW ranks, NABET decided on a vigorous drive to increase its membership. To carry out this objective, the council voted to amend its constitution to provide for a paid president, effective Jan. 1, 1945, the change to be ratified by a ballot vote of the entire membership. Plans were also discussed to establish regional offices to handle expansion and a committee was appointed to draft recommendations.

The council issued three new charters, adding Rocheiter, Raleigh and Omaha to the union. The addition of WCLE-WHK was the occasion for a dinner for the council in which the Cleveland chapter was host. (WCLE changed call letters last week to WHK.)

Mr. Powley was re-elected president of the union. B. F. Frederdall was named vice-president and
PROGRAM STUDIES CONDUCTED BY BLUE

EXECUTIVES of the Blue Network met Oct. 26 at the Drake Hotel, Chicago, with the network's advisory committee's regularly scheduled quarterly meeting the day before. Members of the committee present were: Allen Campbell, WXYZ Detroit, chairman; William Riple, WTRY Troy, N. Y.; Harold Hough, KGKO Fort Worth-Dallas; Henry Johnston WSGN Birmingham; Frank Carman KUTA Salt Lake City; W. B. (Bud) Stuht KJR Seattle; and C. T. (Swanee) Hagman WTCN Minneapolis-St. Paul.

Purpose of the meeting, according to Mr. Campbell, was to have a full report on the network's plan for building future programs. The Committee is particularly interested in better programming and the broadcasting of programs of wider public acceptance, as exemplified by the especially built presentation from the New York Herald Tribune Forum and other programs of like nature.

Blue executives attending the meeting were: Edward J. Noble, chairman of the board; Chester J. LaRoche, vice-chairman; Mark Woods, president; Edgar Kobak, retiring executive vice-president; Keith Kiggins, vice-president in charge of station; E. R. Borroff, vice-president in charge of the central division; and John H. Norton Jr., station relations manager.

Decision for a new site for the central division of the Blue Network was planned.

WITH ITS SYMPHONY HOURS... NEWS ON THE HOUR... PUBLIC SERVICE FEATURES... TRAFFIC COURT BROADCAST AND EDUCATIONAL BROADCASTS, ETC.

WINX has a constant desire to give its listeners the type of programs they prefer.

It's this type of station... that's important to its listeners... and provides the proper medium for your product.

MORE COMMERCIAL NETWORK TIME than any other Dayton Station

...and we've got the figures to PROVE it.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS
G. P. HOLLINGER CO., REPRESENTATIVES
HARRY E. CUMMINGS, SOUTHEASTERN REPRESENTATIVE

The Best Test Market at MINIMUM COST

WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

OPENING OF THE NEWEST AND BIGGEST commercial radio station in the Mid-West is featured by nationwide sales exploitation. The station is WHIO, Dayton, Ohio.

San-Nap-Pak Drive
San-Nap-Pak MFG. Co., New York, using radio only in what represents the most extensive use of the medium for its Lydia Grey Tissues, is conducting an institutional campaign on 25 eastern and mid-western stations, sponsoring programs and participations from two to five-times weekly. Spot radio was selected as the best exclusive medium for an institutional campaign on behalf of the Lydia Grey product, which is not available in sufficient quantities to warrant straight selling promotion. Drive started in mid-October and will run for 11 weeks on most stations. The list follows: WFBS WBAL WNBC WEEI WGN WLS WSAI WKRK WHK WWJ WXYZ WTOP WIRE WFSB WOR WNEW WFIL WCAU KDKA WCAE WJAS WJAR WEAN WTOP WRC. AGENCY is Blow Co., New York.

Expansion Planned
According to a spokesman for Redfield-Johnstone Inc., New York, a spot campaign of news programs and announcements on over 40 stations for Allerun, a drug for rheumatism, has proved so successful that sales are as high as 400% over last year's figures. Plans call for expansion of radio advertising for this product, he stated.
New Allocation Seen In Fortnight

Ultra - High Television Draws Opposition Of RCA-NBC

(Continued from page 11)

ment, RCA Victor Division, RCA, and Dr. C. B. Jolliffe, chief engineer of the RCA Victor Division, eight witnesses from the RCA-NBC organizations endorsed the RTPB recommendations [BROADCASTING, Oct. 16] and presented data tending to show that moving television to the higher spectrum now would only delay the art for some years.

Endorsing the RCA-NBC contentions also were Allen B. DuMont, president of Allen B. DuMont Labs. and head of Television Broadcasters Assn., and Norman D. Waters, past president of American Television Society, who spoke for their respective organizations.

On the other hand CBS witnesses, headed by Paul W. Keaten, executive vice-president, and director; William B. Lodge, general engineering supervisor, and Dr. Peter C. Goldmark, director of television engineering, and Comdr. Craven advocated immediate development of high-definition television in the spectrum above 400 mc.

Following an impassioned plea for television in the spectrum above 100 mc that other services such as aviation and FM might expand in the band below 300 mc, Comdr. Craven, who retired last June 30 from the Commission, offered the following interim solution, pending development of television in the upper spectrum:

FM, 80 channels, each 150 kc wide, 49-62 mc.
Facsimile, 80 channels, each 50 kc wide, 82-102 mc.
Amateurs, 64-66 mc.
Television, 6 mc channels, 66-108 mc, space to be reserved ultimately for FM and facsimile and for other radio services as indicated by expansion requirements.

Comdr. Craven would make this a five-year plan as “being fair to FM, to facsimile and to television.”

Television witnesses heard last week included: Mr. Trammell, Mr. Joyce, Dr. Jolliffe, Dr. H. H. Beverage, associate research director, RCA Labs. and vice-president of RCA Communications; E. W. Engstrom, research director, RCA Labs.; Dr. George L. Beers, staff assistant to Dr. Jolliffe and coordinator of advanced development; O. B. Hanson, NBC vice-president and chief engineer; Philip Merryman, director of facilities development and research, NBC stations department.

Comdr. Craven, Mr. Waters, Mr. DuMont, Paul Rainbourn, economist and director of television interests, Paramount Pictures; Dr. T. T. Goldsmith Jr., director of research, Du Mont Labs.; L. F. Cramer, executive vice-president, DuMont Labs.; U. A. Sanabria, president, American Television Labs., Chicago; Philip Pearl, public relations director, American Federation of Labor; William Duttera, Robert Shelby, F. J. Bingley, Panel 6, RTBP; J. E. Brown, assistant vice-president and chief engineer, Zenith Radio Corp.

‘Greatest Medium’, Says Trammell

Declaring that television “promises to be our greatest medium of mass communication,” President Trammell of NBC told the Commission that it has reached the stage “where an acceptable, efficient and reliable service can be rendered to the public—a stage where network operations can be initiated and an immediate postwar industry created.”

He envisioned the new service as a postwar industry which would create jobs for many thousands of men and women, offering more employment than sound broadcasting did after the last World War. Mr. Trammell said NBC believes that allocations recommended by the RTPB, if approved by the FCC, would:

“First, make possible the immediate postwar establishment of a television service for the American people; second, provide for an expanded service of frequency modulation, and third, permit the necessary experimentation and development of the radio art in the higher frequencies.

“We advocate that the Commission reaffirm its authorization of commercial television broadcasting; and, in accordance with the recommendations of the RTPB, allocate to television a sufficient number of 6 mc channels, in that portion of the radio spectrum below 300 mc. This will permit sight-and-sound broadcasting to be established on a largely expanded scale.
No, Not This!

It’s impossible to tie down a radio audience like WMMN’s Famous Direct Response Gang with programs not to their liking and expect loyalty and the response that goes with it.

We know our people—they know us—and that’s why we deliver so abundantly for our advertisers. Give us our “head” and watch us go!

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Columbia Network

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WMMN

FAIRMONT, W. VA.

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Census Photo

No ‘Skeletons’ in Boomtown’s ‘Closet’

Booming Wichita doesn’t hide its skeletons... it’s these thousands and thousands of skeletal fames moving down the production lines that make Wichita the first city in the United States in factory wage-earner employment gains. These wage-earners who help make booming Wichita first in the great Southwest in sound, solid sales gains too... Yes, Wichita has important money to spend, with its permanently placed aircraft industries and a steady backlog of agriculture and oil. Wichita is a Hooperated City.

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Your sales gains in booming Wichita will stick if you stick to that Selling Station in Kansas’ Richest Market—

CBS 5000 WATTS DAY & NITE

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To Train for Radio

RADIO YOUTH Inc. has been organized under KDKA sponsorship by Pittsburgh youngsters interested in radio as a future vocation. They were chosen for their aptitude and talent through auditions at KDKA studios.

Announcing, acting, writing, music, engineering and production are the phases of broadcasting to be studied under the direction of KDKA department heads. Eventually the group will handle all operations for its own programs which need not necessarily originate from KDKA. The organization is incorporated under state laws and each member holds four shares of stock.

resume “full-scale activity in improving present-day broadcasting services and developing new services», subject to FCC decisions.

We seek no delay, nor do we fear the business risks to be encountered in this rapidly changing industry,” he asserted. Mr. Trammell expressed full confidence in television as a “highly effective” advertising medium.

"If television is to be encouraged to expand and develop as an industry without delay after the war, no 100 commercial stations should be planted in the public mind with regard to the use of television service," he said. "Both the industry and the people should be freed from the groundless expectation that television equipment will be made suddenly obsolete by a complete change to new frequencies and standards.

Mr. Hanson elaborating the stand of Mr. Trammell, said: "It is my confirmed opinion, after many years of cooperation with the development of television broadcasting, that our present system of television has reached a stage of technical practicality and is ready to be launched as an expanding broadcasting service to the American public."

Take Issue With Weiss

He traced the history of television, asserting that the present system "did not spring up overnight" but has grown out of years of laboratory research and development and five years of continuous field testing", plus much effort of the part of engineers to determine the best standards upon which it could proceed.

Taking issue with Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, who testified that Mr. Weiss could not be successfully operated in a city of less than half a million [BROADCASTING, Oct. 16] Mr. Hanson asserted that television is "too great a medium to be confined to the limits of a single metropolitan area" NBC visualizes a network extending "the vision of the radio audience to cities throughout the United States, bringing into the home from distant points, events of national importance".

The backbone of the proposed network will be coaxial cables, now being installed by the AT&T, he said, while relays will be used in conjunction with cables.

Mr. Joyce, who testified Wednesday, said: "I don’t think anybody can predict the economic level of television. It may be profitable in
towns of 10,000." He pointed out that millions of dollars are spent annually by merchants in window displays and that television will make it possible to bring reproduction of those displays into the home. He said RCA plans a $500 receiver for both AM and video, the price exclusive of antenna which, in prewar days, cost from $15-$25 installed.

Speaking for the AFL, Mr. Pearl called upon the Commission to "end all technical uncertainties which are impeding the industry by announcing its final approval of frequency allocations and system standards at a date well in advance of the termination of the war."

"The American Federation of Labor feels strongly that a green light should be given to the radio and related industries to proceed immediately with commercial television broadcasting as soon as the war ends," he said. The AFL is interested in new electronics industries as consumers and because "labor sees in television and related industries an important pool of employment opportunities for workers and servicemen at the end of the war."

"We urge the FCC to render an early decision upon all the technical problems which, if unresolved, might retard postwar recovery in America," said Mr. Pearl.

UHF Video in 18 Months

Comdr. Craven, urging wider bands then those under prewar standards (6 mc), told the FCC that the 18 channels assigned to television are "entirely too few". He called for 30 or 40 channels. Advocating higher spectrum television, the former Commissioner said the Cowles firm hesitated to invest capital in a system of television "which is already rapidly becoming obsolete".

"We believe that the expenditure of a large sum of money, at this time, for the modern television will bring better results faster than dividing the same amount of money between the prewar television and the new television."

He expressed the belief that a station utilizing frequencies between 400-1,000 mc can be established in a city within 18 months after the Government gives inducemen
Dr. Jolliffe said: "We believe that the conclusions and recommendations of Panel 6, RTFB, are sound. RCA engineers support these recommendations whole-heartedly." He added that his organization believed that "when war developments are released, these recommendations will be found to be fully justified and based on good engineering judgment."

Prior to the war RCA had developed transmitters capable of operating on frequencies between 40-108 mc with a power up to 5 kw peak, said Dr. Jolliffe. Now RCA is certain it can design transmitters that will generate power of 50 kw up to 108 mc and 5 kw up to 300 mc. "We expect to be able to generate substantially higher power between 108 and 300 mc," he said. "Transmitters to operate on any frequency assigned to television between 40 and 300 mc using standards now specified by the FCC can and will be made available for sale by RCA."

Dr. Jolliffe said RCA has developed a projection receiver which reproduces a picture 18 by 24 inches "with adequate brightness to be viewed in a fairly well lighted room". The cathode ray tube has produced better fluorescent materials and better manufacturing methods, "and has taught us how to produce better television tubes for less money," he added.

Studio equipment will be better, outside pickup equipment lighter in weight, more compact and of higher sensitivity than before the war, Dr. Jolliffe continued. Pickup cameras will be more sensitive and require less light.

Shifting television to frequencies above 450 mc would be the "beginning of the development of a new and untried system of television," said Dr. Jolliffe. "The quality of service which can be given presently on a 6 mc channel below 300 mc is very satisfactory and can be substantially improved as we gain experience. . . . The development of a new television system to operate with new standards on new frequencies will take time."

Dr. Jolliffe said the "mere existence of tubes which can be used to generate power at the higher frequencies does not assure that a television system can be brought into existence in a few months or even a few years." He went over the steps necessary in the development of television.

"It is hard to estimate the time it will require to develop a completely new system of television," he continued. "Several of our engineers have attempted to make such an estimate and they range anywhere from 5 to 10 years. I do not believe it would be possible, even assuming that the war was completely over and that all companies concerned were able to put full time to the extent of their ability into this development, that a final answer could be arrived at in less than five years." After that is accomplished, equipment must be manufactured, he said, and produced for sale to the public.

"During that five or more years an available and excellent television service can be given to the American public," Dr. Jolliffe asserted . . . if the FCC will reaffirm the standards and allocate an adequate number of channels this television service can be expanded and improved greatly. Manufacturers will build receivers for sale in quantity at reasonable prices which will give an excellent entertainment service with which the public will be satisfied. "This development will not slow up or hinder the development of a new and improved television service for higher frequencies; in my opinion it will stimulate it."

Joel Jolliffe, FCC Action
Mr. Joyce told the FCC that television under present standards is "ready for the public" and that RCA is prepared to offer "a greatly improved postwar television home receiver" ranging in price from $100 for a table model to $395 for a large projection model incorporating standard and FM reception. To produce transmitters and receivers, RCA must invest in excess of 10 million dollars in developing postwar television. "However," he said, "neither RCA nor any other company can be expected to go ahead and make the millions of dollars of capital investment required unless RCA can be assured that the standards and frequency assignments for television are fixed, and are such as to assure the rapid development of the great art."

Interference Described
Dr. Beverage, testifying on long distance propagation of very high frequencies, expressed the opinion that F2 layer reflections will not produce appreciable interference above 45 mc. He said he knew of no cases where bursts and sporadic E have created interference on television pictures, recognizably as being due to long distance transmission. When higher power is used in television, however, interference may take place, he pointed out.

Mr. Engstrom, speaking on multipath and shadow interference, said it had been RCA's experience that "shadow effects become more serious with increasing carrier frequency and that, for the higher fre-
quences, they are definitely sharper, with less tendency to heal or fill in back of the obstruction. He added that shadow phenomena might well limit broadcast-type field tests on frequencies "higher than any frequency tried to date."

To minimize shadow interference, Mr. Engstrom recommended consideration be given to transmitter location, use of booster stations or adding directivity to receiving antenna.

Multipath phenomena "undoubtedly constitute one of the most serious problems confronting television," said Mr. Engstrom. RCA engineers have had considerable experience with multipath at 50 mc but "the experience becomes less extensive as we go up in frequency," he added.

"We have had some experience at frequencies as high as 400 mc and there is indication that multipath exists at all frequencies considered for television broadcasting, and that it becomes gradually worse with increasing carrier frequency," he asserted. Based on tests just released by RCA, Mr. Engstrom made the following predictions for television broadcasting at 400 mc:

Multipath Problem

"Multipath transmission effects in television pictures will be experienced in the radio frequency spectrum around 400 mc. The magnitude of these effects may be somewhat greater at 400 mc than at 50 mc, although the tests have not been sufficiently quantitative to draw any real conclusion."

Mr. Engstrom said RCA had had no television experience in the frequency range above 400 mc which could add information to the multipath problem. He predicted, however, that it would grow with increasing frequency, adding that in color multipath effects can produce faulty hues in addition to "misplaced additional images".

Solely from the multipath point of view one should use as low a frequency as possible," he said, recommending channels as "near 45 mc as possible". Mr. Engstrom listed the various interference types in the order of their importance, in his opinion, as follows: shadow, multipath, radio noise, Sporadic E, bursts, 72 layer refraction, as "near 45 mc as possible".

Needs for forestry services were outlined Oct. 21 by Kinne F. Williams, superintendent of Forest Fire Control, New York State Conservation Dept., chairman of Committee 3, RTPB Panel 13; William F. Koch, chief radio engineer, California State Division of Forestry; Roy L. Atkinson, administrative assistant, Fire Control Radio, Florida Forest & Park Service; William F. Sanders, radio technician, Oregon Board of Forestry, and R. A. Thompson, chief communications office, Michigan Conservation Dept. Mr. Williams told the Commission that Committee 3 proposes to work out a plan for assignment of frequencies to the entire forestry conservation service.

Under special emergency services, L. E. Kearney, chief of Emergency & Special Radio Service Section, Safety & Special Services Division, FCC Engineering Dept., testified that as of Sept. 18 there were outstanding authorizations in the special emergency classification for 249 land stations and 1,063 portable and portable-mobile stations, held by 123 licensees.

Asks 79 Channels

R. V. Dondanville, engineer in the electronics and communications section, Commonwealth Edison Co., Chicago, appearing as chairman of Committee 4, RTPB Panel 13, who said his group, which includes electric, gas, water and steam utilities, constitutes the largest single user of special emergency radio, requested 79 channels, 31 below 100 mc and 48 above. He objected to sharing the channels with other utilities and recommended that a Commission rule restricting operation of all emergency stations to the period of a given emergency, be amended to permit use of radio during operations designed to prevent such emergencies.

Under cross-examination by Commissioners Case and Walker and Jeremiah Courtney, assistant chief of the Litigation Section, FCC Law Dept., Mr. Dondanville said the utilities now use 857 transmitters of various types but contemplate expanding 3,477 in a five-year expansion. G. H. Underhill, assistant to the chief engineer, Central Hudson Gas & Elec. Corp., Poughkeepsie, N. Y., member of Committee 4, Panel 13, recommended that the FCC allocate 51 channels to meet the contemplated postwar expansion of electric utilities emergency radio services. His contentions were supported by Philip H. Chase, representing the Edison Electric Institute and the Asso. of Edison Illuminating Cos. In addition he asked that the Commission consider removing the

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**Army Appointments**

TWO NEW appointments in radio posts with the War Dept. were announced last week, with Capt. A. T. (Ted) Steele assigned to the Radio Branch, Bureau of Public Relations, and Capt. Edmund B. Abbott replacing him as radio officer with the Air Forces Group. Capt. Steele is taking the post just vacated by Maj. Lester Lindow, former manager of WFBM Indianapolis, now on an assignment in the European Theatre. Commissioned in 1942, Capt. Steele was formerly account executive with Benton & Bowles. Capt. Abbott, now AAP radio officer, was formerly with WCCO Minneapolis, and senior producer with WBBM Chicago. He also was with CBS assisting in reorganization of KSL Salt Lake City. He was commissioned in April 1943.

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LEWIS will keep Mutual's wires hot all day Tuesday, November 7th with vote by vote, district by district returns on the Presidential elections. This will be another of Lewis's on-the-spot news reports . . . one of the reasons why Lewis is heard on over 210 stations with over 130 sponsors.

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**OCTOBER 30, 1944 - PAGE 63**
status of the Edison operations from special emergency subdivision to a new section under the general emergency classification.

Warren T. Bulla, superintendent of Communication & Dispatching, Natural Gas Pipeline Co. of America, also a member of Committee 4, Panel 13, requested 37 channels for the natural gas industry.

For water services C. F. Meyer, New York consulting engineer and member of Committee 4, Panel 13, asked the Commission to allocate 19 channels ranging from 2-300 mc. He estimated needs in the next five years at 1,000-1,200 transmitters under present regulations. Should the regulations be relaxed the needs will increase to 2,200-2,300. He said 51% of cities with more than 50,000 population use radio and 30% those under 50,000 use radio communications. In many instances he added, water departments use police radio to transmit emergency messages.

Highway Channels

Urging the FCC to allocate sufficient channels for highway communications were Leo J. Vachow, radiogram exchange, Highway Dept. and member of a subcommittee on waterways, Committee 4, Panel 13; Vernon C. Chalmers, chief radio operator, Chautauqua County (New York) Dept. of Highways, and R. A. Kidler, communications consultant, Southern California Highway Patrol, who also testified in behalf of police services earlier in the week (Broadcasting, Oct. 23).

K. R. Hoover, chairman of Committee 5, Panel 13, and A. W. Baker, vice-chairman, outlined the needs of transit companies for radio communication in dispatching buses and for emergencies such as wrecks, storms and floods.

George M. Brown, chairman of Committee 8, Panel 13, and technical advisor to Committee 5, asked the FCC to allocate sufficient channels for the transit industry in the 30-40 mc band, with additional channels, if needed, in the 100-150 mc band.

Other Utility Needs

Group 3 was concluded last Tuesday and television resumed in the afternoon. Opening the morning session Austin Bailey, vice-chairman of Committee 8, RTTP Panel 13, requested four frequencies for commercial carrier emergency communications services. He asked for one 8 kc band centered on 2190 kc and another 8 kc band on 2276 kc for tele- phone circuits, a 2 kc band on 3190 kc and another 2 kc band at 7305 kc for teletype.

F. M. Ryan, appearing for the Bell System Cos., asked for additional channels for transmitting essential calls for aid, dispatching construction crews and supplementing initial emergency facilities to give temporarily adequate service in the affected area pending full restoration of normal facilities.

Under provisional services there were discrepancies in recommendations of RTTP representatives and Chairman Fly told the witnesses (representing the petroleum industry) "to get together" adding, "I don't think we can take the time to solve these differences of the oil industry." Horace Lohnes, Washington counsel for the American Petroleum Institute, was granted permission to file new evidence following conferences between the various groups affected.


Oil Field Exploration

Ralph J. Shilhous, assistant director of production, Petroleum Administration for War, told of the need for discovering new oil fields and the part radio has played in such exploration since 1928. He urged the FCC to allocate sufficient channels for this initial need to help insure an adequate supply of oil. Other witnesses in behalf of geophysical service were Dr. W. M. Rust Jr., Society of Exploration Geophysicists, and Dr. B. B. Whethery, president of Geophysical Research Corp.

John V. L. Hogan, appearing for the Research Council of the Academy of Motion Picture Arts & Sciences, recommended channels for walkie-talkie operations on picture locations, facsimile, point-to-point communications, ship-to-ship, ship-to-shore and remote control of models and miniatures, all in motion picture production.

Mr. Waters, testifying out of turn Wednesday afternoon, said the ATS was in "full accord" with the RTTP recommendations. Although stating he was not a technical man and the ATS was not interested in television from a technical aspect, Mr. Waters estimated it might require "not five years, but 10 or 15" to develop television in the higher spectrum.

"It would be a great disservice to withhold television," said the agency executive, "Let there be no sabotage of television; no stabbing in the back ... Let us have faith in Chairman Fly." He listed as officers of the ATS the following: Dan Halpin, RCA, president; Raymond Jones, CBS, vice-president; Kay Reynolds, secre-"
New Type of Television Transmitter Developed by Federal for Use by CBS

WHILE the FCC listens to the pros and cons of high and low-frequency television at its allocation hearing, Federal Tel. & Radio Corp. Newark, manufacturing associate of International Tel. & Tel. Corp., is going ahead with a new type television transmitter for CBS, it was announced last week.

Called by the builders a "revolutionary new method of transmission," the proposed station will provide television in black-and-white, and full color, "clearer, sharper, and with better than ever before," said the announcement released by Federal. Sight and sound signals will be broadcast on the same frequency, creating a new standard for wide-band, fine screen reception, according to Federal. The carrier frequency will lie between 450-500 mc and the video frequency will be 10 mc.

"This technical innovation incorporated in the equipment represents a great advantage in the operation and maintenance of the television station, in addition to its location, he said: "I'll support Panel 5, but if the evidence develops no difficulty from Sporad E and bursts at 88-108 mc, I might reconsider my opinion.

When Chairman Fly opened Thursday's session he said the Commission didn't want to "cut off any pertinent cross-examination or any statements or specific need for specific frequencies" but cautioned witnesses against putting irrelevant testimony in the record.

Feasible In Small Towns

Recalled for cross-examination by W. A. Roberts, counsel for the TBA, Dr. Beers said receiver antennas present one of the most complicated problems facing television engineers. The effects of multipath, shadow and other interference influence the type of antenna required, although he added that from the FCC's viewpoint, multipath wasn't a too serious problem.

"Unless we can use a very simple antenna, perhaps self-contained in the receiver, we can't make progress with television as a service in the home," he said.

Mr. Merryman, who said he had conducted a survey of the economics of small station television broadcasting, told the Commission that television is "practical in a market of 25,000 with normal density of population in the surrounding rural area." Whether it is economically feasible in any city, regardless of population, depends, said Mr. Merryman, on its the effectiveness as an entertainment medium, adding "that determines its value as an advertising medium."

He estimated the annual expenses of a station reaching 19,000 families at $96,800 and placed the potential gross income of such a station at $145,000, which would provide a margin of $48,800 over costs to cover both program expense and net profit.

Fly Stops Cramer

Speaking for the TBA, Mr. Du Mont urged the FCC to "end the indecisions and restraints" on television by accepting the recommendations of RTPB Panel 6. He charged that the "clash of enforced secrecy" over wartime restrictions had been used in some quarters as a subterfuge to base claims on so-called "technical" improvements, asserting that the country's best engineers say there are no "miracles in sight." He suggested, however, that experimental television be carried on in the upper spectrum while the art goes ahead under present standards.

Mr. Raibourn suggested that television could advance more rapidly if the pickup equipment were improved. While he thought television should be developed, at least tested, in the 500 mc band, he urged the Commission to allow...
locate frequencies "at the lowest levels in the spectrum which are available".

When Mr. Cramer read a prepared statement, extolling the qual-
ities of 19 other radio stations and the "Jazzmen" Program, Chairman Fly interrupted frequently and before the witness had finished, the chairman told him to finish the rest of his statement in the record. Mr. Cramer's assertions were termed by Mr. Fly as "argumentative". When the witness continued his statement "possibly will be brought out in cross-examination", Chairman Fly said: "It will not." A moment later the chairman interrupted Mr. Roberts to continue to examine Mr. Cramer and the witness left the stand.

Dr. Goldsmith submitted considerable technical data on facsimile, saying that all of Du Mont's measurements "seem to point to the desirability of low frequencies from the standpoint of multipath and shadow". His firm is eager to "go into the higher spectrum", he said, but he felt present television should not be stopped. He estimated it would be 6-10 years before "this radical change in television" to higher frequency broadcasting can be accomplished.

Mr. Sanabria mentioned a Government-controlled or operated television system to avoid private "monopolies", setting aside the five best channels as "franchised channels". He would like to have allocated to into television areas, with a fed-
erally supervised utility "consisting of the five or less telecasting companies". Under his plan, everyone who received television would be registered with the utility at $2 or so per month, to be paid for by the set owner. His suggestion embodied use of motion picture films and little advertising.

Under cross-examination, Comdr. Craven said if he had his choice for all-time television frequencies, he'd take 750 mc, with a 13 mc channel. He suggested that 60-100 mc would be a good location for FM, as questioned by Supt. Taylor of the CBS legal staff about his five-year interim plan, Comdr. Craven said broadcasters have an obligation to the public and such garbledness of whether better television is ready earlier than five years, broadcasters operating under the present system should be required to fulfill their obligations to the public.

Effects of Zoning

Statements replying to questions propounded by the FCC staff were made by Mr. H. D. Duttera, general engineer in the NBC radio fac-
ilities section and member of a Committee 4 subcommittee; Robert E. Semler, chief engineer of NBC, representative of Committee 1, and F. J. Bingley, chief television engineer, Philco Corp., all of Philadelphia.

Mr. Duttera said zoning of television stations to avoid F2, Spor-adic E and bursts might be partially effective but would greatly complicate allocations problems, he continued, reduce the potential number of stations.

Mr. Semler said from the sole view of multipath and shadow pheno-

Semler on Full MBS

R. B. SEMLER INC., New York, in a major expansion of its radio advertising, has signed for the full Mutual network Monday through Friday, from 11 A.M. to 12 N. All present a news commentary in be-
half of Kremi Hair Tonic and Kremi Shampoo. New programs will be in addition to sponsorship of Gabriel Heater, Monday, Wed-
nesday, Friday. 8-9:30 p.m.

Mutual. Firm has presented Mr. Heater since 1938, starting with WOR New York and gradually enlarging the network. Promotion also includes stations breaks and announcements on sta-

Semler will also buy two addi-
tional daytime quarter-hour periods weekly, the time, starting date and commenator still to be determined. Auditions were also in process last week for the noon-time commentator, who will be heard on approxi-
ately the same network of 170 stations carrying Mr. Heater for Semler.

John D. Woodward, Washington consulting engineer, appearing on behalf of Finch, submitted technical data. Testifying Sec. 9-28, Mr. Woodward said Finch Tele-
communications "proposes that the Commission consider the maximum utilization of all frequencies pro-
vided or to be provided for the transmission of FM aural pro-
grams".

Multiplexing Feasible

Maj. Frank R. Brick Jr., vice-

President Finch Telecommunica-
tions, and member of Panel 7, tes-
tified that multiplexing, or the transmission of both sound pro-
grams and facsimile on the same frequency without interference one with the other, is entirely feasible. He urged that the present band width of 200 kc for FM be main-
herited.

William S. Halstead, president of Halstead Traffic Communications Corp., New York City, for-

merly of Finch, testified his com-
pany could, with the addition of Finch equipment for two-way radio on the New York Central R.R.

R. J. Rockwell, engineering direc-
tor, Broadcasting Division, Crosley Corp., testified in support of the
service directory

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Facsimile position that multiplexing be continued.
D. C. Summerford, chief engi-
neer, WHAS Louisville, testified at the request of Finch, advocated continuance of frequency space for facsimile transmission.
Logan L. Thompson, operations manager, Metropolitan Television Inc., New York, member of Panel 3 and alternate on Panel 6 and Panel 9, testified that multiplexing "will provide the new operator in the broadcasting field an added means of revenue to help sustain the cost of operation.

Municipal Uses
Morris S. Novik, Director of Communications, City of New York (WNYC), testified facsimile can be used by New York City in many ways in board of education, police and fire department broadcasts.

George Lewis, engineer, Federal Telephone & Radio Corp., testified that transmission between the S. S. Queen Mary and his company's station on Long Island in 1938 at distances of more than 1,000 miles demonstrated definite proof of the value of facsimile.

Comdr. Crenn, returning to the stand, advocated the FCC encour-
agement of facsimile and reservation of the spectrum to permit its de-
velopment and operation as a ser-
vice to the public. He suggested that channels be allocated near those set aside for FM and television 'because it seems that it might be possible to make use of FM receivers and television receivers in a manner which would tend to cheapen the cost of facsimile receiving equipment.'

Mr. Hogan, recalled to the stand for cross examination, said he would not like to see the FM channel reduced below 200 kc.

Dr. R. R. Lowdermilk, acting di-
rector, Educational Radio Service, J. S. Office of Education, cautioned against giving too much importance to facsimile as an adjunct to edu-

be known to "all the radio homes of the world," he predicted.
Facsimile in the prewar years suffered any diminishing," said the engineer, "from over-exploitation and under- accomplishment. . . . There has never been any doubt about the public service value of a mechanism that would deliver a recorded, readable message by ra-
tio to the homes of the nation. The only question has been as to the way in which it might be delivered."

Nighttime AM facsimile, as at-
tempted before the war, was not
satisfactory because, said Mr. Ho-
gan, "people seem to want a fa-
simile service when they can see it come in, when they know it is fresh, and at speeds comparable to the rate at which they normally read."

He urged that Rule 3.228 govern facsimile and multiplex transmission be amended, charging that "the limitations of this rule prevented the development of fac-
simile broadcasting as an independ-
ent service by requiring that the facsimile be combined with sound on a single FM transmitter, by what are called multiplex or duplex methods, and that the facsimile program be incidental to the sound.

Mr. Hogan asserted, however, that there does exist the possi-
bility that multiplex or duplex fac-
simile and sound may later be demon-
strated as suitable for the transmi-
sion of both services over a sin-
gle transmitter," he said. He re-
mended that Commission regula-
tions be so drawn to "encourage the development of such multiplex systems."

Whether facsimile with sound would be an accepted service or facsimile alone would be the prefer-
ence of the public has been shown in an serious study by Panel 7, the chair-
man said. As examples of facsimi-
le accompanied by sound Mr. Ho-
gan cited music lessons, language lessons, program notes to explain musical programs and maps or other illustrations to supplement news reports. They represented a "valuable public service which should be pro-
vided for in the new allocation."

Panel 7 suggested three methods for taking care of facsimile with-
out sound. Panel 2 offered a fourth, and the FCC proposed a fifth, on which Mr. Hogan commented. Fol-
lowing are the methods and Mr. Hogan's comments on them:

1. Any FM licensee in the regular FM band (41-50 mc) be permitted to use his station for the transmission of facsimile. This would require a station that has the capacity to handle facsimile and would, perhaps, result in a permanent position for facsimile facilities.

2. Television licenses be permitted to use his audio or video channel for facsimile, at his discretion. This would provide an opportunity for facsimile broadcasting by television operators, but would exclude from facsimile all those not able to afford to go into television.

3. Assign 20 FM channels, 100 kc wide, exclusively to facsimile broadcasting in the 100-mc band. This allocation would be ideal for development of facsimile.

4. Facsimile should share the 450-460 mc band with television. Such assignment would be better than today's conditions under Rule 3.228, but would hold back development of facsimile until TV and mod-
ulators of adequate power and frequencies could be built, but, more important, until home receiver manu-
ufacturers could learn the techniques of handling high frequency pluming instead of the circuits with which they are familiar today. Such transition might take several years.

5. Proposed by the FCC. Assigning to facsimile the 25-26.9 mc band, shared by broadcasting and Government and the 27-29.9 mc band, shared by general communication and Government.

These bands are split into 25 kc AM channels and not being used much by anybody. If they were divided into 100 kc FM channels for facsimile or 290 kc channels for sound they would be of much greater public value than the use are today, and they exhibit a strong daytime scuttle effect, actually an international effect. That, however, should not impose too great an alloc-
tion problem if a reasonable number of channels were provided to allow some flexibility and factor of safety to the Commission's Engineering Dept.

Other methods suggested by Mr. Hogan included: Facsimile might be used optionally on half of the FM sound broadcasting channels, or 10 of the pro-jet FM channels might be assigned primarily fac-
simile and optionally for sound.

BROAD FIELD SEEN FOR FACSIMILE

(Continued from page 11)

Complete Set of 1939-40-41-42-43-44
IOWA RADIO
AUDIENCE SURVEYS
will be sent without charge to advertising agencies or college libraries. You will find these a welcome addition to your library.
Each study contains new information on listening habits of Iowa radio families. 80 sets available.

Write to WHO -- Des Moines 7, Iowa

AP

KFNF, Shenandoah, Iowa

... there is so much new material in these now available through PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

FOUR TOP MARKETS!
Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMI Ashland, Ky.
Huntington, W. Va.
Knoxville
WBIR Knoxville, Tenn.

All four stations owned and operated by
Gilmore N. Poen and J. Lindsey Poen.
Represented by The John E. Pearson Co.

WIBW has developed America's most successful
radio selling technique - "reasons why" delivered as the recom-
mandation by one friend to another.

WIBW
The Voice of Kansas
in TOPEKA

October 30, 1944 -- Page 67
**FEDERAL COMMUNICATIONS COMMISSION**

**CONSULTING RADIO ENGINEERS**

**WCLC Cleveland**—Granted request to change call to WHRE.

**WPQA New Kensington, Pa.**—Granted license renewal for period ending May 1, 1947.

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

National Press Blg., Wash., D. C.

**PAUL GODDLE CO.**

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

**GEORGE C. DAVIS**

Consulting Radio Engineer

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Specializing in Broadcast and Assignment Engineering

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Telephone National 7757

**WOODWARD & KEEL**

CONSULTING RADIO ENGINEERS

Early Blg. *National 6513 Washington 4, D. C.

**PAUL A. de MARS**

Consulting Electrical Engineer

"Pioneer in FM"

1900 5th St., N. W.—Washington, D. C.

Phones: Metropolitan 0540

**RICHARD S. SMITH**

Consulting Radio Engineer

Munsey Blg. *District 8215 Washington 4, D. C.

**FRANK H. McIntosh**

Consulting Radio Engineers

Shoreham Blg. ME 4477 Washington, D. C.

**MCNARY & WRATHALL**

CONSULTING RADIO ENGINEERS


**HENRY D. R. SKIFTER**

Consulting Radio Engineers

Washington, D. C.

**RING & CLARK**

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Blg. *Republic 2347

**RAYMOND M. WILMOTTE**

CONSULTING RADIO ENGINEER

From FCC Application to Complete Installation of Equipment

1400 Church St., N.W.—Washington 5, D. C.

**KFI** Fort Worth, Tex.—Granted license renewal for main and auxiliary for period ending Nov. 1, 1946.

**WIIZ** Troy, N. Y.—Granted license renewal for period ending Nov. 1, 1946.

**WBBQ** Savannah, Ga. —Granted.

**KWVR** Omaha—Denied special service authorization for 660 kc at 500 W N 500 W LS unlimited for period ending Nov. 1, 1946.

**J. L. Smith Jr.** Charleston, W. Va.—Denied for hearing application for new station, 1490 kc at 250 w unlimited, to be heard with application of Reed D. Smith, requesting same facilities in Charleston.

**J. WILLIAM HEYWOOD,**

Utica Broadcasting Co., Utica, N. Y.—Granted for consulting engineering services for new station, 1450 kc at 250 w unlimited.

**Magic City Broadcasting Co., Patterson Broadcasting Co., Thomas Beach, Courier Broadcasting Service, Birmingham, Ala.—Granted applications for new station, 1490 kc at 250 w unlimited and application of Courier Broadcasting Service, Birmingham, for new station, 1250 kc at 250 w unlimited.

**National Broadcasting Co., New York—Canceled license for Time, Class C experimental station at WIXW at request of licensee as operation of station was discontinued Sept. 25, and activities now maintained by WEAF-FM.

**KFXD** Nampa, Ida.—Granted petition for license renewal for main and auxiliary for period ending Nov. 7, and continued same to Dec. 4 on application change frequency and Queen Broadcasting Co. to new station Boise. Granted petition to cease operations.

**Durham Broadcasting Co., Harold E. Thomas, Durham, N. C.—Commissioner agreed to continue hearing for new station, and now set Oct. 30 to Nov. 25.

**San Antonio, Tex.—Denied granted petition vacate hearing date set Nov. 22, and continued same to 3d, 1945, for license renewal application.

**Tentative Calendar**

**NOVEMBER 1**

WTCN Minneapolis—CP 710 kc 1 kw unlimited DA-N.

WBB Kansas City—CP 710 kc 5 kw unlimited.

(Interim)—KMPM Beverly Hills, KOBO Seattle.

**NOVEMBER 2**

Centennial Broadcasting Co., Portland, Me.—CP 1450 kc 250 w unlimited.

Northwestern Radio & Television Corp., Portland, Me.—CP 1450 kc 250 w unlimited.

**APPLICATIONS**

**OCTOBER 23**


Central Broadcasting Co. Johnstown, Pa.—CP new station 1400 kc 250 w unlimited.

WRXO Clarisdale, Miss.—Vol. assign. license from Robin Weaver Sr. to Brighton, Miss.

State U. of Oklahoma, Norman, Okla.—CP new noncommercial educational station 14,400 kc 2 kw, special emission for FM.

Ihlns Valley Broadcasting Co., Postea, Ill.—CP new standard station amended to request 1200 kc 1 kw unlimited, install DA-DN and specify transmitter site.

Evanston on Air Inc., Glenwood, Ill.—CP new development station 1750 kc 2 kw unlimited.

WKBW Buffalo, N. Y.—CP new station 1420 kc 3 kw unlimited.

KPBC Cheyenne, Wyo.—Acquisition of control by Church of Nazarene. Int. through purchase 175 sh from A. B. M. Co.

KCMO Kansas City—CP change kc to 850, increase 1 kw N 5 kw D to 10 kw N 5 kw D, install new transmitter, change of call to KCMO.

Facilities of KOAM requested, contingent on KOAM assignment shift. (Petition to reinstate)

**NOVEMBER 27**

**The Brockway Co., South of Massena, N. Y.—CP new standard station, 1540 kc 250 w unlimited.**

Centennial Broadcasting Co., Portland, Me.—CP new station amended to change in capital stock of corporation.

WFAS White Plains, N. Y.—CP new FM station 1130 kc 4 kw unlimited, amended to request 3400 sq. mi.

WSPD Toledo—CP new FM station 41,500 kw unlimited, 21 kw D, 18 kw C, 18 kw A.

KGNC Amarillo, Tex.—CP change 1440 kc to 1465 kc 1 kw D to 5 kw D, install DA-DN and move transmitter.

**BROADCASTING**

**Network Accounts**

All Time Eastern Wartime until indicated.

**New Business**

**EVERSHARP** Inc., Chicago (pena, pens, pencils)—Sports The Fall, Request with Grace Welles on an unannounced day.

**SEVEN-UP Ltd., Montreal** (beverage), on Oct. 17 started Le Petit Chef du Coin at 10:30 a.m., and Thursdays and Sundays at 3:30 p.m. AGENCY: Vickers & Benson.

**ST. LAWRENCE STARCH** Co., Port Credit, Ont. (corn syrup, corn starch), on Oct. 28 started Sport Spectacle on 23 CBS Ontario stations. AGENCY: Mr. A. C. E. Eastman.

**IMPERIAL OIL** (gasoline), on Oct. 28 started N. L. H. Racing on 29 BBS Trans-Canada stations, Sat. 9:00-10:30 p.m. AGENCY: MacLaren Adv. Toronto.

**UNION IGE Co., Los Angeles** (institutional), on Dec. 9 started American Hamburger for 52 weeks, on 5 CBS California stations Sun. 6-5:30 p.m. (FPT). AGENCY: George M. Wenslow Adv., Los Angeles.

**Network Changes**

**LIGGETT & MYERS TOBACCO CO.** New York (Checkerboard), on Oct. 17 replaced National Parade on 175 CBS stations Tues., Wed. and Thurs. from 7:15-9:30 p.m. with Checkerboard Pies. AGENCY: Newell-Emmett Co., N. Y.

**GOODBYE Tire & Rubber Co., Akron** (three colors), at 21 starts, Roy Rogers Show on 67 CBS stations, Tues., Wed. and Thurs., having continued Nov. 14 Mystery Roundup on 87 NBC stations, Sat., 11:30 a.m. to 12 noon. AGENCY: Young & Rubicam Inc., N. Y.

**CAMPBELL SOUP Co.** (soup), on Oct. 25 added to The Jack Cape show on 121 CBS stations, Wed. 9:30-10:30 on West Coast, Nov. 13-14, 7:30-9:00 p.m. (FPT). AGENCY: Foote, Cone & Belding, N. Y.

**Durr Addresses Women**

A LEFT-HANDED crack at commercial radio was taken by FCC Commissioner Clifford J. Durr in an address before the New York Federation of Women’s Clubs Inc. at the Hotel Astor, New York, Oct. 27, when Commissioner Durr poked fun at soap operas, singing commercials and announcers’ inquiries to advertisers on commercial conditions.

Topic of Commissioner Durr’s talk was “Radio and Women’s Responsibility”. Commissioner Durr urged women to become more conscious of radio’s possibilities and to raise their voices in insurance that future possibilities be fulfilled.
Announcing

Situations Wanted (Cont'd)

Experienced woman announcer, specializing in women's features, interested in southern broadcasting. College degree. References, transcription, and tape on request. Box 836, BROADCASTING.

Wanted

20 years practical experience as chief engineer. Desires better working conditions. Any reasonable salary will be considered. Due to important. Box 831, BROADCASTING.

HELP WANTED

WRKEX Radiophone Company, Oklahoma City. Oklahoma has openings for those who know news, can rewrite and present newscasts on air.

Box 625, BROADCASTING.

The School of Radio Technique

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

November 14

6 Weeks' Day Course

November 6

Taught by Network Professionals. No Previous Experience Necessary.

- Announcing
- Studio Reading
- Continuity Writing
- Script Analysis
- Speaks & Reports
- Co-ad. Moderate rates. Inquire Call or Write for Booklet B.

R.K.O. BUILDING RADIO CITY N.Y. CIRC 7-0193

RADIO CASTING — Broadcast Advertising

Situations Wanted

WKY Radiophone Company, Oklahoma City, Oklahoma has openings for those who know news, can rewrite and present newscasts on-air.

Box 625, BROADCASTING.

Announcer—Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WERF, Flint, Michigan.

Announcer, experienced, 250 watt local with Mutual annunciations, reading news, spilling platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Drels Lake, N. Dak.

Announcer-operator wanted. Must have first class radiophone license and be capable of announcing news and commercial copy. Will pay full salary required first letter. Radio Station KBEZ, Waco, Tex.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at $50 for first year. Box 839, BROADCASTING.

WANTED—Two first class engineers. Minimum requirements: age 26, residence in Pensacola area, attractive wages, normal education and experience. Box 821, BROADCASTING.

We are interested in energetic, aggressive, and ambitious announcers for small operation. Footnotes not wanted. Box 831, BROADCASTING.

If you are interested in a National Representative that:

- Can sell your market, station, and policies, as well as your time.
- Believes in working with the time-buyers and assistants, as well as advertisers and account executives.
- Has a radio station background in local and national sales, as well as the representative field.
- Can do a real job of selling Goodwill, as well as time for a select group of stations.

Then I would like the opportunity of talking to you.

BOX 830, BROADCASTING MAGAZINE

LOWELL THOMAS, NBC commentator, defending himself in a court of law, charged that his daily newscasts favored the candidacy of Gov. Thomas Dewey. In short, that while he lived near Pawling, N. Y., locale of the Governor's home, the circumstances of proximity actually brought forth a "special effort to keep an unbalanced view of Dewey." He stressed that in a presidential campaign, the administration in power is necessarily in the news during his first year in office, and "signs an obvious advantage", whereas the opposition candidate can only make statements which are "inevitably self-serving on their own merit." He continued, "Yet some people will go on feeling that every time a new news program recites an item about Dewey, that's a Dewey boost, in spite of the fact that President Roosevelt, running for re-election, actually gets 10 times as much attention because of the nature of his office."

Excerpt of the broadcast appeared in the Los Angeles Times and Reports Inc.'s weekly bulletin, which noted, on the basis of monitoring reports issued on the basis of "Operation 15," that radio opinion continued to point to an extremely close election.

AMA Radio Luncheon

WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt and recent general managers for Mutual Broadcasting, FM organization, will discuss "Possibilities of a Fifth Radio Network" at the first fall radio luncheon of the American Marketing Assn., Nov. 2 at the Murray Hill Hotel, New York City. L. GIBSON, manager, WRG, General Electric television station, will discuss program preferences of the radio and television audience, radio chief, U. S. Treasury Dept., will speak on "Your Biggest Job in Radio Tomorrow." C. D. WHEELER, chairman, Cooperative Analysis of Broadcasting, is chairman of the meetings.

NEWS MBS Schedule

PROGRAM SCHEDULE of the four major networks with sponsoring and other pertinent data for each quarter-hour is being released by MBS on a monthly basis to a selected group of agency timebuyers and to the trade press. The booklets contain listings of the major and key network time periods and programs on the cover. Four-network schedule gives Crosley "True Story" and a scheduled network time option. Network is putting out its own comparative schedule, it was said, in order to increase the value of its list of impartial four-network schedules.

Irving Winter

IRVING WINTER, 36, a partner in the advertising agency of Winter & Winter, New York, died Oct. 20 at his home in Brooklyn, N. Y., leaving his brother and partner, his widow and daughter.

October 30, 1944 — Page 69


**BRONZE STAR** Medal is awarded Lt. Col. Charles T. Clyne (1), formerly with Free & Peters, New York, station representatives, for his success in handling an "enormous increase in volume of Air Corps supplies from Sept. 1942 to April 1944 with limited personnel." Col. Clyne inaugurated a policy for faster handling of supply requisitions "which contributed materially to the successful operations against the enemy." Brig. Gen. Donald R. Goodrich, Commanding General of the VIII Air Force Service Command, pins the citation ribbon on Col. Clyne.

**Broadcasters Provide Public Service During Period of Two Catastrophes**

By GILBERT GARDNER

RADIO'S value in a catastrophe was demonstrated twice within the last fortnight during the hurricane which swept up through the southeast from Cuba, and during the holocaust in Cleveland, when the East Ohio Gas Co. fire devastated 50 city blocks in the east side industrial and residential section. From North and South Carolina and Florida the story of radio's emergency value was retold [BROADCASTING, Sept. 25, Oct. 23].

At Boca Raton Army Air Field, where Lt. Ralph Tuchman, former editorial staff member of BROADCASTING is public relations officer, Col. A. L. Jewett, commanding officer, wrote WIOD Miami expressing appreciation for the station's aid in reaching all personnel with necessary instructions, thus enabling the Army to carry out the evacuation of personnel and valuable equipment to a place of safety in the minimum time. According to a report from Lt. Tuchman, Army and Navy installations in the Florida area called on WGAM WFTL WKAT WWPG WJNO.

Advisory broadcasts were aired day and night indicating the progress of the storm.

Praise from Col. Hill

WIOD also was the recipient of a letter from Col. Luther L. Hill, commanding officer at Boca Raton and former executive vice-president of Cowles Broadcasting Co., who expressed his appreciation and that of his men, to WIOD general manager James M. LeGate, for the "splendid public service afforded during the hurricane emergency." Another letter of praise came to WIOD from M. Van Valkenburg, Miami Lions Club secretary.

For Latin-American residents in southern Florida, WIOD carried a weather report in Spanish by Blanca Estrella, WIOD Spanish news commentator, who remained on duty in the studios translating U. S. Weather reports.

In West Palm Beach, WJNO, through Frank Browne, special reporter, cooperated with the U. S. Weather Bureau by performing a "pre-hurricane service," broadcasting advisory bulletins 48 hours in advance of the tropical storm to residents of Palm Beach County. Or Wednesday (Oct. 18), when it appeared certain the hurricane would hit Miami, WJNO sent Frank Browne to report a first-hand account and to interview Ernest J. Carson, head of the Miami Weather Bureau and an authority on tropical storms.

As the storm moved north, the wind velocity had increased to an estimated 75 m.p.h. by the time it struck Charleston, S. C. where WCSC lost its power lines, fell back on its auxiliary generator to keep the bulletins on the air for those battery sets.

**Cleveland Catastrophe**

In Cleveland a different kind of tragedy, the East Ohio Gas Co. fire, was equally well reported. WGAR and WJW Cleveland both performed outstanding public services to win the praise of city officials. WGAR had four staff members on the scene within 15 minutes after the first liquid gas tank burst into flames. Clare Taylor, WGAR engineer, together with a staff member at the scene 12 hours. Special events director Sid Andorn, chief announcer Wayne Mack and announcers, Reg Merri-dew and John Saunders handled six on-scene broadcasts. Mobile unit served as an emergency communications center, airing messages for the Red Cross, Coast Guard and Police. Later, WGAR carried an on-the-scene proclamation broadcast by Cleveland Mayor, Frank Lausche.

WJW Cleveland sent Chuck Dolan of the continuity department to the scene where he kept in contact with the station via telephone tapped to a poll less than 1,000 ft. from the blazing tanks. Earl Harper, WJW special events di- rector, broadcast a lakefront description of the fire from aboard a lake cruiser. In the afternoon, at 12:45, WJW carried a program of interview, conducted by Benne Alter with evacuees at Wilson Junior High School.

Across the lake in Detroit, Fred Vandeven(ter), WJR newscaster told listeners to his 6 p.m. broadcast that they would hear an eyewitness account from WGAR Cleveland. Switchover was made on a time-cue to Sid Andorn in the WGAR newsroom who made a two-minute dramatic presentation of first hand information. John Patt, WGAR general manager broadcast from Cleveland with George Cush- ing, WJR news editor in Detroit.

**Canada Sales Tax Will Cover Discs**

**Technical Difficulties Solved By Dominion Officials**

By JAMES MONTAGNES

TECHNICAL PROBLEMS pertaining to application of the Canadian 8% sales tax on all broad- casting transcriptions have now been solved and the sales tax goes into effect on Nov. 1. Planned by the Dept. of National Revenue to go into effect on Sept. 1, the sales tax was first postponed to Oct. 1 [BROADCASTING, Sept. 11] and then when more difficulties came up was postponed till all parties could have adequate hearing. This has now been completed with rep- resentatives of transcription companies, advertising agencies, producers, recording stations all pointing out their problems to the exact division of the depart- ment.

**Ruling Issued**

Main basis of disagreement was the departmental ruling that sales tax would be charged on the total cost of the transcription, including total talent cost. This was presented to be unfair to the station and the department has now ruled that an exemption will be made "where a live broadcast is delaye to one or more stations by reason of a time factor, station using an other program, line not being avail- able, etc., so long as the delay is broadcast is recorded simultaneously.

If charge is made or an amount received be re- ceived by a radio broadcasting sta- tion for recording the live broadcast, such amount will be subject to sales tax."

The sales tax on talent also does not apply where broadcasts are recorded to advance, in place of a live program, due to vacations, ill- ness or accidents to artists, or occasional absence from the pool from which the broadcast origi- nates. Exemption will be mad for such occasional recordings use on an originating station, provid- ed such broadcasts do not exceed 10% of the series of which the form a part.

The sales tax on talent applies where a recording is a single broadcast, over a limited number of stations, are made and a recor- sent to each station. The making any recording for broadcast purposes must tak- out a sales tax license and make returns to the department monthly under the sales tax regulation. Canada has had this 8% sales ta- for more than a decade, but trans- actions for broadcasting will be taxed for the first time start November 1.

**WAOV Joins MBS**

WAOV Vincennes, Ind., joins th Mutual Network as of Nov. 1. Sta- tion operates with 250 w 0 1480 kc.

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**BROADCASTING • Broadcast Advertish.**

**Drawn for BROADCASTING by Sid Hix**

... And Now, Class, We Will Determine the Stimulus Quotient Obtained by Adding the Visual Factor To Sound!"
his LITTLE DOLLAR
can put
a MILLION Dollars
to WORK!

Post-War Prosperity Will Begin at Retail Counters!

It takes little dollars to make big dollars do a job! It takes merchandise moving across retail counters to build a continuing prosperity.

After Victory, there will be no dearth of capital to start our industrial machine. There will be no shortage of productive facilities, nor of manpower. And there will be money in the pockets of millions and millions of folks, who will want to buy replacements they need, as well as all the wonderful new things that wartime research has developed.

Yet, to make these favorable factors produce a sound post-war prosperity, the problem of Distribution must be met squarely, and solved. The Distribution Decade after V-Day will place a tremendous responsibility on the distributive functions—Advertising, Merchandising, and Selling.

Management can ill afford to make any post-war plans without apportioning to Advertising, and to the men who administer it, a share of importance in keeping with the urgency of that assignment.

WLW
THE NATION'S MOST MERCHANDISE-ABLE STATION
CROSLEY SQUARE, CINCINNATI 2, OHIO
DIVISION OF THE CROSLEY CORPORATION
The facts about radio listening in Oklahoma are now out in plain sight. It is no longer necessary to guess what stations Oklahomans listen to, how much they listen, when they listen, what types of programs they prefer, or how often they write to radio stations. Nor is it any longer necessary to make important decisions on the basis of private opinion or isolated, incomplete surveys.

The 1944 Oklahoma radio survey was conducted and tabulated under the direct supervision of Dr. F. L. Whan of the University of Wichita, successor to Dr. H. B. Summers of Kansas State College whose radio studies in Iowa and Kansas are widely known and accepted.

This first statewide study of radio listening in Oklahoma revealed many new and interesting facts, while substantiating many old ones. It verified WKY's longtime claim to the largest radio coverage in Oklahoma. It furthermore proved what WKY had long suspected: WKY has by far the largest farm audience of any Oklahoma station. All in all, it established conclusively that WKY is Oklahoma's dominant station.

This, to be sure, is not news to those familiar with WKY over the years. It is, however, a truth reconfirmed and well worth repeating.