WHAT WOULD YOU LIKE TO KNOW ABOUT RADIO IN IOWA?

The 1944 Iowa Radio Audience Survey Answers Dozens of Questions Like This:

Which radio stations are "listened-to-most" in Iowa—daytime, nighttime—by men, by women—urban, village, farm? In what counties is each station "listened-to-most"?

Which stations are "heard regularly" in Iowa? How much time do Iowa people spend with stations named as "listened-to-most", as compared with stations named as "heard regularly"?

Which stations are preferred in Iowa for Newscasts, Farm Newscasts, Farm Editors?

What percentage of urban, village and farm people in Iowa are listening to radio at any given hour period from 5 a.m. to 1 a.m.?

What kinds of programs are preferred by urban, village, farm people in Iowa—by sex—by age-groups?

What kinds of programs not presently available would various groups and ages like to hear? At what hours?

Using this book, any advertiser can scientifically plan radio that gets results in Iowa—at lowest cost.

Write for your free copy of the 1944 Iowa Radio Audience Survey, conducted by Dr. Forest L. Whan. Address:

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, President
J. O. MALAND, Manager

FREE & PETERS, INC. . . National Representatives
IN THESE 19 MICHIGAN COUNTIES

ONE OUT OF FOUR FAMILIES WROTE WLS

26.1 LETTERS PER 100 RADIO HOMES

IN ONE YEAR, 50,831 letters came to WLS postmarked from 19 counties comprising Michigan's fourth, fifth, and ninth Congressional Districts. There are 194,750 Radio Homes in these 19 counties. Total letters thus equal 26.1 per 100 radio homes or better than ONE OUT OF FOUR.

This tangible proof of WLS listening in 19 Michigan Counties echoes over a broad four-state area, including Metropolitan Chicago. Over a million letters a year constitute our evidence that WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you. For further facts, see WLS or a John Blair man.

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

890 Kilocycles 50,000 Watts
Blue Network

The Prairie Farmer Station
Burkridge D. Butler
President
Glenn Snyder
Manager

Represented by John Blair & Company

Management affiliated with KOY, Phoenix, and the Arizona Network, KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell-Douglas
The home life of Nashville is important to the management of WSIX. That's why WSIX has worked to achieve the leadership in daytime audiences from 8 A.M. to 6 P.M. This well operated station makes up its programs from the best selected offerings on Blue and Mutual networks plus an occasional local program of outstanding merit. WSIX has shown a steady listener increase month after month. WSIX COSTS LESS—compare the national rates of Nashville stations and you will see that WSIX is lower in all classifications. The ample coverage WSIX has in the city of Nashville is worth your serious consideration.

THE KATZ AGENCY, INC., National Representatives
"We now join the Mosquito Network"

- Eight thousand miles from home in the Southwest Pacific, men of Ohio's Fighting 37th had an opportunity to pay a special visit to the home folks... via radio. Their families heard the news through a front-page story in the Cleveland News, saw the above photo of the boys making the transcription. Several days later, they heard the voices of their boys in a special broadcast over WGAR... the station that is proud to be "the Cleveland outlet for the Mosquito Network".

At a WGAR studio party, families of the men of the 37th received permanent recordings of the voices of their sons, husbands, brothers and sweethearts. Since the southern maneuvers of 1941, the WGAR mike continually has followed our Ohio boys.
A "BIRD'S-EYE" VIEW OF DOWN-TOWN
HUNTINGTON, WEST VIRGINIA ... One of the
Important Industrial Tri-State Cities

A city ranking high in the nation's industrial roster, Huntington's industrial payroll, alone, will run
well over $35,000,000.00 annually. Its population (1940 U. S. Census)—79,836. Such outstanding
industries as International Nickel Co., Sylvania Products Inc., Zenith Optical Co., American Car and
Foundry, Owens-Illinois Glass Co. and many others have plants in Huntington. A most important
market in itself but linked with its sister Tri-State cities (Ashland, Kentucky and Ironton, Ohio), the
Tri-State area truly is a market that should be a "MUST" with Time-Buyers. WCMI serves this great
section efficiently and economically.

- 228,500 People Live in WCMI's Primary Coverage.
- WCMI Maintains Large Theatre Studios in the Heart of
  Huntington.

WCMI Mutual Affiliate

— A NUNN STATION —
L. D. NEWMAN, Manager
Ashland, Kentucky
Studios—Ashland, Kentucky ... Huntington, W. Va.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY
Today—

When You Think of

NEW ORLEANS

You Think of

The Gateway to Latin American Markets

...AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South’s Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
What about this thing called "Public Interest"?

We hear a lot of pros and cons concerning this business of "public interest". Perhaps it can even be said that a great many organizations talk convincingly about it, but do nothing about it.

At this network it has always been our contention that "public interest" is a prime requisite for good broadcasting, and of first priority in whatever we do.

We had an opportunity to keep this contention going when we sent our own war correspondent, Howard L. Chernoff, overseas to visit and send back messages from West Virginians fighting our war. The expressions from the folks here at home indicate this act was tops in "public interest". But now that Chernoff is back, we aren't letting it die.

Throughout the state at service club meetings, open forums, and public gatherings Chernoff is telling of his experiences and observations in England and France. A fee is charged for these appearances . . . and . . . the entire receipts (expected to exceed $6000.00) are being divided between the American Red Cross and the USO.

This is just another example as to why the West Virginia Network enables you to reach most West Virginia listeners most of the time.

The West Virginia Network

JOHN A. KENNEDY, President
(On Leave U. S. Navy)

WCHS—Charleston  
WBLK—Clarksburg  
WSAZ—Huntington  
WPAR—Parkersburg

BROADCASTING • Broadcast Advertising  
November 6, 1944 • Page 7
More and more are sales-minded advertising managers looking to the Easts (Ed and Polly) to send sales zooming.

And a razor blade manufacturer recently proved once again the sales potency of this early morning show—Breakfast in Bedlam—despite the fact that hundreds of thousands of shaving-age men in this area are away in the armed forces.

One single 50-word announcement brought a 49% greater response than a similar announcement a couple of years back when those hundreds of thousands were still at home.

This is not an isolated case. It is one of many that points to three things—(1) the pre-eminence of the entire Blue Network in the morning field (greatest audience of any of the networks); (2) the mounting popularity of Breakfast in Bedlam; and (3) the new strength and clarity since WJZ moved its transmitting station closer to the millions in the New York trading area who will buy those products they hear about over WJZ.

Yes, 7 million more people are now within the range of the brilliantly clear 50-milli-volt signal of WJZ—your strongest voice in the world's richest market.

For further details of lowest-cost-per-inquiry ask Blue Spot Sales in New York, Chicago, Detroit, Los Angeles or San Francisco or the Sales Department of
This station was established in 1922. From that day to this, our relations with the druggists of Onondaga County have been on a partnership and friendship basis. Their Association's recognition of us — the spontaneous tribute pictured above — is a fitting climax to this fine and lasting partnership.

Station WSYR Syracuse, N. Y. 5000 Watts. 570 KC. Basic NBC. Associated with WTRY (Troy-Albany-Schenectady) WKNE Keene (Vt.-N. H.) WELI New Haven

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.
"I wonder why in the world Mr. Blunk wanted me to 'hop' over to F&P?"

- Maybe Mr. Blunk wanted Thistlewaite to pick up a detailed analysis of the station situation in ten or twenty markets—maybe a list of availabilities—maybe a bunch of transcribed program ideas.

Whatever it was that Mr. Blunk wanted from F&P—he’ll get it! And so can you, anytime!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Close of Hearings Leaves Many Problems

By BILL BAILEY

HAVING adjourned sine die the most comprehensive hearings on spectrum allocations since the radio art's advent, the FCC settles down this week to resolve conflicts in frequency demands of present and prospective radio users, with the demand for facilities exceeding the supply manifold.

At the final session last Thursday, winding up five weeks of testimony, the Radio Technical Planning Board tossed into the Commission's lap revised spectrum allocation recommendations above 28.5 mc, developed by Panel 2 (frequency allocation), the preceding evening. This encompassed the best judgment of the nation's leading radio engineers and scientists, designed to be in accord with the weight of the testimony presented during the momentous hearings, which spanned the usable radio spectrum from 10 to 30,000,000 kc.

Whether the recommendations of Panel 2, presented at the wind-up Thursday, by consent of Dr. C. B. Jolliffe, panel chairman, RCA engineering executive and former FCC chief engineer, will prevail in the allocations ultimately evolved, was pure conjecture as the hearings ended. Despite the desire to whip recommendations into shape swiftly, it was evident that the job of analyzing the welter of technical and scientific testimony might take several weeks or even months.

New Data Revealed

The whole tenor of the proceedings, particularly as to new broadcast services, appeared to shift with the development of hitherto classified technical data on propagation in that portion of the spectrum coveted by both FM and television. There remained to be reconciled, moreover, the finish-fight between "upstairs" and "downstairs" spectrum protagonists of television.

There were the final recommendations of Panel 2 on important broadcast services:

Television—7 channels, 6 mc wide, 60-102 mc, sharing all but first and third channels with non-Government emergency services: 11 channels, 6 mc wide, 152-218 mc, sharing 10 with Government and non-Government services, channels to be broken into A, B, C and D areas for geographical separation.

Experimental television and television relay—460-556 mc.

FM—75 channels, 200 kc wide, 43-55 mc.

Facsimile—450-460 mc (when air navigation aids are discontinued after war).

Amateur—27-29 mc; 58-60 mc; 144-146 mc; 215-225 mc; 420-450 mc (when air navigation aids are discontinued after war); 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-19,500 mc; 21,000-22,000 mc.

Relays—700-990 mc (with experimental television); 1600-1900 mc (sharing with Government); 1900-3300 mc; 3900-4550 mc; 5750-6800 mc; 6800-7286 mc; 10,500-13,000 mc; 16,000-18,000 mc; 25,000-30,000 mc.

Whether the FCC will consider allocations at its next meeting Thursday, has been made a problem, and recommendations must be submitted by the Commission to the Interdepartment Radio Advisory Committee to resolve conflicts with Government needs before they become final. It may be months before the FCC can allocate portions of the spectrum, inasmuch as considerable propagation data in the higher frequencies still is classified by the military.

Meantime the State Dept. is understood to be pressing the FCC for recommendations, at least in part, by seals to everybody, with a World Telecommunications Conference.

In concluding the hearing last Thursday, Chairman James Lawrence Fly paid high tribute to radio, as a whole and the RTPB in particular (see text below).

War Problems

"Our task has been difficult because of wartime restrictions," said Dr. Jolliffe. "Because of the unknown factors it has been necessary for Panel 2 to paint with a broad brush and leave many of the details to the FCC. I believe we have arrived at a place at which there is a minimum of overlap between services and with the Government."

He explained that below 30 mc the Panel "has not progressed any farther than we had at our first appearance". That portion of the spectrum from 18-25,500 kc represents the "unfinished business" on the Panel 2 agenda, he added. At the Wednesday night meeting, 21 of the 26 voting members were present, as well as a "number of official observers", said Dr. Jolliffe.

Panel 2 suggested that 23.5-27 mc be set aside for industrial applications, Dr. Jolliffe explaining there was "considerable concern over harmonics". Committee had not suggested to make the manufacturers of diathermy machines be given a "two-year latitude" to eliminate interference from the machines. The electro-medical manufacturers had requested frequencies as the solution to curbing interference rather than shielding.

Military Meeting

An anticipated stormy final hearing session did not materialize. During the Panel 2 meeting Wednesday, day it developed that Dr. Jolliffe, acting as a "committee of one", planned to read into the record a letter formulated by certain manufacturers represented on Panel 2 (Continued on page 60)

Text of Chairman Fly's Concluding Statement

This concludes our hearings in docket number 6651. But I do not want the record to be closed without saying a few words of appreciation to the many hundreds of engineers, executives, and others in all branches of the radio and allied industries who have helped to make these hearings so outstanding a success. Further, I wish to express special thanks to the members of the Radio Technical Planning Board, from Dr. Baker on down, who have organized this tremendous industry effort, brought it into focus here, and made possible the thorough, orderly consideration of the many crucial problems involved in post-war allocations.

For six weeks now, we have been engaged in the significant joint enterprise of thinking together with respect to postwar allocations. I venture to suggest that seldom in the history of regulatory agencies has such frank, frank, and unintercepting cooperation been offered by industry to Government. We in the Commission, in turn, both at the staff level and on the bench, have sought to reciprocate in some measure that spirit of cooperation.

Through the years, at industry meetings and elsewhere, we have been heard to lament the fact that broadcasting in the past has, like Topsy, "just grown", and I have frequently expressed the hope that later on, it would be possible for Government and industry to sit down together, go over the entire spectrum, channel by channel, and come up with a plan which, even though it does not entirely satisfy everybody, at least appears to be fair and honest and within the limits set by the spectrum itself.

To realize such a plan, one essential condition had to be met—namely, that unselfish work on the part of all, whether in Government, or in industry, who had contributions to make to the end result. That generosity has been displayed, not merely in the hearing room, but also in the sub-committee meetings, committee meetings, panel meetings, and board meetings of the Radio Technical Planning Board.

May I also thank those non-industry groups—the educators, amateurs, police, fire, and medical, the representatives of other Government agencies, and many others—who have worked along with us on this undertaking. Their assistance has been most welcome.

The Commission will now proceed to consider the various proposals with respect to postwar allocation of frequencies. Our consideration will be based upon a record which I feel sure is the fullest and most satisfactory in the history of radio broadcasting. Many of the decisions we shall have to make will present a high order of difficulty; but I can assure you that we approach our task with only one objective in mind—to achieve an allocation pattern which will best serve all the vital interests concerned.
Kobak Entry Presages MBS Changes

Dropping of Non-Profit Cooperative Setup May Develop

By BRUCE ROBERTSON

APPOINTMENT of Edgar Kobak as president of Mutual, announced last week by the board of directors, may presage sweeping changes in Mutual's present co-operative non-profit structure, possibly a complete merger with another station to bring it in line with other networks. Mr. Kobak, who resigned as executive vice-president of the Blue Network Oct. 21, will assume the Mutual presidency Nov. 20 following a vacation. He succeeds Miller McClintock, who leaves MBS Nov. 17 after two years as the network's first president. McClintock has not announced his plans.

It was learned reliably that Mr. McClintock was slated to serve out the two years' option period on his contract up Oct. 1, but that the death of W. E. Macfarlane, WGN vice-president who was a member of the Mutual board and chairman of the Execu-
tive Committee, opened the way for organizational changes, Mr. McClintock's retirement the first among the three, it was said, was bought up by MBS at the rate of $15,000 per year for the two years.

Operational Study

First task Mr. Kobak will undertake at Mutual is a study of the complete organizational and operational setup. After that he will make his recommendations to the board, which has given him a free hand in conduct of the network's affairs and has assured him that whatever course he lays out will be followed. Mr. Kobak said last week he does not know whether the present MBS setup is the best one. He will make no decisions and recommend no changes until he has completed his study.

In his official statement accepting the post, Mr. Kobak said: "I feel very humble about my expanded opportunity to serve the listening public in the new horizons and larger opportunities which lie ahead. The MBS radio is to us to keep it free in order to make America a stronger and better informed nation. The challenge is there. I will do my best to help Mutual become the leader, to work to make all broadcasting service better and build the industry, The listener is my boss. I want to be a good servant. Our immediate job is to help win the war."

The Mutual board, in making the announcement, stated: "As Mutual enters its second decade we feel particularly fortunate in securing Edgar Kobak to help us carry out plans to improve our service to the American people. Fine strides have been made by our network under the leadership of recently resigned President Miller McClintock. "It is our intention to build the finest broadcasting system, to become the leader in all phases of service, to live up to the responsi-

bilities of the electronic American system of broadcasting. We plan to develop all future services made available through the progress of electronic developments in radio, television and facsimile. We feel that under the direction of our new president who has had broad experience in the fields of publishing, advertising and broadcasting, we will achieve the high goal that we have set for ourselves. "We begin this new decade with renewed vigor and confidence. Mutual plans to enlarge its organization and will put particular emphasis on programming, determined to become the finest program schedule in the nation. The program schedule will give us the finest diversified program schedule ingenuity and money can produce. We want to make free-
dom to listen worthwhile."

"Not Happy at Blue"

Mr. Kobak said his resignation from Blue Radio was voluntary, without hard feel-
ings on either side, expressing the highest friendship for Edward J. Noble, Blue board chairman, and the other executives with whom he worked and the network since its separation from NBC. He left because he wasn't happy under the new setup, he said.

Mr. Kobak said he is retaining his stock holdings in the Blue for the present, adding that he also owns stock in RCA and General Electric Co., both of which are engaged in the broadcasting business.

It was learned that unlike Mr. McClintock, Mr. Kobak has no contract with Mutual, but is joining the network on the more usual arrangement of continuing as long as both parties are satisfied. His salary was not disclosed, but it is reported to exceed the sum he was receiving from the Blue, understood to be $55,000 a year, and the $80,000 paid by MBS reportedly paid Mr. McClintock.

It is anticipated that any reorganiza-
tion of Mutual instituted by Mr. Kobak will involve strengthening rather than changing the present personnel, with none of the executive positions anticipated that frequently follows such a change. In the reorganization of the Blue following its separation from NBC, Mr. Kobak and Mark Woods, Blue president, built their staff largely from the NBC people who had worked on Blue affairs while that network was part of NBC, and it is expected Mr. Kobak will follow the same procedure in his new position, building on the foundation laid by Mr. McClintock rather than making an entirely fresh start.

NETS GIVE LABOR RECORD AIR TIME

AN ARRANGEMENT by the CIO to receive time for 52 weekly pro-
grams during 1945 over three net-

works, announced previously by the AFL, will give organized labor its biggest year since the union's formation. Tentative schedules announced by CIO call for a 13-week series on Mutual, a 13-week series on NBC and a 13-week series on Blue. The schedules will be expanded weekly to include all programs.

In addition, Mutual will provide spot broadcasts from time to time, the network declaring it "has not adopted any policies of making commitments of free time to labor or to special organizations" and that it "has always been alert to carry special features and events of the AFL, CIO, other labor organiza-
tions and their management, and will continue to fol-
low this policy in the future".

New Bruck Account

UNICORN PRESS, Brooklyn, pub-
lishers of Funk & Wagnalls New Standard Encyclopedia, and a user of spot radio for mail order promotion, has named Franklin Bruck Ad., New York, as agency, effective Jan. 1, 1945. Spot radio cam-
paign is being included in plans submitted for client's approval.

Eight-in-One Spot

EIGHT-IN-ONE Co., Chicago (cold cable) has begun sponsorship Oct. 8 of the Cedric Foster newscasts thrice weekly on WGN Chicago. The spot, offered for 13 weeks, is purchased by H. W. Kastor & Sons, Chicago.

Cub's Games on WIND

WIND Chicago has signed the Chi-
lubs to carry the series of split season broadcasts. Games were previously broadcast on WJJD Chica-
gro.

ANA to Consider Aids for Business Annual Meeting Also to Study Reconstruction Problems

A STUDY of the functions of advertising made under the supervision of the Assn. of National Ad-
vertisers, showing how business can most effectively use advertising to improve their relations, will be presented at the Thursday morning session of the ANA an-
ual meeting, to be held Nov. 15-17 at the Hotel Biltmore, New York (Broadcasting, Oct. 30).

At the same session, Marion B. Folsom, director of the House Spe-
cial Committee on Postwar Eco-

nomic Policy & Planning and ac-
tioner of Eastman Kodak Co., will outline some of the major problems of the reconstruction period, with particular reference to the advertising industry, reporting on a survey of this subject.

Trade Mark Session

Thursday afternoon will be de-

oted to reports on what is being done to acquaint the public with the value of the trade mark sys-

tem. Speakers include: President, Periodical Publishers Assn.; A. P. Bucking-
ham, vice-president, Cluet, Pea-
body & Co.; T. H. Mueller, presi-
dent, Tobacco Pressing Co.; F. E. Orlich, assistant to the Secretary of the Treasury and president, Munsingwear Co.; George Russell, president, Pro.

On Friday morning, Dr. Claude Robinson, president, Opinion Re-
search Corp., will give the results of a nationwide ANA poll of pub-
lic opinions toward business and advertising, showing what the public thinks about war theme and patriotic advertising and what well as "postwar" product advertising. A survey of farmers' attitudes, now being made for ANA by Crossley Inc., and a Treasury Dept. survey of manufacturers' plans for redeeming war bonds will also be reported on at the Friday morning session.

Thursday and Friday sessions will be open to agency and media guests as well as ANA members, while the Wednesday sessions will be for members only and will in-
clude the annual business meeting, committee reports, etc. David R. Osborne, sales training director, will discuss "The Adler Haring, professor of marketing, Indiana U, will address the closed session.

Express Move

AMERICAN EXPRESS Co., New York, has shifted to J. M. Mathes Inc., New York, advertising for Travelers' Cheques, promoted on Cheque Your Music, recorded feature on about 12 stations, and now advertised only in New York. Newspaper and radio advertising, in New York, continues to handle money orders, foreign exchange, and travel.
Fly Leaves FCC Nov. 15 to Practice Law

Porter and Reinisch Mentioned as Successor

By SOL TAISHOFF

ANY LINGERING doubt about the decision of James Lawrence Fly to leave the FCC chairmanship was dispelled last Thursday. Mr. Fly personally confirmed this and was repeatedly published in Broadcasting that he would leave the Commission Nov. 15 and establish law offices in New York (see cut).

Promptly upon the close of the momentous spectrumwide allocation hearings last Thursday forenoon, Mr. Fly informed the President already has accepted his resignation. The FCC Chairman had attempted to resign weeks—even months—but was prevailed upon by the President to remain the last time until completion of the allocation proceedings which will shape the whole future of broadcasting and other radio services, including FM, television and facsimile.

Two Vacancies

The resignation of embattled “Larry” Fly leaves two vacancies on the FCC, one of which has just been created by the retirement last July 1 of Commissioner T. A. M. Craven, the Chairman’s almost constant adversary on almost any matter, to become vice-president of the Cowles Broadcasting Co. The Craven vacancy, a Democratic one, is for the seven-year term which would end July 1, 1949. The successor of Mr. Fly’s successor would be for a term ending July 1, 1949. His successor could be named as a Commissioner; the President has the authority under law to select the Chairman from among the seven FCC members.

It is no secret that Mr. Fly’s resignation after 15 years in Government service was motivated by a desire to recoup his personal fortunes. It is expected he will engage in a general law practice, but will specialize in the utility and communications fields. His successor, as well as an appointee to fill the Craven vacancy, probably will be named prior to or coincident with the convening of Congress on Nov. 14, assuming a Democratic victory.

Mr. Fly’s terse announcement last Thursday confirmed in all particulars the report in Broadcasting Oct. 18 that he would resign the next month. “I am leaving the FCC on Nov. 15 to enter private practice of law in New York City with offices at Suite 444, 3 Rockefeller Plaza,” the Chairman said.

There were no new names to add to the list of possible successors to Mr. Fly beyond those published in recent issues of Broadcasting—assuming a Democratic victory. But there were new prospects for the Craven vacancy.

Heading the list for chairman is Paul A. Porter, publicity director of the Democratic National Committee, an ardent New Dealer, and former CBS attorney. He has the blessing of Mr. Fly. Mr. Porter, when queried by Broadcasting last week, denied that he had “accepted” the FCC chairmanship and preferred not to discuss the possibility of acceptance in the immediate future. He reiterated previously expressed views that he is more interested now in getting “some sleep” than anything else.

But there are other names in the speculation, too—including incumbent members of the Commission. Outside the FCC membership are such personages as J. Leonard Reinsch, radio director under Mr. Porter on the Democratic Committee, to leave from his post as managing director of the Gov. J. James OHiggins for WSB, WIOD (WHIO); Leighton H. Peebles, chief of the WPB Communications Division; John D. Biggars, Libby Owens Ford Co., Toledo, an ex-Governor Libby Owens Ford, secretary and former WPB chairman of WPB and a former FCC common carrier expert.

Steen Earlly, press and radio secretary to the President, also was projected last week as a possible Fly successor. It isn’t doubted Mr. Earlly could have the job if he wanted it, but there was considerable question about his desire for a post that would simply exchange one seat for another. A name of the secretariat since the first Roosevelt term, Mr. Earlly probably would be disposed to look for a change after Jan. 1. It would be a surprise in some in radio to see him named successor to J. Harold Ryan as president of the NAB.

Mr. Porter, if he was thought, would accept the chairmanship if offered. The 40-year-old Kentuckian, who has had wide experience both in and outside of Government, would be a popular choice with practically all those in radio. The same would hold for the 36-year-old Mr. Reinisch, but it is doubted whether both would be named to the Commission because of the similarity of their backgrounds and more particularly their identity with the Democratic Committee during the campaign.

Lt. E. K. Jett, FCC member, and its former chief engineer, although being the "official label," is highly thought of and might be elevated to the chairmanship under either a Republican or Democratic administration. Paul A. Wadser, a charter member of the FCC and an Oklahoma Democrat, is an aspirant as is the leftist C. J. Durr, Alabama Democrat, who has the closest support of the Republican Political Action Committee, with which his wife is affiliated, as well as the radical New Deal forces.

Denny Is Mentioned

Emergence of Charles R. Denny, 32-year-old FCC general counsel, as a possible appointee developed last week, coincident with Mr. Fly’s announcement. Mr. Denny’s elevation on a ticket with that of Rosel H. Hyde, assistant general counsel in charge of broadcasting, is not being discussed in Administration circles. Neither is regarded as a prospect for the chairmanship. But neither would fill the Craven vacancy, it is thought.

Mr. Denny has fought side by side with Chairman Fly during the grueling legal and legislative battles on the network regulations and on proposed revisions of the Communications Act. He has been the Chairman’s closest advisor. He has been general counsel for the past two years, having been promoted from the assistant general counsel.

Mr. Hyde, an Idaho Republican, had been considered for the vacancy filled by Lt. Jett last year. He has been assistant general counsel for the Radio Commission and has been a top broadcast attorney with the Public Utility Commission in Washington. He is also an assistant general counsel in October 1942.

With the likely development, it is thought, would be the naming of Mr. Walker as acting Chairman pending the appointment and confirmation of the new chairman by the Senate. Mr. Walker, a man of great experience and tremendous prestige, is regarded as a good choice for the new post.

This pose of James Lawrence Fly in action is familiar to both sides of Capitol Hill. When this shot was made, the retiring FCC Chairman was testifying before the Senate Interstate Commerce Committee just a year ago (Nov. 3, 1943) against the White-Wheeler Bill, and what he then called the "stooge NAB."
OHIO AND KENTUCKY broadcasters who attended the Oct. 28 NAB meeting held at WAVE Louisville included: Front row (1 to r): George Partridge, Ray Shannon, John Whitmore, Bob Borash, Lee Coulson and Harry Calloway, WHAS; Fred Palmer, WCKY; Walter Callahan, WSAI; Paul Wagner, WDKY; Donald Terrell, WKRC; E. Y. Flannan, WHIO; and C. E. Arney of NAB. Middle Row: A. W. Martin, WHAS; Porter Smith, WGBC; R. D. Borland, WHK- WIEK; Jack Kelly, WCOL; James D. Shouse, new director, WLW; Nathan Lord, retiring director, WAVE; Vernon Pribble, WTAM; Neal Smith, WLW; Harry Camp, WGB; Bob Morrison, WMEN; Arch McDonald, WLW; Paul Beery, WLW; Robert T. Mason, WMRN. Back Row: J. M. Wynn, WHAS; James Sheehy and Joe Eaton, WHAS; Lindsay Nunn, WMEN; M. A. McGuire, WLW; G. F. Bauer, WWIN; Bob Dunville, WLW; Harry McGillicuddy, WINN; Frazier Reams, WTON; and Charles C. Leonard, WAVE.

Shouse to Head District 7 for NAB; Ohio Broadcasters Name Mason, Shaud

IN THE FIRST district meeting held since the NAB's annual meeting and war conference in Chicago last August, James D. Shouse, vice-president of Crocey in charge of the broadcasting division, Oct. 28 was unanimously elected a director for District 7 (Kentucky, Ohio), succeeding Nathan Lord, WAVE Louisville, at a district meeting in Louisville. Mr. Shouse thus returns to the NAB board on which he had served the previous year, a large, representing large stations. The term is for two years, with Mr. Shouse taking office following the 1945 NAB convention.

Prior to the next NAB annual meeting or war conference, elections of district directors will be held in eight other odd-numbered districts. The next conference, following regular procedures, would be held sometime in 1945, presumably during the summer. The New Orleans tentatively has been selected as the convention city, war conditions permitting.

Mr. Shouse was unopposed as district director and Mr. Lord was not a candidate to succeed himself.

Coincident with the NAB district meeting, the Ohio State Broadcasters Assn. elected Robert T. Mason, WMEN, Division II, president; Arch Shaud, WTON, Toledo, vice-president, and Carl Everson, WHKC Columbus, secretary-treasurer.

C. E. Arney Jr., secretary-treasurer of the NAB, attended the Louisville session and reviewed radio activities on the home and war fronts.

Attending the NAB district session were:

Mr. Shouse, Robert Dunville, Neil Smith, WLW; Frazier Reams, Mr. Shaub, WTON; Lindsey Nunn, Ed Wilsh, WLAF; Lee Coulson, A. W. Martin, Harry Calloway, James Sheehy, Joe Eaton, J. M. Wynn, George Partridge, Ray Shannon, WHAS; Don Joseph, WMGN; E. Y. Flannan, WPPD; Ralph Elwin, WLOK; Mr. Mason, Bob Borash, WLAF; Frank Palmer, WCKY; Walter Callahan, WSAI; Paul Wagner, WFKY; Porter Smith, WIRC; Jack Kelly, Kenneth Johnston, WHOL; Vernio Flannan, WITL; Ken Church, WRBC; Harry Camp, WGB; B. R. Borland, WHK-WIEK; Mr. Lord, George Patterson, Charles C. Leonard, WAVE; Mr. Arney, NAB; T. B. Baker, WLW; Harry McGillicuddy, G. F. Bauer, WINN; Jim Davis, WLBT; Paul, WAVE; Ioset, WMOH; E. F. Wagner, WPAY; Bob Borash, WLAF; Harry Calloway, WHAS; and Mr. Shouse, WTON.

Mr. Shouse was unopposed as district director and Mr. Lord was

Sarnoff Back

COL. DAVID SARNOFF, on leave as RCA president serving as special consultant to the communications branch, public relations office, SHAPE, has returned to the U. S., but is still on active military duty.

News Chiefs to Pearl

TO CONFERENCE with Radio and TV correspondents about most effective methods of radio coverage of the Japanese naval war, news chiefs of the four networks—G. W. Johnston, Blue; Paul White, CBS; John Whitmore, MBS, and Willard, NBC—will leave for Pearl Harbor today after attending to be communicated to them within 10 days. Mr. Brooks has postponed his scheduled European trip.

HOPE AND FIBBER LEAD IN EVENING

BOB HOPE heads the list of the "First Fifteen" programs in the Oct. 30 report on evening network hoop ratings released by C. E. Hooper Inc., New York. Fibber McGee & Molly is second, and Walter Winchell third. Fourth place goes to Radio Theatre, which is followed respectively by Charlie McCarthy, Abbott & Costello, Jack Benny, Mr. District Attorney, Edie Cantor, Hillside, Screen Guild Players, H. V. Kaltenborn, Truth or Consequences, Your Hit Parade, Take It or Leave It.

Radio Theatre has the highest sponsor identification index—88.8, with 88.7 giving the correct product, .1 naming another product; .06 giving the wrong sponsor, and 1.06 unable to name a sponsor.

Mr. Shouse was unopposed as district director and Mr. Lord was

1,000,000 WORDS

FCC Hearings Consume 4,559

Pages of Testimony

A TOTAL OF 258 witnesses presented more than 1,000,000 words of testimony, plus 229 exhibits, during the FCC spectrumwide allocation hearings which closed last week. The printed record consumed 4,559 pages, averaging 24 words per page, according to the Mayor's office, the Washington court stenographers who handled the hearings. Three stenographers, working in relays, were required to record the voluminous testimony.

Although some witnesses were on the stand three or four hours, others took 10 or 15 minutes while some 30 of the total submitted prepared statements to conserve time. With few exceptions the entire Commission and throughout the hearings, which began at 10:30 a.m., Sept. 28 and closed at 10:35 a.m., Nov. 2, took 24 hearing days.

Case of the cost to the record was $30 a page for the copy, or $1,008,70, plus $10 for each of 220 additional costs.

The hearings were conducted by Chief J. C. Combs, WCN, FCC staff counsel, and George F. Adair, chief engineer, assisted by members of their respective sections, Harry Plotkin, assistant general counsel and chief of the Law Dept. Litigation Section, organized the preliminary work.

Grauer Wins Top H. P. Davis Award

Banghart, Hanes, Serrell, and Wells Win Regional Prizes

Mr. Grauer, an editor of Information Please, NBC Symphony and the Federal Radio Commission, was presented with a gold medal and $200 as national winner of the 1944 H. P. Davis Memorial Announcers' Award, a special gold medal broadcast on NBC last Thursday, on which the names of the four sectional winners and those receiving honorable mentions were also announced.

Regional winners, established in 1933 by Mrs. H. P. Davis in memory of the late Mr. Davis, are open to staff announcers on NBC stations, southern hig}

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Regional winners, established in 1933 by Mrs. H. P. Davis in memory of the late Mr. Davis, are open to staff announcers on NBC stations, southern high
The story behind the W-I-T-H "News Room"

W-I-T-H is recognized as the NEWS station in Baltimore. W-I-T-H news coverage is no hit-or-miss reading of dispatches as they come over the wires.

The W-I-T-H "News Room" is set up with a managing editor, a news editor, and well trained announcers.

There is no boring repetition of news read over and over by announcers who have just come on duty.

Each spot news period is an edited newscast that packs into each period all the vital news.

News is another reason why W-I-T-H delivers more audience for the dollar spent. We've got hard as nails facts, if you want them, that prove W-I-T-H produces the greatest results at lowest costs every sales-minded executive likes to see.

W -I -T -H

Baltimore, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed
Networks, Stations Canceling Programs for Ballot Coverage

AIR TIME USED EXTENSIVELY BY CANDIDATES; TROOPS OVERSEAS WILL HEAR ELECTION RETURNS

By ROBERT K. RICHARDS

AMERICAN broadcasters, who have billed the two major political parties for about $750,000 each during the campaign months, this week feed the profits back into the trough as commercial programs are canceled wholesale to make room for election return news.

Tentative summaries prepared by BROADCASTING from material made available by the national committees of the major parties show that 29 hours and 10 minutes of network time was purchased by the Republicans and 32 hours and 5 minutes by the Democrats. Of the latter figure, only 24 hours and 35 minutes was purchased outright by the Democratic National Committee, with private groups inter- ests buying the remaining 7 hours and 30 minutes.

A breakdown of the distribution of network time purchased for the respective tickets shows the following:

DEMOCRATS

BLUE

CBS

9 hrs. 20 min. 6 hrs. 5 min.

MB

NBC

8 hrs. 15 min. 8 hrs. 25 min.

REPUBLICANS

8 hrs. 5 hrs. 55 min.

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This table shows network coverage, only, and does not include the vast spot schedule placed on stations throughout the nation; nor do the dollar figures take into account the sums of money expended by individuals and organizations other than the national committees in party promotions on individual stations and regional networks.

It has been estimated reliably that each party would spend about $1 million dollars this week to talk into Congress on such expenditures is $3,000,000. If this estimate is correct, radio will have accounted for about 50% of the total, reflecting the reliance placed upon radio as a link between candidates and the people.

The picture reflects revolutionary departure from the campaigning techniques of 1864, when the last wartime election was held. Then candidates had to stand before the people to explain their views, whereas in 1864, the results were limited to the capacity a hall would hold.

Network Plans

The returns from the nation's precincts, gathered laboriously then, reach the voters now as quickly as they reach the candidates. President Lincoln's re-election in 1864, conceded at midnight election night, was flashed to the country by telegraph, but not into many areas which did not receive the results for days. Today's results will reach the people in split seconds.

To inform America of the ballot-count, networks, their affiliates and independent outlets Tuesday night are scrapping orthodox schedules and going all out for news and comments.

Scattered reports will be broadcast by Quincy Howe via CBS on his program at 6 p.m. (EWT). Beginning at 8 p.m., the entire network will be placed on a full-cover-

dier reaction will be taken from overseas points.

Now we center for NBC's election night coverage will be the huge studio 8-H in New York. A chart, backdropping the studio stage, will provide a visual record of returns. Work- ing from this chart, NBC newsmen and analysts will report returns.

The network's New York and Washington offices will together cover the various contests. H. V. Kaltenborn and Richard Harkness will cover the presi- dential results; Morgan Berry is assigned to the professional race between the Demo- cratic and Republican candidates; John W. Vander- cook, Don Hollebeck and Don God- dard will supplement this coverage with special reports.

Highlight of the NBC coverage will be a special 10-minute report from Washington on the economic aspect of the election by W. M. Kiplinger, author of the business letter bearing his name.

George Gallup, conductor of the Gallup Poll, who has broadcast a series of supply-election trend reports on the Blue will be in this network's studios election night, matching his analyses against Elmo Roper at CBS, Archibald Crosswell at MBS and Kiplinger at NBC.

The Blue expects to pick up sol- dier reaction to the election through overseas swings. This network plans to have a special routine in assigning returns in summary fashion, designed especially to aid the listen- ers in getting a clear picture of the balloting instead of piece-meal reports of returns from scattered points.

Commentators will report in ac- cordance with a "listener pattern", beginning with a flash of the presi- dential popular vote, then a recapi- tulation of the electoral votes by states and an analysis of indicated trends. These will be followed by tabulations of votes in Congres- sional and gubernatorial contests.

Election Drama

Included also in the Blue election night schedule is a drama dedicated to the American electorate, written by Edward J. Noble, directed by Edward J. Noble, Blue board chairman. Walter Win- chell will make a special broadcast on the election as an example of democracy at work.

Directors of election coverage for the 4 networks are: CBS, Paul White, director of news broadcasts; NBC, William F. Brooks, director of news and special events; Blue, David G. Johnston and MBS, Tom Slater, director of special features and Dave Driscoll, director of war stories and news for WOR New York.

Matching network enterprise for full coverage Tuesday night, many stations cancel all schedules newsworthy and important at 7:30 and 8 p.m. In scattered reports reach- ing BROADCASTING at deadline, and representative of station plans, such re-scheduling was announced by WCOP Boston; WJW Cleveland, MOKO and KSD St. Louis; WNEW and WHOM New York, KYW Philadelphia.

WNEW and the New York Daily News programs will broadcast election bulletins and Cesar Search- inger, WNEW commentator, will analyze the returns in a special co- operative television broadcast scheduled for WABT.

WCWB, CBS video station, will telecast 3 hours of election news and trends beginning at 9 p.m., followed by WJZT, NBC television outlet, is scheduled.

OOW Transmissions

Meanwhile, overseas shortwave facilities of the Office of War In- formation will be utilized to trans- mit news as it develops to our forces outside the continental United States. The Armed Forces Radio Service, it was announced by Capt. Frank King, will begin broadcasting election returns at 7 p.m. election night and will follow through with frequent five-minute summaries until the issue is de- cided.

A special broad beam covering all of Europe and utilizing two OWI facilities, the Army, will carry a program built around 10-minute return summar- ies on the hour and half-hour, in- terspersed with music that can be interrupted for election bulletins.

An equally elaborate program for distribution of election returns for fighting men in the Pacific theatre will be accomodated by OWI West Coast transmitters.

The Office of Coordinator of In- ter-American Affairs will extend its regular news broadcast schedules to carry special events program in Spanish, Portuguese and English for Latin-American audiences.

Two CIA transmitters of the Spanish service will continue on 300,000 to 300,000 air until 2 a.m., two hours past regular sign-off. Others, operating in English and Portuguese, will continue on the air until 3 a.m.

Four transmitters will beam news to Mexico and Central America.
New York's Early Bird Program That Hits The Spot
Like a Well Planned Breakfast . . . . .

Every weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of metropolitan New Yorkers off to a good start for the day. "Wake Up New York" is a carefully planned program that gives listeners what they want, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York", during its broadcast hours, has the highest Hooper rating for August and September, of any New York Independent station, except one, and on the basis of rate, delivers its audience at the lowest cost per listener. A few choice announcement spots are still available.

Ralph N. Weil, General Manager  *  Joseph Hershey McGillvray, Nat'l Rep.

WOW New York
The Key to Two Markets
Fly Leaves FCC Nov. 15
(Continued from page 18)

an additional appropriation, which runs out with the adjournment of this session.

In Congressional circles, the investigation from the start has been regarded as a sort of personal vendetta between Cox and Fly. Chairman Walker

Mr. Fly is under subpoena to appear before the Committee on Nov. 21 in connection with the WMCA 1940 sale to Edward J. Noble, now

controlling owner of the Blue Network.

It is generally assumed that Mr. Fly will number among his clients Muzak Corp., which is making a bid for "subscriber radio" service on FM frequencies. William B. Benton, former advertising executive and owner of Muzak and Associated Music Publishers, has offered Mr. Fly the general counselship. When Muzak appeared before the Commission during hearings last month to press for an allotment of three FM channels, Mr. Fly, absent himself and turned over the gavel to Commissioner Walker.

It is presumed Mr. Fly will not seek to represent radio clients personally in matters before the FCC—for the present, anyway. FCC regulations (Rule 1.38) specify that no member, officer or employee shall, within two years after his service with the Commission is terminated, appear as an attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission. There would be nothing, however, to prevent him from representing clients on entirely new matters or new applications.

Peter Shuebruk, legal assistant to Chairman Fly for several years, and Miss Charlotte Gallap, Mr. Fly's confidential secretary, will join him in his new legal firm.

AFRA Increase

OVERALL 10% increase in the AFRA commercial code covering performers employed on national network programs and on programs of New York key stations was agreed to last Friday, with terms for local and regional broadcasts out of Chicago, Los Angeles and San Francisco to be negotiated individually in those cities. Terms in approved War Labor Board, will be retroactive to Nov. 1. New contract runs for two years, until Oct. 31, 1945, the common expiration date for the network sustaining agreement, staff contracts and the transcription code, which are currently under negotiation.

Disliked NAB

His controversy with the networks was eclipsed only by his dislike for the NAB during his term as president, Neville Miller. He consistently contended the NAB was network-dominated. His most vicious denunciation of the NAB came at the St. Louis convention in 1941, when he alluded to it as akin to a "dead mackerel in the moonlight—it both shines and stinks".

When Frank R. McNinch, the FDR trouble-shooter, found the FCC job too much for him because of its frail health, the President July 27, 1939 selected the energetic young TVA general counsel as his successor. He did not assume office, however, until Sept. 1. A year later the President created the five-man Defense Communications Board, now the Board of War Communications, and named Mr. Fly chairman. That did not set well with the military and still doesn't.

Rubin Plea Denied

PETITION of William B. Rubin, Milwaukee attorney and Democratic candidate for Governor of Wisconsin, complaining against stations of the four major networks which have carried Republican campaign talks, was denied last week by the FCC. Mr. Rubin charged that Gov. Dewey and other GOP speakers had made "false statements" concerning President Roosevelt, requested the FCC to issue orders to stations carrying the speeches to show cause why their licenses shouldn't be revoked, and asked the Republican speakers be required to submit scripts 48 hours in advance and that stations be required to "delete" any "false information.

Augusta Ruling

EFFORTS by a station manager to induce announcers to resign from a union are an unfair labor practice, the National Labor Relations Board ruled last week in a dispute between Augusta Broadcasting Co. (WIRR, Augusta, Ga.), and the national Brotherhood of Electrical Workers.
The relaxed man shown above is Julius F. Seebach, vice president of WOR in charge of programs. During the past ten years, Seebach has shrewdly designed for WOR a pattern of elastic programming that is widely aped and envied. He maintained as early as 1936 that straight news broadcasts, commentators, and women’s service programs would become increasingly important factors in station program scheduling. His predictions are vividly underlined today by the dominant positions of such WOR program types in the Crossley. Continuing Study, Hooper and Pulse of N.Y. audience reports, as well as on the sales ledgers of hundreds of sponsors. Seebach's sensitive awareness of talent is radio-historic. Such top-rankers as Raymond Gram Swing, Bessie Beatty, Gabriel Heatter, Mary Margaret McBride, Sunny Skylar, Martha Deane, Frank Singiser and many others were discovered and developed under his guidance. He said recently, "Impending world and home events foreshadow listeners' wants. One of WOR's big jobs has always been to anticipate and meet these wants for the benefit of its listeners and sponsors." Most competing New York stations enviously agree that Seebach has done a superb job on the latter.

CONTINUED ON NEXT PAGE
ROBERT A. SIMON, director of continuities. Crack air writer, editor, script doctor, Simon is nationally-known for his silk-smooth musical continuities. His "preparedness" announcements written early in the war, were cited by the OWI as perfect examples for the industry to follow.

NORMAN D. LIVINGSTON, commercial program director. Shrewd appraiser of what sells goods and what doesn't, Livingston is also a gifted picker of the kind of talent that registers cushiony Crosley, Hooper and Pulse ratings. He fathered such hits as "The Street Singer," the Joe Penner show and "Bulldog Drummond," etc.

ROGER BOWER, JOCK MACGREGOR, senior producers, are both gifted radio craftsmen, able to wrap up any kind of show in the books. Bower is especially known for his comedy-variety flair (example: "Can You Top This?") while writer-actor-director Jock MacGregor is famed for his mystery-drama touch ("Nick Carter," "The Mysterious Traveler").

WOR's programmers are smart agency and sponsor advisers

Seebach makes it a practice to surround himself with some of the most gifted showmen in radio. Shown on these pages are five WOR topnotchers. Individually, these men have made contributions to radio that are now bright pages in its brief but event-studded history. Backed by the resources of one of the industry's most advanced audience research staffs, Livingston, Simon and Ruffner plot WOR's 24-hour program schedule, both commercial and sustaining, with the bullseye precision of field gunners. Their business is knowing what the public wants, at the time it wants it. This knowledge is of invaluable help to numerous agencies and advertisers throughout the United States.
EDMUND B. "TINY" RUFFNER, director of daytime programs. League-logged "Tiny" Ruffner is as well-known to radio as Amos 'n' Andy. Has been associated with Maxwell House Showboat, Palmolive Beauty Box Theater, Town Hall Tonight. He created Big Town. A calculating daytime programmer.
WOR, as we have tried to indicate in the preceding photographs, is a product of much more than the mechanical selection and scheduling of programs.

WOR is people; 303 of them, all variously talented and skilled in the demanding tasks that go into the making of modern and successful broadcasting.

Such a staff and knowledge is one big reason why WOR is so particularly well-equipped to create programs that build the *greatest audiences* at the *lowest cost*.

Our address is . . .

—*that power-ful station* WOR

*at 1440 Broadway, in New York*

member of the mutual broadcasting system
Norton Urges FM Over 120 mc, Television 500-1,500 mc Band

CONCLUSIONS based on hitherto restricted propagation data, submitted last week at the FCC, indicate that FM would better serve above 120 mc and television would be free of interference above 500-1,500 mc, rather than in the lower frequency ranges.

Dr. Kenneth A. Norton, from 1935-42 engineer in the FCC technical information section, now on leave to the Army Air Forces and on duty with the Operations & Analysis Division, War Dept., told the Commission that data, based on worldwide propagation, "clearly indicate that interference would be expected for a negligible percentage of time on frequencies above 120 mc."

RCA Counsel Objects
As for television, Dr. Norton referred to an early exhibit submitted in the hearings and concluded: "I indicated that the expected range for a transmitting antenna at 1,000 feet would be a maximum in the band between 500 and 1,500 mc. No experience which I have had within the past few years would lead me to change that prediction."

His testimony, begun Oct. 28 and concluded last Monday, brought objections from the Co. and Ve. counsel for RCA and former FCC attorney, who said: "Certain RCA engineers do not believe the conclusions here can be found."

In a statement placed in the record late Wednesday, Dr. H. H. Beverage, associate director of research, RCA Labs. and vice-president of RCA Communications, took issue with a portion of Dr. Norton's findings, containing the "data upon which these estimates are based are a startling departure from the ionicospheric conditions observed in Washington."

He expressed the opinion that sporadic E and F2 layer transmission should not prove "too serious a problem to the protected service area for television and FM" but added they would, when present, "undoubtedly limit otherwise good service that might be obtained out beyond the normal protected service area."

Increased Shadows
Moving FM and television to above 80 or 90 mc should improve the service in the fringe area or beyond, he contended. "The increased difficulty with shadow in urban areas would be encountered. Listing Dr. J. H. Dellinger, chief of the Bureau of Standards, and Dr. Norton as two of the "foremost radio propagation experts in the United States," Dr. Beverage said the two were in disagreement."

"Dr. Norton has clearly indicated that one may expect serious interference from long distance transmission, particularly from F2 layer reflec-tions, on frequencies above 50 mc, and that he believes that FM and television should be placed on frequencies above 100 mc," said Dr. Beverage. "Dr. Dellinger, on the other hand, has advised Panel 5 of the RTB that, in his opinion, there will be no serious interference to FM in its present location between 40 and 50 mc. Presumably Dr. Dellinger and Dr. Norton have access to the same basic information, yet they have apparently arrived at quite different conclusion."

Dr. Norton's testimony, explaining exhibits submitted earlier by Dr. Lynde F. Wheeler, chief of the technical information section [BROADCASTING, Oct. 30], was based, he said, on the "regular ionospherical measurements which have been made for many years at the National Bureau of Standards' laboratories near Washington and more recently have been made at a very large number of other points throughout the world."

Based on Bureau of Standards measurements near Washington, a station operating on 44 mc during last maximum sunspot cycle would not expect F layer reflections at a distance less than 1,320 miles, but at distances greater than 2,060 miles F layer transmission would be expected for 1% or more of the listening hours or for 723 hours during the last sunspot cycle (winter months, October-March, 1939-39). On frequencies above 60 mc no F layer transmissions would be expected at any distance, provided the transmission point had its midpoint near Washington.

But a study of worldwide propagation data, declassified by the military, led to the conclusion that the ionosphere over many points would be expected to support much higher frequency transmissions than that over Washington, he said. His data was gathered from stations which he felt would have a "fairly direct bearing on the allocation problem in the United States," Dr. Norton continued.

London Interference 'Danger Signal'
Referring to testimony of Dr. Beverage that television transmission frequencies have been seen in New York, Dr. Norton commented: "The New York-London circuit is known to be one of the most difficult high frequency transmission circuits in the world so that the mere knowledge that transmission has taken place over this path on 45 mc should be a danger signal."

Dr. Norton ventured that high power VHF transmitters been operating in South America or Australia at or near 80 mc during the maximum of the last sunspot cycle would have been "intercepted for many hours with intensities sufficiently strong to cause serious interference to an FM or television broadcasting service."

He explained that the sunspot cycle about to be entered is expected to have its maximum between 1944-54. It has an "opposite phase to the preceding cycle in the sense that the polarity of the spots on the sun will be reversed in the northern and southern hemispheres of the sun," he added. That difference in polarity may have considerable influence on the ionosphere and "may well cause predictions based on the past sunspot cycle to be questionable."

Dr. Norton said data now available represents the "best estimate" of the highest frequency F layer transmissions which may be expected "for many years in the future and for transmission paths traversing any part of the world."

It was on that conclusion that he stated interference above 120 mc would be negligible.

As for sporadic E, measurements at three widely separated stations in the U. S. indicated that on a frequency of 88 mc interference from one station would be expected less than one hour every year," but he added: "If 10 stations were operating on this frequency beyond the skip distance from the desired station, interference would be expected for more than 8 hours per year."

Heavy Interference at 44.3 mc
Measurements at WGTB Paxton, Mass., Yankee Network FM station operating at 107 mc with transmitter power of 83 kw and 10 bay antenna, were used by Dr. Norton to show the expected F layer, sporadic E-layer, ionospherical wave and ground wave field intensities. With a lower powered station the interference would not appear to be as serious, he explained, since interference is present in a smaller proportion of the potential service area.

On the basis of the WGTB measurements, however, Dr. Norton found that the station would receive interference throughout more than 75% of its service area and concluded: "This is obviously an extremely serious problem."

F layer sky wavefield intensity expected from WGTB would be 1,000 microvolts per square mile and "such an interferring layer would cause interference to at least the 2,000 microvolts per meter contour of another station operating on the same frequency and with the same power at this distance," he said.

Sporadic E-layer sky wavefield intensities are a much greater factor in this case and more variable than the F layer because the reflections do not take place at a well-defined layer but rather from ionized clouds, Dr. Norton continued. After explaining his curves in technical terms, Dr. Norton stated his data on sky wave transmission has placed upon him the necessity for moving FM upwards in the spectrum if we are to enjoy the interference free broadcasting service which the public is leading the public to expect.

"The question which remains to be answered is how far should we go," he went on. "Fortunately from the propagation viewpoint, this does not involve a compromise. For the same power input into the transmitting antenna I would expect no interfer- ence to be present in service areas on frequencies between 130 and 200 mc than on 46 mc even if all of the listeners were using receiving...."

Seek Hutchinson FM
Hutchinson PUBLISHING CO., Hutchinson, Kan., which publishes the Hutchinson News & Herald, last week filed an application for a new FM station on 43,300 kc with coverage of 15,000 miles and an estimated cost of $26,000. Controlling interest in the company is held by Sidney F. Harris (36.5%) and John P. Harris (36.5%), treasurer who together hold a 50% interest in Salina, Kansas, and an estimated 20% owners of KSHF and, according to the application, the program would be aimed at a young audience. Hutchinson.....
WBYN has its home in Brooklyn—just like 3,000,000 out of New York's seven million.

Naturally, all New York hears WBYN but it has Brooklyn in its heart and represents the sure way to cover Brooklyn thoroughly. It is Brooklyn's only full time radio station.

And there's another reason why it is just like Brooklyn homes. WBYN's unique "Minute Programming" (see illustration) — every minute every family member gets what he wants most in news and music. Daily newspaper ads tell the story in a big way. Send today for our 1944-45 brochure for a surprise in coverage per dollar.

For Availabilities: Write to WILLIAM NORINS, Gen. Mgr. Station WBYN, 1 Nevins Street, Brooklyn, N. Y.

antennas which are built into their receivers.”

Dr. Norton pointed to one disadvantage of the higher frequencies. That is the increasing importance of the tropospheric waves which are too weak and variable in intensity to increase effectively the reliable service area of an FM or television station, but are nevertheless “sufficiently strong to cause considerable interference to other stations operating on the same frequency in adjacent service areas.”

He told the Commission it was desirable that “every opportunity be taken” to make field intensity recordings of tropospheric waves in each new wave band so that the FCC will have a “proper basis for determining the required geographical separation between stations on the same frequency”.

Need for Channels

"It may very well be that a larger number of channels will be required by FM or television broadcast services at the higher frequencies simply because of the greater geographical separation required between stations at the higher frequencies due to the stronger tropospheric waves," said Dr. Norton. "Presumably, at the present time, it might be feasible to allocate a few additional channels above 100 me to both FM and television to take care of this contingency in the congested eastern part of the United States, whereas if we wait until we find out the exact quantitative importance of tropospheric waves at some later date we may not be able to find any vacant channels in the wave band adjacent to these important services."

As for television propagation, Dr. Norton agreed with testimony of Dr. Peter C. Goldmark, chief CBS television engineer, that multipath effects would not be expected to depend upon the carrier frequency. In receivers where multipath is serious, directional antennas may become necessary, regardless of the carrier frequency, said Dr. Norton. He concluded that "the effects of multipath will be far easier to overcome when they are present as we go to the higher carrier frequencies."

Shadows cast by hills and mountains will result in large reductions in received field intensity these reductions becoming greater as the frequency rises, he explained. The largest obstacle to UHF frequency propagation is the bulge of the earth itself, he added, continuing that "the theory shows that the received fields are higher the higher the radio frequency up to points slightly beyond the direct line of sight."

Dr. Norton last Monday took issue with Elmer W. Engstrom, RCA Labs. research director, who testified that it would be difficult to service a residential area with television if between that area and the transmitting antenna there were..."
Brooks Watson returns to WMBD after two years in the armed services. All the experience gained as Chief of the Radio Department, Public Relations Section, European Theater of Operations, London, England, contributes to the organization of a better News Service over WMBD. Brooks' return ushers in a new era of News Service to rich, prosperous Peoria area.

**NEWS about NEWS on WMBD**

- Under Mr. Watson's guidance, News facilities at WMBD become second to none. Here is the present line-up of News Service at WMBD:

  1. A full time PRESS ASSOCIATION (radio subsidiary of Associated Press) wire.
  2. A full time UNITED PRESS wire.
  3. Eye-witness accounts of leading foreign correspondents from "on the spot" through Columbia Broadcasting System's "The World Today".
  4. Special broadcasts from the Western Front through arrangements with the British Broadcasting Corporation.

**INCREASED DOMINATION OF PEORIAREA**

WMBD News Service, and WMBD programs already command more than twice the average listening audience of the second most popular station in rich, responsive Peoria area, Illinois' leading market outside Chicago. Brooks Watson's wealth of knowledge in news editing and presentation, plus the increased news facilities, enhance WMBD domination of prosperous Peoria area. Ask for more WMBD facts.
many tall building obstructing the direct line of sight from transmitter to receiver antennas. Mr. Engstrom concluded that the effect of obstructions was greater the higher the frequency but Dr. Norton contended that the net effect of obstructions "is an increased service area as we increase the frequency since typical signal transmission paths will always be obstructed much less than typical transmission paths from noise sources."

Dr. Norton was cross-examined by Maj. Edwin H. Armstrong, FM inventor, who commented that Dr. Norton's data had been "very helpful" and had taken "some of the mystery out of interference". Exchanging technical phrases, the two engineers were interrupted at one point by Chairman Fly who asked them to "state that in language we all can understand."

Interference Problem

Maj. Armstrong said on the basis of Dr. Norton's data and his own findings, he had drawn the conclusion that perhaps high powered FM stations should be at the long end of the band, where they would be "practically immune from interference in the U. S." If FM were moved up to 60 mc it would accomplish two things, he added: "Our own stations would eliminate F2 layer interference practically entirely" and it would "reduce S0 to 1/100th to 1/1000th of the time."

Dr. Norton interposed that relative to F layer, 60 mc was not high enough because of the potential international interference of which he said: "The international problem makes it more serious to this Commission."

Commissioner E. K. Jett asked about the feasibility of an international agreement, then remarked: "I think it's unfortunate if we left the record incomplete. I think the Commission must take into consideration there is more propagation data which can't be released at this time."

Cross-examined by W. A. Roberts, counsel for Television Broadcasters Assn., Dr. Norton said none of the measurements were made on the present television frequencies above 50 mc. They were made in the "lower frequencies" he added, but his curves were projected on the basis of knowledge in the lower frequencies and other data.

Dr. Norton also was questioned by Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and an advocate of television "upstairs" and by Chairman Fly.
Colorado Is First in Production of Beet Sugar

For the past thirty days, in Colorado, the fall beet harvest and sugar-making campaign have been under way. This year again, Colorado will harvest more sugar beets and manufacture more beet sugar than any other state in the union. From Colorado's 17 sugar factories annually comes from 20 to 25 percent of the nation's beet sugar.

Not one of these factories will be a war relic when peace comes. They were all here before the war, essential elements of this state's and this nation's economy.

The beet sugar industry is one of the many fixed assets of the Denver region on which the permanent economic soundness and stability of the market rests. Mining, manufacturing, agriculture, livestock raising... these, too, are fixed assets of the Denver region. All have been stimulated by the unprecedented needs of war, but none will be superfluous when peace comes with new demands for the things that Colorado makes, mines and grows.

Looking at the Denver market today, or looking at it in the future, it is the kind of market in which advertising investments are good business. Advertising investments on KLZ, in particular, are good business because KLZ delivers the Denver market.

KLZ • DENVER
CBS Network • 560 kHz.
Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City
REPRESENTED BY
THE KATZ AGENCY
On the Ball!

An advertising agency writes a letter to WWVA—we quote:

"We write lots of merchandising letters out of this office for lots of radio stations to use. In your case, however, we'd like to have YOU do the letter writing. Based on the letters you folks have been sending us, you can probably do one helluva lot better job than we ever could. You know your territory—you know your drug outlets—you know your station—you know your advantages and your talent—you just go right ahead and use your own judgment. Prepare the letter and send it out—say whatever you like. If you care to, you can send us a copy, but it isn't at all necessary.

"Our client phoned this morning to inform us that he had already received an order from one of the wholesalers in your area. Apparently you folks are on the ball!"

ASK A JOHN BLAIR MAN

50,000 Watts on the Blue!

WWVA
WHEELING, W. VA.

FOR THE
"World's Best Coverage of the World's Biggest News"

UNITED PRESS

BROADCASTING • Broadcast Advertising

"It's a WIZE advertiser who uses the Springfield, Ohio Market."

An inquiry Will prove it.

TURNING TITLE mechanism before the television camera for introduction to a half-hour play on WABD New York, these DuMont station members assist in a video presentation sponsored by the Winthrop Shoe Co. for its men's shoes.

SOS Hazard Seen In Low AM Band
Looney, FCC Engineer, Claims Ship Auto Alarm May Suffer

EXTENSION of the standard broadcast band to 520 kc, as advocated by the Allocation Committee of Panel 4, RTPB, might conceivably interfere with the effectiveness of auto-alarms aboard ships tuned to the distress frequency, H. V. Looney, FCC engineer, testified during the FCC allocation hearings.

American auto alarms are tuned to a rather broad band, capable of pickup signals on any frequency between 487.5-512.5 kc, he said, and while extension of the standard band to 520 kc may not ring the bell of the ship alarm systems, it would cause a weaker sensitivity, making it more difficult for the desired signal to throw the alarm.

Questioned by Charles R. Denny, FCC general counsel, and Howard S. Frazier, chairman of Panel 4 and NAB director of engineering, Mr. Looney said that at 540 kc there would be less likelihood of interference, although much would depend on the power of the transmitting station and its geographical location with reference to the coastal areas. He couldn't estimate the signal strength permissible at the auto alarms on 520 kc on the basis of selectivity data available.

The Panel 4 Receiver Committee has advocated moving the standard band to 530 kc. Mr. Looney said that at the outbreak of the war, the U. S. had 1,000 ships equipped with auto alarms and there has been a considerable increase since 1941". The Berne Bureau's list for June 1939 disclosed approximately 4,200 ships of all nations equipped with auto alarms.

Ability of different types of auto alarms to discriminate against unwanted signals varies, said Mr. Looney, and judging by the circuits employed, he expressed the opinion that some of the foreign alarms have poorer selectivity than the American devices. "Unless there were a change in design, I would expect any increase in selectivity to be obtained at the expense of band width," he said.

Court Holds for WDGY In 'Pot o' Gold' Lawsuit

A LAWSUIT, brought by Isadore Pulverman against WDGY Minneapolis and the McCord Adv. Co. of that city on the plea that he had originated the telephone package identification plan and submitted it in 1940 to Wallace B. Stone, then WDGY commercial manager, was decided in favor of the defendants by Judge Selover in District Court of Minneapolis Oct. 27. Plaintiff claimed that in 1948, Lee L. Whiting, then commercial manager of WDGY used his origination of the plan on the station, while the defense claimed there was no original idea submitted on the basis of Mr. Whiting's testimony and the lack of evidence on the part of Mr. Pulverman, the trial was concluded.

Haydn Evans, creator of WDGY's Pot of Gold program, and Wallace Stone, now in the Marines, were present during the trial. In handing down the decision in favor of WDGY, Judge Selover stated: "I am somewhat impressed with the argument with respect to the heavy burden resting upon the defendants to show prior use in analogy to the patent law, but we must not forget that the initial burden of proof in this action to show the contract and his rights, rests upon the plaintiff."

Attorney for the defense was Gordon Mangan of Kelly & Mangan, Minneapolis, while the plaintiff was represented by Kellogg, Morgan, Chase, Carter & Headley, St. Paul.
Even identical twins often have important differences. In Wisconsin, for example, you'll find WMFM listeners are almost a perfect cross-section of the population, but they have one thing in common: one thing that distinguishes them from other radio listeners.

WMFM listeners are more discriminating. They are receptive to new products, improved products, superior products.

When making your advertising plans for Wisconsin, investigate the "plus" audience only WMFM can deliver. Include WMFM in your next schedule.
THAT RADIO should not follow the lead of newspapers in editorializing is the opinion of four out of five listeners but nevertheless one out of three believes that radio does take sides on public issues, according to the study of the Kansas Radio Audience of 1944 by Dr. F. L. Whan released by WIBW Topeka. This is the second installment of the study of Kansas Radio audiences, the first [Broadcasting, June 12] being a special advance supplement on the postwar plans of Kansas families.

Women lead slightly in the belief that radio should not take sides but men lead in the belief that it does so. 83.1% of the women and 80.4% of the men or more than 5,000 answering the question were against editorializing and 34.9% of the women and 37.6% of the men think that radio is not impartial. More college than grade school people feel that radio should not take sides but conversely the belief is more prevalent in the latter group that radio is not impartial.

The attitude of listeners towards advertising cigarettes, beer and wine on radio was one of the points of information sought by the Whan study. This question is particularly pertinent in Kansas where during the twenties, sale of cigarettes as well as of intoxicating beverages was illegal. At present the law only permits sale of cigarettes, beer and other liquors containing less than 3.2% alcohol. The question asked was whether the respondent, would listen as regularly as he could to interesting programs advertising these products. Surprisingly, farmers displayed greater tolerance on both subjects than city dwellers and were approximately twice as likely to accept cigarette programs. The latter programs would be accepted by 29.5% of the women and 35.6% of the men in Kansas. In farm homes the figures are: women 47.1%, men 50.7%; village homes, women 18.1%, men 29.5%; urban homes, women 22.8%, men 27.1%. On the question of beer and wine programs 15.1% of the women and 23.2% of the men responded in the affirmative. The figures vary little between the different population groups. Young people were more likely to accept both types of sponsorship than older adults but educational background had no consistent or plausible effect in determining attitude on the question.

According to the replies of more than 5,000 individuals on the question of listening habits and hours, the average adult listener in Kansas during April and May 1944 listened approximately 3 hours and 55 minutes each weekday. Since all interviewing was done Tuesdays through Saturdays and the question was based on the exact times the respondent had listened to the radio the day before, no information could be gathered concerning Saturday or Sunday listening. Listening this year represents an increase of nearly 2 minutes per individual over listening reported during the same period in 1943. A table listing comparative data back to 1940 shows a gradual increase in Kansas listening since the 1942 war-year low, with average listening still somewhat under the prewar listening of 1940.

The average evening audience is shown to be two or three times as large as the average audience in the morning or afternoon. However, the survey notes, spot time-buyers using a series of spot announcements, should not judge the total number of different individuals reached, by the size of the audience at a given time. Particularly during daylight hours, it says, the radio audience is constantly shifting from one set of homes to another whereas during the evening the shift is not so pronounced. Therefore, the total number of individuals reached by a series of announcements in the morning or afternoon may not be much smaller than the number reached by a like series broadcast in the evening. This holds true particularly for the farm audience.

Jack Is Jim

WITH transfer of Jack Moore from the marketing department of BBDO New York to radio timebuying, the agency has given firm hands to prevent station men from confusing him with Jack Moore, promotion man, also of the radio department. Agency's edict is that Jack Moore, the timebuyer, will be known as Jim, borrowing from his middle name. But the new program promotion for BBDO clients, perhaps by virtue of seniority in radio, remains just Jack.
We know your interest lies in the quickest way to reach ALL points in Northwestern Ohio and Southern Michigan—more effectively and economically.

That’s where WSPD fits in—Our 22 years of service to the community—Over a million loyal listeners—Our popular news and farm service—Top NBC audience shows—And sufficient power to deliver that sales message “out loud”.

THE FARM BREAKFAST HOUR
A WSPD FEATURE
Open for Sale
6:00 to 7:00 AM
Monday through Saturday
A live talent show—built to reach Rural Listeners—handled by an experienced Farm Reporter. Can be purchased complete or in a participating sponsorship.

WSPD
TOLEDO, OHIO
JUST ASK KATZ
IF IT’S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.


game & spot campaign in new expansion

Gambarelli & Davitto's spot radio campaign for G&D Vermouth—a substantial expansion over previous broadcast advertising—ties in closely with its space advertising. America as seen by historical characters is the theme of ads and is the subject of short dramatizations included in a half-hour transcription Vineyard Melodies.

Produced and placed by Jackson & Co., New York, newly appointed agency, and cut by Columbian Recording Corp., Bridgeport, the disc started as a weekly program Nov. 1 on WINS WNEW WHNT WFBR WJRE WEAN WCAE WRNL and about Nov. 20 will begin on WNNJ WHNJ, Gambarelli & Davitto, who own the record, which is the New York division of Italian Swiss Colony Wines, on the West Coast, previously confined its programs to spots and local shows on a few New York stations. They also renewed for 52 weeks Nov. 5 quarter-hour news on WOR.

Gillette Fights on WHN

Gillette Safety Razor Corp., Boston, sponsors on WHN, New York for the second consecutive year the Monday night boxing bouts presented by the 20th Century Sporting Club from St. Nicholas Arena in New York. Broadcasts are held from 10-11 p.m. to conclusion with Steve Ellis handling blow-by-blow accounts and Don Dunphy the color. Series began Oct. 30 and will continue through the 1944-45 season. Bouts are also televised from Madison Square Garden and other points are sponsored regularly on Mutual by Gillette under terms of a new year-round 92-week contract. Agency is Maxon Inc., New York.

Congress Airings Favored in Survey

Straus Discovers Most Stations Sympathetic to Plan

REPLIES of 133 broadcasters to a survey of radio on broadcasting Congressional debates show 69.2% favorable and only 13.5% opposed, according to a report issued last week by WMCA New York. Survey was conducted by Nathan Straus, WMCA president, following his recent endorsement of the pending Pepper Resolution to permit sessions of Congress to be broadcast [BROADCASTING, Sept. 18].

J. Harold Ryan, NAB president, in an expression of personal views, pointed out some of the "operational difficulties" with such broadcasts, but also mentioned the experience of New Zealand, where such broadcasts are said to have "resulted in an improvement in the caliber of their representatives."

Breakdown of the 133 replies (representing 141 stations) shows 22 broadcasters favoring such legislation endorsing the idea and promising to carry the Congressional broadcasts, and 70 broadcasters (74 stations) endorsing the plan without any promise to air the programs, making a total of 92 radio executives (69.2%) favorable to the plan. Remainder of replies divided: 23 (17.5%) undecided; 18 (13.5%) opposed.

Calling the response "most encouraging," Mr. Straus said that although the sample covers approximately 15% of the radio industry, it is wide enough to provide an accurate cross section of national opinion. We all recognize that operational problems exist, but we feel confident these will be met as efficiently as the industry has solved other similar problems. "The immediate consideration is the acceptance by Congress of the principle that radio should not be denied the right to broadcast legislative debates," Mr. Straus said.

MABON, Au & Magenheim Conf. Mfg. Co., Brooklyn, makes Gillette, Mints, Black Crowes, Dots and other candies and spot radio ads, has named Roy S. Domini Inc., New York as agency, effective Dec. 1. Future media plans are being formulated for the account.

more radio homes here than in any southern city

WIS

COLUMBIA

SOUTH CAROLINA

5000 WATTS • 560 KC

FREE & PETERS, Inc., National Representatives

Page 32 • November 6, 1944

CBS Data

COUNTY-BY-COUNTY breakdown of radio families, according to the 1940 Census and to estimates for 1944 made by the CBS research department, has been published in a special-bound book by CBS, which is distributing copies to advertisers and agencies [see BROADCASTING, Oct. 9].

N RDGA Video Plan

TELEVISION and its applications to retail store display will be given an entire day of a two-day meeting of store management and display executives to be held Dec. 7-8 by the National Retail Dry Goods Assn. at the Savoy-Plaza Hotel, New York.
That's the assignment of KYW's versatile Musical Director...

CLARENCE FUHRMAN

Concert pianist with the Philadelphia Orchestra at the age of fifteen... youngest Navy bandleader in World War I... with a twenty-year stint as conductor before the mike.

Whether it's Beethoven, Bach, or Brahms... barrelhouse, boogie-woogie, or the blues, Fuhrman is every inch the master musician. The full range of his talent is currently shown in programs in the popular vein, with special arrangements, sponsored by two leading Philadelphia advertisers.

The outstanding success of KYW musical programs is directly traceable to the genius and sound musicianship of Clarence Fuhrman. Audience-acceptance throughout the coverage-area of KYW, plus the baton of Clarence Fuhrman, are a combination to bear in mind. When considering radio sponsorship in the Philadelphia market, ask to hear an audition-record of "Clarence Fuhrman Presents"... a 30-minute available feature on Wednesday evenings from 7.30 to 8. NBC Spot Sales will tell you more.
Corwin Defends PAC Radio Handbook

Denies Use of Illegal Methods to Secure Radio Time

A FEW months ago the CIO-PAC Radio Committee issued a Radio Handbook to inform labor unions of the people’s rights in radio, how to obtain radio time and how to use the time effectively.

The book was distributed not only to labor leaders, but to network and radio station executives, and Congressmen, inviting their comment. To date, not a single complimentary letter has been received. On the contrary, several Congressmen and station managers have written to commend us for the book. Some literary critics have considered it important enough as current educational literature to give it space in their book review columns.

In view of this reaction, it is difficult to understand the articles and editorials that have appeared in Broadcasting during the past several months in which the CIO-PAC is variously reported as trying to “force”, “cudgel” and “pressure” radio stations into giving PAC “free” time. Broadcasting also accuses us of “muscling-in” on free time.

By implying that the CIO-PAC advocates illegal or unethical methods to secure radio time, Broadcasting not only distorts the contents and purpose of the handbook but does a disservice to the radio stations which have made and are now making time available to labor organizations.

Broadcasting seems to be obsessed with the notion that PAC is on a rampage for free time. Nowhere in your many articles and editorials on our radio activities is there any mention of the fact that labor buys radio time. Our Radio Handbook discusses circumstances when sustaining time may be obtained, but no reference is made in your columns to the fact that the book also gives information on purchasing time. Our reports indicate that most labor programs on the air are on purchased time.

The Radio Handbook, which your magazine has described as a “brazon, incensed into pressure broadcasters into yielding free time to CIO unions”, has been out for nearly a year. Can Broadcasting show us where a station has been “forced”, “cudgelled”, and “pressureed” into giving free time to a CIO organization? The evidence is to the contrary.

One station manager on the West Coast wrote us: “All the effort to get radio in the minds of labor has come from our direction. We still today find our local unions inclining to look at radio askeance. We want to see labor on the air and on our station.”

Columbus Case

Carl M. Everson, manager of WHKJ, Columbus, was asked during hearings before the FCC recently, if he thought it proper for a labor union to instruct its members on how to get radio time. His answer, as reported in Broadcasting, Aug. 28, 1944, was: “I think labor unions should do it and do it fast. You’ve been backward.” This was the hearing, incidentally, which your magazine, in its Aug. 21 issue, declared was “inspired” by the PAC to obliterate the NAB. For your information, the petition against the station was filed by Local 927, UAW-CIO, Columbus, in September, 1945, months before the PAC was organized.

Do the instances cited above sound as if radio stations were being coerced into giving labor free time?

Recalls Article

Broadcasting magazine of Oct. 26, 1945, carried an interesting story on page 59 by T. J. McInerney, titled, “Business Organizations Turn to Radio”. Mr. McInerney wrote: “The use of the radio in recent years by businessmen’s organizations—trade associations, boards of trade, chambers of commerce, and civic and commercial organizations—as a means of publicizing their organizational activities and advertising their communities, has increased tremendously. The majority of the organizations making use of radio depend on sustaining time, but this is not true in every case. Of 165 Chambers of Commerce and similar associations which received a questionnaire sent out by the U. S. Chamber of Commerce, 23 replied that they paid for their radio time. A similar number reported that they paid for time on occasion, while 76 indicated that they did not pay for their program time.”

Did Broadcasting accuse the trade associations and Chambers of Commerce of pressing and cudgelung stations into giving away free time or muscling in on free time? I don’t recall that you did.

Unless radio permits the unbiased presentation of public issues by organizations representing all the people, radio is not fulfilling its obligation to operate in the public interest. This is an objective that labor will continue to strive for.

Page 34 • November 6, 1944

Corwin Radio Division.
Announcing
RADIO STATION
W MT
CEDAR RAPIDS • WATERLOO
is now owned by
THE AMERICAN BROADCASTING
STATIONS, Inc.

This change of ownership will not affect our present
standards of "top" quality programs ... our policies
remain the same ... and our audience still remains
the "buyinest" folks in Iowa.

Represented by the Katz Agency
Editor's Note—Reaction to the letter written by Harry Bannister, general manager of WWJ Detroit, in response to Dr. Harry Shapley's criticism of singing commercials (BROADCASTING, Oct. 24) has been varied. Here are typical letters commenting on the article:

'Sheer Genius'
EDITOR, BROADCASTING:
You can retire now because you have achieved the Olympian heights. It was sheer genius—or a burst of incomparable inspiration that caused you to write the headline, "Bannister Slides Down Professor," and I have not only made my day—you have made the whole autumn and winter too.

NATHAN L. LORO
Manager, WAVE Louisville
Oct. 24

No Place for Jibes
EDITOR, BROADCASTING:
It doesn't seem to me to be a service to radio to poke fun at Dr. Shapley, as was done in BROADCASTING for Oct. 23.

My own reactions to Dr. Shapley's letter to Niles Trammell are embodied in the enclosed copy of what I wrote to the head of NBC. It is a matter that stations should clean up, cooperatively, and the sooner the better. In some cases it is simply a matter of better programming. In others, it goes to the content of the announcement but there are times, in my judgment, when we just throw too many commercials at the listeners. In time, that will have the effect of dulling the response.

Dr. Shapley needs no defense from me. He is one of the foremost scientists of the country, a great educator and an extremely hard-headed and practical man. I think we would do better to try to make a constructive response to such an intelligent critic.

H. KIRCHOFER, Vice-President, WBEN Buffalo
Oct. 30

The following, also written by Mr. Kirchhofer, was addressed to Mr. Niles Trammell, president NBC, who had referred the Shapley letter to Mr. Kirchhofer's attention:

"I just have read Dr. Shapley's letter of Aug. 20, and wish to state that I not only agree but sympathize with him.

"Some of the things being done in connection with chain breaks are an abomination, along with tendencies to over-commercialize radio. It is slaying the goose that lays the golden eggs and we are going to regret it. If we don't do something about it, things you have been through in Washington will be mild compared with what will come.

"It may not primarily be a network problem because the stations so stoutly have defended their right to sell spots between chain breaks; but it is, nevertheless, a common problem and we should work together to clear it up. A single station can't do much about it, except to turn down business and see if it gravitates elsewhere or, nevertheless, there are some spots I am cleaning up forthwith."

Frank A. Merrick
FRANK A. MERRICK, 75, vice-chairman of Westinghouse Electric & Mfg. Co. and former vice-president of the Canadian Westinghouse Co. died in Hamilton, Ont. Oct. 25. Mr. Merrick, a native of the United States, was born in Lambertville, N. J., and educated at Lehigh U., receiving a degree in electrical engineering in 1891. After graduation he worked for the Thomson-Houston Co., Lynn, Mass., and did not join Westinghouse until 1902, when he went to work in the East Pittsburgh plant. In 1905 Mr. Merrick was placed in charge of the new Canadian manufacturing organization of Westinghouse.

Esquire Spots
ESQUIRE MAGAZINE, Chicago, is sponsoring weekly one-minute spot announcements, for an indefinite time on WTCN WCOC WDGY WLOL. Agency is Schwimmer & Scott Adv., Chicago.

United Stipulates
UNITED ADVERTISING Co., Chicago (fountain pens), has stipulated with the Federal Trade Commission to cease misrepresentations concerning price, quality, origin of manufacture, brand designation and value of their pens.

In Amarillo, Texas on KFDA
SOMETHING NEW HAS BEEN ADDED (Yearly)

LISTENERS!

(\* NOTE THESE FIGURES)
WHY PORTLAND, OREGON PEOPLE PREFER KGW

Judith Waller, NBC public service director, receives the Knight of the Rose from City Commissioner Dorothy McCollough Lee at the dinner in Miss Waller’s honor.

Arlen X. Pangborn, KGW's Managing Director, seems to amuse Miss Waller and Mrs. Gilmore.

MARY ELIZABETH GILMORE
PRESIDENT OF THE OREGON CHAPTER,
ASSOCIATION FOR EDUCATION BY RADIO
SAYS... "More than two hundred enthusiastic educators and radio people attended this fall's first meeting of the Oregon chapter of Association for Education by Radio. Station KGW was host at dinner in honor of Miss Judith Waller, director of public service for the National Broadcasting Company, who had come to speak to us under KGW's sponsorship. She gave us a graphic description of the radio institutes held last summer at Northwestern and Stanford Universities, and at U.C.L.A. Many of the listeners indicated a desire to attend one of the institutes next year. The whole affair was indicative of the fine relationship that exists between the educators and the commercial radio stations. We are very grateful to KGW for bringing Miss Waller to Portland."

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DIRECTIONS: In strong light, stare at the center of the letter "O" of the KXOK in the yellow circle and count 40 seconds. Then quickly focus eyes on the black dot in the center of the white circle below. Count ten, and KXOK reappears.

KXOK IS NO ILLUSION

Represented by JOHN BLAIR & COMPAN
Whether you consider KXOK as the miracle of this optical illusion . . . or as a progressive radio station that stands as a living, vital force in this area . . . the good impression this station makes on advertisers proves that KXOK is no illusion.

Results are what count! So . . . look into the illustration and follow instructions to imprint the KXOK call letter on your memory . . . then ask a KXOK or JOHN BLAIR representative to tell you how others have benefited by advertising over KXOK.

Yes . . . learn the facts about this economical and effective medium through which to sell your product in St. Louis and surrounding territory . . . and you'll agree that KXOK is no illusion!

KXOK

SAINT LOUIS, (1) MISSOURI
630 ON YOUR DIAL • 5000 WATTS • FULL TIME • BLUE NETWORK
Owned & Operated by the St. Louis Star-Times

-Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco
Snap-Back With Kobak

SELECTION of Edgar Kobak, erstwhile executive-vice president of the Blue, to head Mutual, is applauded by all those interested in radio's progress. During his decade in radio and about its fringe—first with NBC, then Lord & Thomas, and back with the Blue—Ed Kobak developed the respect of broadcasters everywhere, associates and competitors alike. He is a rare combination of salesman-engineer-planner-executive. He likes to call himself a "radio publisher".

With Mutual, Ed Kobak will get the opportunity to put all of his talents to work. The rapid strides made by the Blue since its separation from NBC in early 1948 can be ascribed in no small way to his planning and his coordination with Mark Woods, Blue president. Mutual got under way a decade ago as radio's first cooperative network venture. It has made excellent progress. Its stockholders and affiliates do want to do better.

Whether Mutual will remain a cooperative nonprofit venture (as a network) or alter its organization alone conventional network lines presumably will depend upon Mr. Kobak's recommendations following an appraisal of the operations. Radio should have a strong four-network structure. The competition will be healthy. We think the dynamic Mr. Kobak will bring more business to all radio.

PAC's Corwin Presents...

PUBLISHED in this issue (page 34) is a letter from Emil Corwin, radio director of the CIO Political Action Committee. He takes our task for criticism of the PAC's Radio Handbook, published last Summer.

Our editorials have not emphasized those portions of the Handbook which dealt with pursuit of station time. That's because the Handbook itself doesn't emphasize it, and there's implicit in the CIO-PAC campaign procurement of free time, and of raising merry nod in the high places if they don't get it.

Labor unions have been exhorted by the CIO, through its official publications, to get in on the ground floor of FM by applying for stations in this virgin radio field. When Sidney Hillman, chairman of the PAC, was asked that question at a National Press Club luncheon in Washington last week, he said he knew of "no program" for that. Perhaps that hasn't been cleared with them.

Mr. Corwin's reference to free time for trade groups warrants response. We have repeatedly inveighed against free time grabs by those who have something to sell. It is just as repugnant to accept a disguised commercial from the National Assn. of Manufacturers in free time as it is from the CIO.

CIO publishes its own newspapers. It can establish its own FM stations, which it has done and have all the time it wants to sell memberships or political action. But then it must be prepared to give opposition labor movements and management equal time. And it will have to clear it with Jimmy Petrillo [AFM-AFL] on a fixed quota of staff musicians.

Slowly, Make Haste

PROCEEDINGS before the FCC on new spectrum-wide allocations were conducted at an almost reckless pace. Time is an important element, to be sure, but it's more important to be right.

During the last fortnight there have been rather startling disclosures with the release of hitherto classified information on the propagation characteristics of frequencies in the lower portion of the ultra-high band—the portion in which FM and television and related broadcast services seek to cast their lots. These data purport to show that unique types of radio phenomena and interference prevail in the band ranging up to about 100 mc, and that scientific factors, plus ordinary prudence, appear to favor movement of these broadcast services above 100 mc.

The argument favoring swift solution of the allocations problem is the Dec. 1 deadline established by the State Dept. for the forwarding of preparatory data, to be used in formulating this country's proposals for the next International Telecommunications Conference, to be held after V-E day. But does that mean that a perfected allocations plan must be evolved by the FCC this week or this month?

The international conference will deal with the allocation of bands having international communications no interference. As we understand it, only those frequencies below 46 or 50 mc have such international range. It is desirable, of course, to allocate shorter range frequencies for postwar aviation on an international basis, so that planes can utilize the same equipment and bands everywhere. And there's the question of allocations for international shortwave broadcasting. In the latter instance, however, there must be determination of our national policy—whether there should be direct or relay broadcasting in that field.

Thus, the allocations for the broadcast services appear to be a matter not of international consideration but of so-called "regional" concern, covering North and possibly South America. Whether FM or television or both should be accommodated below 100 mc or 300 mc, or above, could be developed at a Regional conference—after full information on these propagation phenomena is available.

Perhaps the veteran editor at the 1923 Hoover Conferences, when it was decided to establish the broadcast band at 550 to 1500 kc. It developed that the longer waves below 550 kc were best suited for broadcasting. There are proposals even now that they be converted.

Perhaps the answer to the television problem, if that new radio dimension is to get under way promptly, would be to allocate channels in pairs—one in the lower end of the spectrum and another "upstairs," thus permitting experimentation in both and affording protection to the experimenters who would then be assured of an assignment either way the art might develop.

The important factor now is to avoid a stampede for allocations that would be regretted. Let's not be carried away by the zeal or ambitions of the regulators, manufacturers, broadcasters, inventors or scientists, each with a particular grant or an axe to grind. What's done as a result of the allocations hearings can't be undone overnight or perhaps anytime in the foreseeable future. It's wise to make haste, but not more swiftly than is prudent or necessary.

ROBERT MORRIS PIERCE

WAR, like politics, makes strange combinations and even the closest friends of R. Morris Pierce are having a difficult time sizing up a mental picture of Morrie in the front lines—let alone commanding a convoy of tanks to take an objective. For those who know Morris Pierce know him as a modest, retiring gentleman. But they also know him as one of the top engineers in the radio business—a man whose work and hobbies have always been one and the same—radio.

So the exploits of Morrie Pierce in this war are no surprise to his associates at WJAR where he served as chief engineer before taking a leave of absence in February 1943 to become chief engineer for the Psychological Warfare Branch of OWI. He has since been made vice-president in charge of engineering for the Richards stations, WGBR, WIBJ and WAMS.

Born in Chicago Dec. 17, 1906 Morrie attended Cornell College in Mt. Vernon, 1A., for two years and later took two more years of study in mathematics and electrical engineering at Case School of Applied Science, Cleveland.

Morrie first broke into radio as a control engineer of WJAY Cleveland in September 1927 and moved the following year to WGHJ Detroit as assistant chief engineer. After serving on the engineering staff of WJR Detroit, Morrie went to Cleveland to install and become chief engineer for the radio system of the Cleveland police department. Late in 1929 he became chief engineer of WJAY and one year later assumed the dual position of chief engineer and station manager of WWA Wheeling, W. Va.

About this time G. A. Richards began expanding his radio interest from WJR Detroit. He sent John F. Patt and Andrew (Freddy) Friedenthal, his chief engineer at WJJR, to Cleveland to open WGBR. When the station went on the air in December 1930, Pierce went to Cleveland to serve as assistant chief engineer. Eight months later Friedenthal returned to Detroit and Pierce was elevated to chief engineer, a position he still holds.

Morrie joined OWI in February 1943 as chief engineer for PWB and it wasn't many months later that the nation first began to associate his name with outstanding radio achievements. In North Africa he conceived the idea of broadcasting terms to the Italian Navy on the international distress channel and to do this he worked one night for 14 hours revamping an old commercial transmitter to operate on the SOS channel. With the invasion of Sicily and Italy, Morrie returned.

Our Respects To

BROADCASTING • Broadcast Advertising
Even from coast to coast, a telephone call isn't worth $1,614,604. But when Portland's Mayor Earl Riley (Oregon) challenged City Council Chairman G. A. Harrison (Maine), and the Oregon end of the conversation went over KOIN, the community's response helped put the United War Chest over the top. The challenge, initiated by KOIN, highlighted the opening week of the recent campaign.

- It takes all of the community to do a community job. KOIN's part in the United War Chest drive:
  - Five major half-hour productions, including "The Fifth Freedom".
  - Production for United War Chest kick-off luncheon.
  - Continuous reminder reports.
  - The challenge to Portland, Maine.

This year's campaign was the most successful in local history. We are proud of our community's response.
Stinson Returns
L. W. STINSON, chief engineer of KVOO Tulsa, on leave for eight months on special assignment for the Overseas Branch of OWI, has returned to the station. In the Italian and Mediterranean theatres, Mr. Stinson was engaged in technical work with the OWI. His activities in that area brought him into frequent contact with other broadcasters now serving with OWI or the various armed services. Among these were Lt. Hugh Carpenter, Army Signal Corps, formerly a studio engineer with KVOO; Charles Topmiller, chief engineer of WCKY Cincinnati, now with OWI; Lt. Ed H. Lockwood, Army Signal Corps, formerly on the technical staff of WLW Cincinnati.

FASCINATED BY four-time dry fly casting national champion, (center) Frank Steele, WBBM Chicago salesman, are (l) Jim Cruisinberry, WBBM-CBS news and sports editor; and (r) J. Kelly Smith, who is WBBM commercial manager. Steele won his latest victory for the Illinois State dry fly championship last week. He holds a number of world records.

Nuthin’ like bein’ married, Silas! Nope! Specially when you can set up an’ listen to WDAY!

Every survey, every poll taken around Fargo for years, proves that listening to WDAY is the favorite diversion of Red River Valley folks. For dozens and dozens of miles in every direction from Fargo, WDAY is practically the only station that gets anything even approaching a big following. If you want the facts, just write us—or ask Free & Peters!

WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Our Respects to
(Continued from page 40)
to Cleveland but the story of this great radio accomplishment did not come with him. For in the mind of Morrie Pierce this was a job any radio engineer could do and was no occasion for public fanfare. Had the story not been introduced as testimony before a House committee, it might never have been told.

Last January, after a short visit home, Morrie left the country again for England to become chief engineer of continental operations for PWB of OWI, serving under William Paley, CBS chief.

After D-Day, Morrie moved into France, supervised the installation of the first free radio in France at Cherbourg and has been in the front line—often ahead of them—ever since.

On Oct. 16, UP carried the story of the latest escapade of the amazing Morrie—the capture of Radio Luxembourg. Alert to the propaganda value of the station, Morrie went to the commanding general, requesting a number of tanks to take the station before its destruction by the Nazis. His “army” took the station, one of the most powerful in Europe, which brought a commendation from Col. C. R. Powell, on behalf of the 12th Army Group for Pierce’s “very efficient, prompt and vigorous action in the capture of Radio Luxembourg.”

Every time Morrie goes away his friends look for another Pierce miracle in radio. Where the next one will be is purely for the crystal gazers. In the meantime his associates at WGAH, his wife Florence, and three children, Patricia, 13, R. Morris Jr., 11, and William 7, are looking forward to his expected return this month.

Benny Off 4 Minutes
LINE BREAK between Denver and Hollywood cut 4 minutes and 10 seconds out of the Jack Benny broadcast for Lucky Strike Oct. 29, but within seconds following the interruption an explanation of line trouble was broadcast, keeping telephone calls to stations at a minimum.
New Salt Lake City Regional Granted; KDYL, KGA Petitions Set for Hearing

ACTING WITH almost unprecedented speed, the FCC last Monday authorized a new regional broadcast station for Salt Lake City to operate on 910 kc with 1,000 w fulltime. Principals are Abeelia S. Hinckley, wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce; and George C. Hatch, manager of KLO Ogden, and his wife, Wilda Gene Hatch.

The application for the new station had been filed Sept. 25 and was announced in a formal FCC release on Sept. 25.

The action authorizes the second new station for Salt Lake City within the past few weeks. On Sept. 12 the FCC authorized a new local station to operate on 1400 kc with 250 w unlimited time to the Granite District Radio Broadcasting Co., approving an application which had been pending for sometime and then reinstated.

Has Necessary Equipment

Mrs. Hinckley holds 50% of the new Salt Lake City Broadcasting Co. interest, while Mr. and Mrs. Hatch have 25% each. Mrs. Hatch is the daughter of Abe L. Glassman, owner of KLO, a Mutual outlet, and according to the application, the new Salt Lake station will affiliate with the same network.

A week before the grant, an application for a new local station in Salt Lake City, filed by the Telegram Publishing Co., which pub-

Vandeventer for 'Look' 

FRED VANDEVENTER, news- caster of WJR Detroit since 1942, Nov. 6 was to start a six-times weekly quarter-hour news program at 11 p.m. on WOR New York, replacing Ed Woytver who has given up the spot to devote his time to other interests. Period is sponsored by Hoffman Beverage Co. and Look Magazine. A newspaper man before joining the Detroit station, Mr. Vandeventer has written for Universal Service and King Features, and served at one time in the AP Detroit bureau.

Hooper proves

It's a Bull's-eye!

A Million Prosperous People in
Our Primary Place
A Hooper of 91.3% by Day and
80.4% by Night

1000 WJHL 910 Watts - Johnson City K.C.
Tennessee

Represented by Howard Wilson Co.
A NOONTIME FAVORITE IN LINCOLN, NEBR.

ROBERT FELSENTHAL, merchandising executive for Sears Roebuck & Co., and Sears International, before joining RCA in 1942, has been named manager of the radio, phonograph and appliances division of the international department of RCA Victor Division, RCA, HUBERT H. BROHEN, former RCA Victor regional manager, is sales manager. J. A. MIGUEL, has been named general manager of RCA Victor Mexico, Mexico City, succeeding H. R. MAAG, transferred to RCA's domestic regional sales, and J. M. KERNEY, former vice-president of the Argentine subsidiary company, has become manager of international accounts and finances at RCA Victor Camden headquarters.

WILBUR STARK, released from the armed forces, has returned to the commercial staff of WMCA New York.

FRED BECKER, Blue Pacific Coast manager of spot sales, has resigned.

RALPH TAYLOR, Hollywood sales promotion manager of CBS Pacific stations, is in New York.

BURRIDGE D. BUTLER, president of the Advertiser Management Company on his recent trip to Arizona where he operates the Arizona Advertiser.

JAMES M. LE GATE, general manager of WIOD Miami, has been appointed a member of the program committee of the Miami Rotary Club.

OTIS WILLIAMS, salesman of WOR New York, transferred to Mutual, parent network, on Nov. 1 as a member of the sales department. Mr. Williams was with McGraw-Beck Publishing Co., before joining WOR.

WILFRED ROBERTS, assistant director of the radio division of the CIAA in New York, has resigned. He left with John W. G. Oglive, radio chief, for Rio de Janeiro Oct. 8, is expected back in the U. S. with Mr. Oglive Nov. 20.

MAE BOLANDON, secretary to John Crest, chief of the domestic and foreign branch, WPB Films & Radio Division since Dec. 1, 1942, was married Oct. 21 to CPL. W. J. WILLIAMS of the Army's telephone communications corps.

Ralph F. and Eileen McGee, son of Dr. W. W. and Mrs. A. H. McGee, both members of the Chicago Bar Association, were married at St. Francis Xavier Church Oct. 23. The couple is returning to Chicago.

AFTRA has announced the resignation of Dr. W. W. McGee, former AFTRA regional counsel in Chicago, who has joined the staff of the American Medical Association as director of research services.

ROSEMARY ROBERTS, daughter of W. W. and Mrs. A. H. McGee, is an AFTRA member and is studying to be a radio and television actress.

Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

KASA, KGY Shifts

CONSENT was granted by the FCC last week to assignment of license of KASA Elk City, Okla. from E. M. Woody, sole owner, to the Southwest Broadcasting Co. for $11,250. Quarter interest in Southwest Broadcasting is held by Lonnie J. Preston, president and director, representative of KGNC Amarillo, Tex. Half interest is held by Hoyt Housh, vice-president and director. Walter G. Russell, secretary and director, holds remaining interest. At the same time the Commission granted a license for KGY Olympia, Wash. from a corporation to an individual, Tom Olsen, who is sole owner.

KIUL to MBS

KIUL Garden City, Kan., joined MBS Nov. 1 as the network's 245th station. On the same date KIUL increased its power from 100 to 250 w, on 1240 kc.

LT. CHARLES J. GILCREST, USNR, former director of news and special events of WBZ-WERA Boston, and afterward chief of the radio section of the Treasury's War Savings Staff, last week reported to the Navy's Bureau of Information Services, Washington. He recently returned after 20 months in the Pacific War Theatre, during which time he was executive officer of an amphibious landing force.

BIERMAN has been appointed promotion manager for Electronic Industries and Radio & Television Advertising. He will also direct market research and copy service.

M. ROBERT M. SAMSON, former vice-president of MBB-WBRU Providence, has been transferred from a Texas training base to staff duty at Army Ground Forces headquarters in Washington. He has been in the Army Air Forces, two years.

LEROY A. WILSON, former commercial division assistant vice-president, was elected vice-president in charge of business research and Bell System revenue requirement study of the Baltimore Telephone and Telegraph Co. Mr. Wilson joined the company in 1932 in the traffic department of the Indiana Bell Telephone Co.

Faurie Named

GEORGES FAURIE, formerly of Delco Appliance Division of General Motors, has been named manager of advertising and sales promotion of the new Radio Receiver Division of Westinghouse E. & M. Co., according to Harold B. Donley, division manager. He has been in the radio and appliance merchandising field 17 years. Paul H. Eckstein, formerly sales promotion manager of Stewart-Warner Corp., has been named assistant sales manager. J. P. Wegenkemper has been promoted to manager of the Middle Atlantic District.
The adventures of OZZIE and HARRIET originates at KNX...

...so does Sunrise Salute

The home life of those Nelsons (Ozzie and Harriet) has all the privacy of a railroad station Sunday nights when this new comedy team broadcasts The Adventures of Ozzie and Harriet coast-to-coast over CBS. Like a score of other national headliners, it originates in the studios of KNX.

Bandleader Ozzie and his singing spouse, Harriet, have brought a refreshing new note to the air. Their bright dialogue—Harriet's songs, Ozzie's suave music, the smooth supporting cast—all these are blended behind-the-scenes by unsurpassed KNX facilities. The Adventures of Ozzie and Harriet has the same flawless network production that polishes every transcontinental show originating at CBS-in-Hollywood.

But the best KNX production skill, the finest KNX technical facilities aren't "held out" for nationwide programs. You'll hear the same stamp of quality on KNX local shows, presented only for Southern California listeners. And any advertiser can command them.

Take Sunrise Salute. It's a live, wake-you-up show. Burritt Wheeler, emcee. A tenor, a pop singer, a trio and an orchestra—all performers of best nighttime caliber—at 6:15 in the morning. Wheeler's basement-to-attic hints for housewives, his impromptu philosophy, the smooth production that best blends words and music—these all make plenty of listening friends. (Friends buy sponsors' products.) Some nimble advertiser can sign up a participation now on Sunrise Salute. With it, he'll get a large audience and a program built to those same high standards of network radio that keep KNX one of the nation's outstanding producers of outstanding programs. A call to us or Radio Sales puts KNX showmanship to work for you.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Columbia's Station for All Southern California
KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IA.

McClure Back at WOAI
KEN McClure has returned to WOAI San Antonio as chief of the newsroom he installed there in 1943. He will also do a nightly commentary and handle public relations for the station. Mr. McClure spent the last three years during which he was separated from WOAI, in radio and public relations work in Canada, Texas and during part of last year made a trip to England and the ETO.

CAPT. T. M. HARBOUR, retired RAF officer and holder of the DSO and DFC, has joined W2E Hollywood, Va. as program and production director.

FRANCES NEWELL, KGVO Missoula, has been added to the announcing staff. SIDNEY McQUEAL have been added to the KGVO announcing staff.

HILLIARD GATES, former WWO Fort Wayne sportscaster, just released from the Army, has returned to the station.

JAMES E. HANDE has joined WING Dayton as continuity writer.

MATTHEW HALTON, Canadian Broadcasting Corp. war correspondent, has rejoined the announcing staff. Mr. Halton went overseas to make a trans-Canada tour in support of the 7th Canadian Victory Loan Drive.

ROBERT E. LEE Moore, Trans-Radio European, has returned to this country for a short period but will soon return to his post on the European battlefront.

JOHN KELLY, news editor for WIP Philadelphia, has been promoted to director of special events and publicity for the station.

ALFRED (Dinny) DINSDALE, former commercial manager and news analyst of WTOP Washington, has joined WAGE Syracuse as production manager.

JANICE HENNSHIRE has joined WPEN Philadelphia as traffic manager.

JACK BENNETT, formerly of KBBF Little Rock, KWDS Jefferson City, Mo., and WTVW East St. Louis, has been added to the announcing and writing staff of KRR St. Louis.

JOHN L. STONE, continuity editor of WAPA Atlanta, has resigned from the announcing staff of WWIN Louisville because of ill health and is succeeded by RALPH STEVENS, formerly of WVIN Vincennes, Ind. Both are veterans of World War II.

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS
Halifax, Nova Scotia
JOE WEEDE & CO.
350 Madison Avenue, New York

BROADCASTING • Broadcast Advertising

Page 46 • November 6, 1944
AVERAGE 1943 CASH INCOME PER FARM:

For WOWLAND STATES: $5613
For U.S. as a whole: $3242

Advantage of WOWLAND FARMER
Over Average U.S. Farmer

$2371

South Dakota
$1690 MORE CASH INCOME
Than Average U.S. Farmer

$4932*

Iowa
$1137 MORE CASH INCOME
Than Average U.S. Farmer

$4379*

Nebraska
$2442 MORE CASH INCOME
Than Average U.S. Farmer

$5684*

Kansas
$1446 MORE CASH INCOME
Than Average U.S. Farmer

$4688*

$5684*

Wowland Farmers' Cash Income for 1943 is Better than the U.S. Average by 35% to 250%

(AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities
PETER BRADLEY, formerly of WAIT Chicago, has joined the announcing staff of WBCB Chicago.

CHARLES LAFORCE, announcer, formerly of WENY Milwaukee, has joined WAIT Chicago.

PAUL CLARK is the new news editor at WIP Philadelphia.

LESLIE C. FITZGERALD, formerly on the announcer's staff of WFDF Flint, Mich., has joined WVO New York. Mr. Fitzgerald, wounded in the South Pacific, was recently discharged from the Army.

JOHN S. PEACH, flight lieutenant, BCAF, formerly of OBE Vancouver and CBC radio correspondent, has returned to England after seven months in Canada. He will join the North American service of the BBC in London, where he probably will head the BCAF radio public relations section.

I SABEL MIDDLE, continuity editor and reader of CKXW Vancouver, is teaching radio script writing at night school this season as her second as an instructor on this subject.

CHAVEZ R. L. WYON, former audience promotion manager of W RAF News, has been appointed assistant promotion manager. He will coordinate both sales and audience promotion activities of W A F. ROY C. FORRESTER, who was last on promotion in the spot sales department, will assist Mr. Vail. ANITA CLEARLY, with the promotion department of W A F since 1942, has been appointed assistant promotion manager of the promotion department, replacing HAROLD REGER who resigned to join McCann-Erickson, New York.

WALT FRAMER, former freelancer and producer, has joined WAPT Newark as promotion manager.

ROBERT J. RICHARDSON Jr. has been appointed director of public relations of KWW St. Louis. Mr. Richardson has been with the station for 10 years.

LANE BAUR, announcer at WJZ Detroit, is instructing at Wayne U., in general broadcasting, with WJZ (Bad) MIGUE, WJZ director of operations, who continues to teach radio speech.

ROBERT DONOHAN in radio since 1919, formerly with KJH and KNX Los Angeles and KRC Washington, has been named national sales and special events announcer at KALE Portland.

PEGGY BYRNE, formerly in the publicity department of WBBM Chicago, has joined WJZ as publicity and director.

TOM HOLBROOK, announcer of WWL New Orleans, is the father of a boy.

GERALDINE FOSTER, formerly a sales exploitation director of Mutual, succeeding G I R D E W I Z, who last week became director of public relations and special events of WNJ New York, Miss Foster, formerly associated with ELEONOR LAMB, New York, publicist.

PAUL FORREST, former account executive of Homer Griffith Co., Hollywood, is in charge of national sales at CHS Hollywood as sales merchandising manager of the Pacific Network. He replaces JACK O'MARA, who resigned to become western division sales promotion manager. RAY WILSON, discharged from the service, formed former announcer of KGKX Tyler, Texas, has joined CBS Hollywood as director of trade media division. He replaces JAC WILLEN, who resigned from根源 of his own publicity office.

NICK DRAKELICH, announcer of KMB Cleveland, has joined the News.

JOHN BUEY has joined the announcing staff of WHEB Portsmouth, N. H. BOB AFHEARN, announcer, has been appointed musical director.

RICHARD DAVIS, former policy reader in NBC News, has joined the division, has been appointed to the division's writing staff.

CHAPMAN ROLLINS, former announcer of KHRO Phoenix, Ariz., and now with the Army, and HELEN HOAG, KPL Los Angeles secretary, were married in Los Angeles, Oct. 14.

GEORGE T. CARE, assistant program director of WBBM Chicago, is recapping at St. Peters Hospital, Evanston, from an appendectomy.

WHLN to MBS
WHLN Harlan, Ky., will start operations as a Mutual affiliate as soon as line facilities have been completed. Station is operated on 1930 kc with 250 w by Blanfox Radio Co. Inc.

WYTHE WALKER, New York, has been appointed exclusive national representative of KFPP Spokane, operating with 6,000 w on 920 kc.

WEF - WHAT an anniversary! These 13 members of the staff of WEF Radio Houston, celebrated their 15 years of service and WEF's 20th Anniversary are (1) and (2) front row: Nan Howard, sales representative; Florence Mitchell, director; Harold E. Fellows, general manager; and John C. Lacy. Frank M. RICHARDSON, director of WEF's shopping service. Back row: Engineers John Buttrick, Fred Lange, Ralph Mathewson, Ralph Cowie; Carlton Dickerman, announcer; William Rule, engineer; E. B. Rideout, weatherman. Group totals 205 years of service with station.

NAFE Uses Radio
MORE than 200 women commentators throughout the country are cooperating with the NPA's Franchise Educator, New York, in its campaign to "get out the vote," by carrying spots urging listeners, especially women voters, to go to the polls Nov. 7, according to Randolph Felts, executive director of the organization. Register-and-vote appeals have been carried during 40 network shows he reported. The association has been circulating transcribed spots. "Radio has been very cooperative and effective in getting people to exercise their basic obligations as citizens." Mr. Felts said, stating that pledges of cooperation were being received daily from station directors.

KPRO POLICY GROUP HEARS MISS LEWIS
FIRST fall meeting of the KPRO Riverside, Cal., Community Radio Program Policy Committee was addressed by Dorothy Lewis from New York, Coordinating director of Listener Activities for the National Assn. of Broadcasters, Wash., D. C., who spoke of the unusual opportunities radio offers for civic and educational programs.

Organized by W. L. Gleason, president of the Broadcasting Corp. of America, to assist KPRO in planning effective public service programs, the committee consists of 15 people headed by the City Superintendent of Schools who were elected by popular vote of the citizens of the community.

Representing KPRO at the luncheon were Mr. Gleason, Gene Williams, commercial manager, Mrs. June Vancaro and Mrs. Mildred Thorne.

NIB Home Series
N BC UNIVERSITY of the Air on Nov. 11 starts its fourth weekly half-hour series. Home Is What You Make It, 9-9:30 p.m. New courses devoted to elements that make up a successful home life, will be presented in cooperation with the Network and the General Federation of Women's Clubs, the American Home Economics Assn. and the National Congress of Parents and Teachers. News, dramatics, music and talks by noted experts in the several fields will be included in each program.

REACH the list. They are the Broadcasting

DAILY PROGRAMS IN

Italian    Polish

English    German

700 KC KFQD
ALASKA BROADCASTING CO
1100 W
790 KC KFQD
ALASKA BROADCASTING CO
342 Madison Ave., N. Y. C.
THE ONLY SINGLE MEDIUM

Completely

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.
Radio Central Bldg., Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

Ready for World Markets—famous Washington Apples. Wenatchee District alone (in KHQ's Primary Area) grows one-eighth of all apples in the U. S. Other districts also contribute their share to help skyrocket Spokane bank transactions for the first 8 months of 1944 to $1,410,485,949—an increase of 10.5%. Another reason KHQ is a "must" among discriminating space buyers. (Courtesy Wash. State Apple Comm.)
Studio Notes

WOWO Ft. Wayne, Ind., a football-age hold its annual Farm Field Day under direction of WOWO farm director Jay Gould. Event attracted over 200 farmers from the area who came to hear university farm men and other experts and to participate in an open forum discussion of farm problems. Remote broadcast was carried over WOWO.

TO the network's 18 war correspondents and to 11 former employees now serving overseas the Blue has shipped Christmas gifts wrapped in specially-designed papers bearing the signatures of all 800 network employees. Similar packages will be distributed in November to about 100 employees stationed in the United States. A Christmas check is also being sent.

A comprehensive "Education by Radio" project, the New York City Board of Education is presenting more than a dozen different weekly programs simultaneously over WNYE, the board's FM station, and over WNYC New York's municipal station. Programs are directed to students and teachers who tune in at their homes, or in classrooms of schools.

KALE Portland, Ore. Monthly publication KALE Adjournments, featuring stories of the station, just separated from KOIN, and items on the Mutual network, with which it is affiliated. Adjournments is a four-page tabloid size paper.

WEBR Buffalo arranges for the broadcast of a talk by Lt. Col. Roman Novak, ranking member of the Polish Army of New York State just returned from New Guinea, three hours after the address was originally delivered.

KGO-Blue San Francisco has gone on a 24-hour-a-day schedule with seven news summaries every hour on the hour. In addition, seven regular quarter-hour newscasts are presented daily.

WFIL Syracuse new wire recorder was used for the first time in an on-the-spot interview with the owner of the largest farm in the region. Recording was played the following day on WFIL Farm Show.

WNY, Tuscaloosa, Ala., is moving into new studio in the Woolworth Bldg. Kirkland Lake, N.Y. New studio contains three studios and individual offices for all station officials.

WING Airline, Airt., now carries hourly newscasts from the radio wire service of United Press.

WKY Kingston, N. Y., has moved its main studios from the Gov. Clinton Hotel to the Broadway Theatre Bldg., effective Oct. 28.

WYNY BROADCASTERS Ltd., Toronto, new license for Toronto daytime station scheduled to go on the air early in 1948, has moved to new quarters at 312 St. George St., where studio and offices occupy the top floor of the building.

KRLJ, Kirkland Lake, Ont., is moving into new studios in the Woolworth Bldg. Kirkland Lake. New quarter contain three studios and individual offices for all station officials.

WING Dayton has been commended by the Community War Chest for its efforts.

The July-August Hooper gives WSGN another boost! Afternoon and evening audiences are up again and WSGN's morning audience has a greater-than-ever margin over the combined audiences of the other Birmingham stations. That record, plus seven out of ten top-rated daytime programs and the State's best coverage and salable time entitle WSGN to be called "Alabama's Best Buy Far!"

SPONTANEOUS mirthfulness of this quartet was occasioned by the Chicago premier of Paramount's new picture "The National Barn Dance", patterned after the WLS Chicago program of that right are: Robert Benchley, comedian; Charles S. Beardsley, president and general sales manager of Miles Labs, who sponsors the program on NBC; Glenn Snyder, vice-president and general manager of WLS; Walter Wade, president of Wad Adv. Agency, Chicago, which handles the radio account. Premier was broadcast as part of the regular Barn Dance program.

The Daily Dispatch of the China Daily News.

YORK BROADCASTING Ltd., Toronto, has introduced a three-weekly series of talks by various members of the company, in cooperation with the United Press. The series is patterned after the United Press "Talks by Experts" feature, and will begin with a talk by Dr. W. E. Burdick, president of the United Press.

KLZ Denver Farm Service Program has introduced a three-weekly series of talks by various members of the company, in cooperation with the United Press. The series is patterned after the United Press "Talks by Experts" feature, and will begin with a talk by Dr. W. E. Burdick, president of the United Press.

BROADCASTING meets every Tuesday at 7:30 p.m., and is open to all radio and television broadcast personnel. The meetings are held at the offices of the Broadcast News, Inc., 114 W. 57th St., New York City. The meetings are open to all radio and television broadcast personnel. The meetings are held at the offices of the Broadcast News, Inc., 114 W. 57th St., New York City.

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The Daily Dispatch of the China Daily News.

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November 6, 1944

Mr. Sol Taishoff
Broadcasting Magazine
870 National Press Bldg.
Washington 5, D. C.

Dear Sol:

The answer is YES!

Advertisers can still buy 'KRNT' in combination with WM'T, Cedar Rapids-Waterloo, and WNAX, Sioux City-Yankton.

Group rates are still available through the Katz Agency and Ted Enns, Cowles Stations National Sales Manager. Ted is now head-quartering at WHOM, 29 West 57th Street.

Best wishes,

COWLES BROADCASTING COMPANY

[Signature]

Phil Hoffman - Vice President

PH: o'k
CITIES Service Co., New York, network advertiser since 1925, plans spot radio in 1945 on a test basis, supplementing its NBC--Highway of Melody. Program will be on 58 stations, Friday 8:45-9:30 p.m. Agency is Foote, Cone & Belding, New York.

COULHILL Bros. division of Gum Products Inc., has named Bennett, Walther & Menaditer, Boston, as advertising representative. Plans are said to include radio.

VARIETY Aircraft Corp., Dayton, O. (aircraft parts), has named Katcher, Leff, Holton & Collett, Dayton, as advertising representative. Plans are said to include radio.

SWIFT and Co., after sponsoring Marks Lopat Kitchen on WBB Kansas City for four years, extended program to a three-station hook-up, adding KRLM Salina and KVGB Great Bend on Nov. 1 with the first program originating from a Salina theatre.

REMAR BAKING Co. is sponsoring Davis to Depa, an audience participation interview and quiz show, over KROW Oakland, Tuesday and Thursday 11 to 11:30 a.m. Agency is Garfaldi & Guild, San Francisco.

LUXURY Mills, New York, will sponsor a telecast of the New York Ballet Theatre presenting two ballets specially designed for television, Nov. 8 on WAND, DuMont video station in New York, to advertise Dove Skin Nail Polish. Dramatized commercials will open and close the program, a test bulletin in New York. Agency is Garrett & Bakersfield, New York. Its television Workshop, New York, will assist in production.

AMERICAN CHEMICAL Paint Co., Amherst, Pa., has appointed Gray & Rogers, Philadelphia, to handle advertising of its plant hormones, Rootone, Fruitone and Transplendence, products of the company's Horticultural Division.

REGINA KNIT SPORTSWEAR Co. Chicago, has appointed Kalam Adv. Agency, Chicago, to handle its advertising.

DAIRY BELLE FARMS, San Francisco, has appointed Pacific Coast Adv. Co., that city, as advertising counsel. Radio is said to be considered.

GAMMARELLI & DAVIDTO, New York, for G. & D. Verrmont has scheduled half-hour transcribed musical program "Pleasant Melody on WIBG Philadelphia. Wed., 9:30-10 p.m. Program is placed by A. Jackson & Co., New York.

ATLAS BREWING Co., Chicago, on Oct. 31 placed its spot advertising on WBN Chicago with a five-minute interlude of songs by the Dining Set. Six times weekly. The 35-week contract was placed by Olson Adv., Chicago.

CONSOLIDATED Royal Chemical Corp., Chicago (Krank Brothers division), sponsors transcribed spot announcements on WBBM Chicago effective Nov. 1, three weekly; WBBM Chicago, effective Nov. 6, six weekly. WMAQ Chicago, effective Nov. 5 once weekly. Beginning Nov. 6 WMAQ will run five times weekly. Contract for 52 weeks was placed by Campbell-Evold Co., Chicago.

BON AMI Co., New York, has named HBO New York to handle its advertising for powder and cake dyes. Media plans have not been determined.

SPIEGEL Inc., Chicago, has announced appointment of Al Paul Lenfot Co. to handle their advertising campaign. Radio is said to be contemplated.

MORTON SALT Co., Chicago, on Nov. 1 begins its sponsored Pacific Coast Announcement weekly on approximately 150 stations. Contract for 12 weeks was placed by Kenyon & Eckhardt, Chicago.

AMERICAN LADY CORSET Co., Detroit, has appointed Ruth & Ryan, Chicago, to handle its advertising. Radio may be considered.

DAILY NEWS, Chicago (newspaper), on Oct. 29 started sponsoring the last period of each game of the entire Blackhawk hockey team series, once a week on WBBM Bert Wilson, sportscaster for WIND Chicago and Jack Young, sportscaster for the Daily News on WIND. Contract, placed direct, is for 24 weeks.

ASSOCIATED DISTRIBUTORS, Chicago, has appointed Kotas & Ryan, Chicago, to handle advertising.

CEDA DISTRIBUTING Co., Rochester, N. Y., has named Glissman Adv., New York, to handle advertising for various products.

REPUBLIC Pictures Corp., New York, marking its first use of a package show on a regular basis, Nov. 9 starts three weekly, five-minute transmission on WMCA New York, scheduled to run through Dec. 31. Discs, which were cut in Hollywood, are under the supervision of Cathy Ashton. Agency is Geurie-Marston, New York.

SANTA FE RAILROAD, Chicago, on Oct. 8 began sponsorship of three 30 second announcements weekly on WLS and WCFL Chicago. Three week contracts were placed by Leo Burnett Co., Chicago.

R. A. BARTLETT has been named sales and advertising manager of the Kako Co., Hollywood. He succeeds Larry Compton, resigned.

CAL-WESTERN MFBs, Los Angeles (Wine producer) on Oct. 28 began using daily spot schedule on WMMS KFSD KGB San Diego. Contracts are for 13 weeks with placements through Pacific Adv. Servs., Los Angeles.

LONDONDERRY Co., San Francisco (Ice cream mix), has appointed McCann-Erickson, Chicago, to handle its advertising. Radio will continue to be used along with other media.

WORC B, Boston (Hockey team series, once weekly). Agency is Fathom Ltd., Hamilton, Ont. (food products), has started series of weekly live hockey games on WEN New York. Agency is Cohn's, Ont. (food products), has started series of weekly Sunday hockey games on WNTI Toronto, (medicinal). has started transcription of various show on a number of Canadian stations. Account was placed by Tarcher & Ryan, Toronto.

MCLAIRENS Ltd., Hamilton, Ont. (food products), has started series of weekly radio spots on WNTI Toronto, (medicinal). has started transcription of various show on a number of Canadian stations. Agency was placed by Tarcher & Ryan, Toronto.

SLEEPEX Reg.'d, Montreal (perfumes), has started transcription of various show five times weekly on CKAC Montreal. Account was placed by Bohler & Co., Montreal.

KROGER Grocery & Baking Co. of Dayton and Miami Valley (chain stores), has started sponsorship of a 15 minute show "The Country Clubmen," on WHIO Dayton. Program is heard five times weekly, transmitted each day at a different Kroger store.

GENERAL SEAFOODS Corp., Boston, a subsidiary of General Foods Co., New York, has appointed Young & Rubicam, New York, as agency for its 40-Pound seafood products, now promoted via some spot radio in the New England areas. No radio is planned for the coming year.

VIRGINIA BLADE Co., New York, through its newly appointed agency J. D. Tavener & Co., London, will use radio advertising for razer blades.

ROBERT P. ROYER, in charge of exploitation for R. O. P. Inc., in the Philadelphia area, leaves industry to become promotion manager of WCAU Philadelphia on Nov. 6.

LOCAL CONTACTS of KLZ Denver have been presented a silk American flag by the station suitable for use at home or office. Flag is mounted on a three foot pole, set in a suitably inscribed mahogany base.
A Community with 41,184 Gasoline Pumps

—supplying 392,000,000 gallons of gasoline, annually, for the hundreds of thousands of men and women who must drive to their jobs in the great, industrial area covered by WGY in central and eastern New York and western New England. And that's a pretty large gasoline business for just one COMMUNITY, despite war ration restrictions.

In one year $105,718,000 is spent at these service stations in the 97 cities of the busy WGY Community, where more of the 1,045,717 radio families of this vast market keep their radios tuned to WGY more than to any other station in the area.

And WGY is the ONLY way you can combine this valuable region into ONE coverage area.

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

GENERAL ELECTRIC WGY SCHENECTADY, N. Y.

50,000 watts—NBC—22 years of service

REPRESENTED NATIONALLY BY NBC SPOT SALES
A DULT EDUCATION series entitled Adventures Into the Mind are scheduled to start Nov. 10 at WMCA New York. The weekly half-hour series, dealing with psychology, will be actual class-room lectures with a studio audience participating and prominent educators acting as instructors. Question and answer period following the lecture will be included. Reprints of the broadcasts and supplementary literature will be made available. Mrs. Nathan Straus, wife of Nathan Straus, owner of WMCA, and formerly active in adult education, will supervise the series.

KIDO Service Show
KIDO Boise, Idaho has two new programs about fighting men. One, titled Idaho Man, is a half-hour dramatization of experiences of a local man who has received special commendation. Program includes a gift of flowers and a personal message from the man to his family. Second show is a half-hour program, Our Boys in the Service, which relates personal experiences about local servicemen. Families supply the information.

WWDC Swap Shop
WWDC Washington has initiated a program titled Swap Shop, conducted by Alice Lane Sunday 3:30-3:45 p.m. Listeners are encouraged to trade items they don't want for something they need. Typical swap was two pedigreed chihuahua rabbits and their hutches for a child's electric train. Miss Lane first takes the trade by dictating the articles and giving the names and addresses of the owners so the transactions can be closed direct.

Museum Programs
NEW YORK'S municipal station, WNOC, in cooperation with the American Museum of Natural History, now presents weekly quarter-hour discussions on the progress of science, by Museum staff members.

WHAT A POOLED broadcast looks like at the point of origin! William Ewing, Blue correspondent, spoke for the combined American networks on Sept. 14 (D-Day) at Peleliu in the Palau Islands. He gave the first newscast from a Pacific Fleet flagship during combat action. Base of the mike, a mermaid Godiva on a turtle holding the winged lightning of radio in her right hand, apparently symbolizes the progress of news coverage of the Pacific war from early days when news delays were quite frequent occurrences.

ACA Annual Meet
THIRTIETH ANNUAL meeting of the Assn. of Canadian Advertisers will be held at the Royal York Hotel, Toronto, Nov. 8-10. Annual awards for best Canadian advertising will be presented by President R. L. Sperber. Speakers at the various sessions include Walter E. Elliott, Elliott-Haynes Ltd., Toronto, who will report on the work of the Bureau of Broadcast Measurement; Sam G. Barton, Industrial Surveys Inc., New York, on use of consumer panels in advertising; Elmer Wheeler and J. R. Sandwell, editor of Toronto Saturday Night, and a member of the CBC board of governors.
During the war, all departments of International Detrola's great radio-electronics plant have been brought to peak efficiency for volume manufacture of vital military equipment. Hundreds of thousands of square feet of production space have been re-allocated. Interiors and fixtures have been modernized, streamlined. These improvements have enabled skilled workers to chip precious minutes from production time while maintaining highest quality. All this will contribute to the excellence of manufacture in quantity of radio receivers, automatic record changers, television receivers and other peacetime electronic products. Keep Buying War Bonds.
THE Business of BROADCASTING

STATION ACCOUNTS
ap—studio programs
mp—scene programs
1—transcriptions
sp—not announced
sic—transcription announcements

WOWO Fort Wayne
Wildroot Hair Oil, Buffalo (Cream-oil Formula) 6 as weekly, 8 weeks, thru RBBD, Buffalo.
Oster Shell Products, New Rochelle, N. Y. (poultry feed) thrice weekly, 3 weeks, thru Cecil & Freseney, N. Y.
Fleetwood Corp., Fort Wayne (ouzel group) 7 as weekly, thru Russell M. Seeds & Co., Chicago.
Fleeting Corp., Cleveland (oil and gas) 3 as weekly, thru Grawold-Ehlenman, Cleveland.
Londonberry Ice Cream Co., San Francisco (ice cream) 3 as weekly, 52 weeks, thru McCann-Brodeur, San Francisco.
G. R. Conkey Co., Cleveland (poultry feed) 3 as weekly, 52 weeks, thru Rogers & Smith, Chicago.
Rockwood & Co., Brooklyn (chocolate bits) 13 as weekly, 11 weeks, thru Federal Advertising, N. Y.
Carter Products, New York 5 as weekly, 62 weeks, thru Ted Bates Inc., N. Y.
Little Crowe Bros. Co., Warren, Ind. (Coco-Wheels) 3 as weekly, thru Rogers & Smith, Chicago.
Mirro Chemical Sales Corp., Chicago (Mirro) 3 as weekly, 13 weeks, thru First United Brokers, Chicago.

CFRB Toronto
J. W. Mortell Co., Kankakee, Ill. (Mortll's) 3 as weekly, thru Weston-Barrett, Chicago.
F. H. Frider Inc. Minneapolis (proprietary) 50 as weekly, thru Sooren & Co., Chicago.

KROW Oakland, Cal.
Signal Oil & Gas Co., Los Angeles, as thru Baran B. Dobkin Adv., Los Angeles.
Corkies Products, New York (proprietary) as weekly, 52 weeks, thru Ted Bates Inc., N. Y.
California Fruits, San Francisco (employment) as thru Foote, Cone & Belding, San Francisco.

WNEW New York
Paragon Oil Co., Brooklyn (baking oil) 6 as weekly, 13 weeks, thru Diemer & Rink, N. Y.
San-Nap-Pak Mfg., Co., New York (Lydia Gray Strumpets) 5 as weekly, 52 weeks, thru A. McKim Ltd., Toronto.
Aline Co., New Brunswick, N. J. (Flamboyer) 13 as weekly, 13 weeks, thru Cecil & Freseney, N. Y.
E. Fonger Distributed Products, New York (Don Juan Lipstick) 5 as weekly, thru J. M. Korn & Co., Philadelphia.
Leggett & Myers Tobacco Co., New York (Chesterfield Cigarettes) 3 as weekly, thru Newell-Emmett Co., N. Y.
Bendix Home Appliances, South Bend, Ind. 6 as weekly, thru Ed. But & Ryan, Chicago.
Current Publishing Co., Philadelphia (Star-Telegram) 11 as, 3 as, 5 as, thru New York, Atlanta & Co., N. Y.

WLS Chicago
Marshall Field & Co., Chicago, 5 as weekly, thru Abbott-Kinblair Co., N. Y.
Standard Brands, N. Y. (Shredd-B) 6 as weekly, thru H. W. Raster Agency, N. Y.
Proctor & Gamble, Cincinnati, 6 as weekly, thru Compton Advertising Agency, N. Y.
Hardy Bros., St. Louis (Mest Curet Product) 3 as weekly, thru Ollan Adv. Co., St. Louis.

KNX Hollywood
Manning's Cali, Piano Supply Co., Los Angeles, 52 as weekly, thru Janney, Harnham & Martin, Los Angeles.
Beech Nut Packing Co., Canoharie, New York (yogurt) 2 as weekly, 13 weeks, thru Bell, Wm. H., San Francisco.
Golden State Co., San Francisco (milk) 3 as weekly, thru RBBD, San Francisco.
Household Products Corp., Los Angeles (Have-A-Cane shampoo) 3 as weekly, thru A. W. Lewin Co., San Francisco.
Lasker Corp. of America, New York (yarn, fabrics) 3 as weekly, thru Young & Rubin, N. Y.

CKBY Toronto
A. Wander Ltd., Peterborough, Ont. (Granites) 8 as weekly, thru Cade, Browning & Hersey, N. Y.
Pepsi-Cola Co., Long Island City, 56 as weekly, thru Newell-Emmett Co., N. Y.
S. S. Kresge Ltd., Toronto (chain stores), 14 as, thru Mosman's Men's Shops, Toronto (chain stores).

WDAS Philadelphia
Pepsi-Cola Co., Long Island City, 56 as weekly, thru Newell-Emmett Co., N. Y.

McKim Reorganized

Six Members of A. McKim Ltd., Toronto's advertising agency, have taken over the name to McKim Advertising Ltd. Oldest advertising agency in Canada, the agency was founded in 1889, the agency reorganization was effected with the resignation of Charles T. Pearce, president and general manager since 1922, who had been with the agency for 30 years. New officers are: A. N. McIntosh, chairman of the board; James Mcl. Copland, president; J. J. Gal- lacher, first vice-president and Montreal manager; J. W. Thain, second vice-president and treasurer; D. E. Longmore, third vice-president and manager at Toronto; H. I. McDougall, fourth vice-president. These six officers are sole owners.

Radio Farm Meeting

National Assn. of Radio Farm Directors will hold a meeting Nov. 13 and 14 at the Ritz-Carlton Hotel in Philadelphia. Education and farm radio broadcasting will be featured at the meeting, according to Emerson Markham, vice-president of the NARFD, in charge of agricultural broadcasting at General Electric's station, WCY. Stanley, and manager of GE's FM station, WGPF.

Barton Peace Plan

Advertising and salesmanship could be used in the interests of maintaining permanent world peace after the war by making it impossible for people to forget the horrors of battle, Bruce Barton, told the Sales Executives Club of New York at last week's luncheon meeting. He suggested that both a sales manager and an advertising manager be present at the next peace table.

Radio Division of Westinghouse Electric & Mfg. Co. has acquired a Hazleton license for home receiver manufacturing. It was announced last week by Walter Evans, vice-president of the Westinghouse Division. A Westinghouse war plant in Sunbury, Pa., is to be reconverted for manufacture of home sets.

Canada Arctic Service

Contact with those living in Canada's far north is being established again for the first time through the Canadian Broadcasting Corp.'s Northern Messenger Service. Fridays evening broadcast on CBK Watrous, Sask., and CKY Winnipeg, with repeat a week later from CHA Sachville, N. B. Broadcasts have been on the air every winter since 1921 when they started with BBC Edwards. The weekly program will go out to the highest-powered Canadian stations which consistently reach the Northern Arctic. The broadcasts started Nov. 3 (12:30 a.m., EST, Nov. 4) will run through to the end of March. Messages, limited to 50 words for northern inhabitants are sent to CBG program office at Toronto, where they are recorded with French-language messages being recorded in Montreal.
SPOT BROADCASTING

has taught millions of girls to “dye laughing”
with All Purpose Rit

Peppy little jingles have changed the living and “dyeing” habits of millions of women and girls. Keyed to the government’s plan for clothes conservation, and in tune with every girl’s wish to look modish—All Purpose Rit has sold the idea of dyeing last year’s frock for today’s wear.

Starting in one market three years ago, All Purpose Rit has marched across the country to the tune of Spot Broadcasting. Today, All Purpose Rit is a best seller at 25c, notwithstanding the fact that most competitive products are only 10c or 15c.

Spot Broadcasting has paid off just as handsomely for other advertisers who have used it with vigor and imagination. There seems to be no limit to its possibilities, especially in days like these when media shortages put a kink in so many advertising plans.

Spot Broadcasting means one-minute spots or hour-long programs—on the stations of your own choosing, regardless of network affiliation—in the markets you want to reach. With Spot Broadcasting you can concentrate where sales are best, or bolster the markets that need help. Spot Broadcasting is the most flexible medium in advertising. A John Blair man can tell you volumes about it.
FRANK OXARABT, Los Angeles manager of Garfield & Guild Adv., has resigned to join the How-Co., Hollywood, as account executive. His post has been assumed by Ted Dahl.

JOSEPHINE BROOKS has joined Glamer-Galler & Co., Los Angeles as copy writer.

TROY ORR has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.

EDA CLARE MAXWELL, formerly of Poole, Cone & Belding, Los Angeles, has joined Eimally, Levtit & Smith, that city, as production manager.

PETE WATTS, onetime sales manager of WWKL Los Angeles, has joined Smith & Bull Adv., Hollywood, as account executive.

MARTIN J. NEUMAN, former general advertising and sales promotion manager of American Lady Co., Detroit, has joined Hillman-Shane-Bayer, Los Angeles, as research director.


H. A. BARKUN, former advertising and sales promotion manager of Miller & Hart meat packers, has been appointed account executive of Maloom Howard Adv., Chicago.

TROY ORR, released from the Army as a lieutenant in the Signal Corps, has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.

STAN LEE REED, former vice-president of Radio Productions Inc., is now radio sales manager of the Artizan Co., Baltimore.

WILLIAM H. WILSON, former chief of Turf Account, Bureau of Overseas Motion Pictures, OWL, New York, has joined the motion picture department of J. Walter Thompson Co., New York.

ROBERT O'DONNELL, released from the armed forces, has joined the publicity department of Doherty, Clifford & Shenfield, New York, as senior member of the agency's public relations and advertising department.

GEORGE DICK JR., former account executive of DuMont & Co., New York, has joined Fuller & Smith & Ross, New York, as account executive.

Peck Video Test

PECK Adv., New York, has established an experimental television department under the direction of Arthur Sinzheimer, radio director.

BLAINE BUTCHER, radio director of the Newell-Emmitt Co., New York, is suffering from a broken knee acquired in a fall several years ago. He is recovering at home.

FREDERICK RIESE, Artists Corp., New York, talent agency, has created a special department to handle the accounts ofRemove Addision Smith in charge. New members will be established for exclusive radio activity. Mr. Smith moved to the talent department from Rotherthick & Ryan, where he has served as radio program producer and supervisor in both Hollywood and New York. He has done similar work at Ted Bates Inc., and Benton & Bowles.

VERA CASSIDY ASH, formerly in the radio department of Heft, and J. Kaufman Adv., Washington, has joined J. M. Hickerson Adv., New York, as field producer. Previously she had been associated with WWDO Washington in program and sales work.

ROSALINE MORRISON, vice-chairman of the National Advertising Group of Special Libraries Asso., and for six years head librarian of Detroit & Mitchell, New York, has been named librarian of Doherty, Clifford & Shenfield, New York.

RAY AVERY, radio director of Ronalds Adv. Agency, Toronto, has been appointed a director of the company.

REINALDO B. VERSON, former assistant to the president of the Managing Director of Collgate-Palmolive-Feet Co., Jersey City, has joined Campbell-Erickson, New York, to be with Latin American accounts. He had been associated with Smith & Belding, Hollywood, has joined Raymond & Smith, Hollywood, in the past.

HARRISON ATWOOD, senior vice-president of Maxon Inc., New York, has returned from an 11-week trip through California and the Southwest, to open the agency's public relations and advertising offices in Argentina, Brazil and Puerto Rico. He has been associated with the agency in New York, New York, and Chicago, and as manager of the agency's public relations and advertising department in Hollywood, as well as at Times & Life in Chicago. He is currently living in Havana, Cuba, which will be under the direction of Wallace H. Goldsmith Jr., formerly of Nutrition, New York.

HUGH H. JOHNSON, for the past three years director of advertising for Swift Aircraft, as assistant director of Bell Aircraft Co., Buffalo, has resigned to join Arthur Kuder Inc., New York, as assistant director of the company's new advertising department. He was assistant to the director of merchandising of the Buick Motor Division of General Motors before joining Bell.

HOWARD BLAKE, former account executive of Franklin Brock Corp., New York, has been placed in charge of the agency's newly opened office at 5834 Hollywood Blvd.

WILLIAM F. HAMPTON, formerly on the announcing, news and production staff of WERAS Louisville for 15 years, has joined Anfenger Adv. Agency as radio director of the New York branch.

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WILLIAM F. HAMPTON, formerly on the announcing, news and production staff of WERAS Louisville for 15 years, has joined Anfenger Adv. Agency as radio director of the New York branch. He is now with the McCann-Erickson office in New York.

FRANK HENNESSY, of McCann-Erickson in Chicago, to specialize in domestic and foreign Latin American accounts.

HARRISON ATWOOD, senior vice-president of Maxon Inc., New York, has returned from an 11-week trip through California and the Southwest, to open the agency's public relations and advertising offices in Argentina, Brazil and Puerto Rico. He has been associated with the agency in New York, New York, and Chicago, and as manager of the agency's public relations and advertising department in Hollywood, as well as at Times & Life in Chicago. He is currently living in Havana, Cuba, which will be under the direction of Wallace H. Goldsmith Jr., formerly of Nutrition, New York.

HUGH H. JOHNSON, for the past three years director of advertising for Swift Aircraft, as assistant director of Bell Aircraft Co., Buffalo, has resigned to join Arthur Kuder Inc., New York, as assistant director of the company's new advertising department. He was assistant to the director of merchandising of the Buick Motor Division of General Motors before joining Bell.

HOWARD BLAKE, former account executive of Franklin Brock Corp., New York, has been placed in charge of the agency's newly opened office at 5834 Hollywood Blvd.
"...to serve the public interest, convenience and necessity..." is the way all radio station licenses read. Here at WFIL we are inclined to make a more than literal translation of these words.

Superlative coverage of all local events is assured through the maintenance of a large staff of special events men. For example: On one public service program—"This Week in Philadelphia," a compendium of the week's happenings in the Quaker City and broadcast each Sunday—174 separate events were covered in nine months. In the same period the WFIL mobile unit traveled 3,000 miles picking up events of a civic nature. And each week more than sixteen hours of broadcast time are devoted to public interest programs.

It's because of this unequaled public service that WFIL has earned the reputation of being truly "Philadelphia's Own Station." It's because of the far-sighted policy of taking an active part in community affairs that WFIL is known to Philadelphians as "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

WFIL

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Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
FCC Tackles Space Demands

(Continued from page 11)

el 2, following a closed meeting Oct. 22 with military officials in which restricted propagation data was said to have been discussed. As chief engineer of the RCA Victor Division of RCA, Dr. Jolliffe had steadfastly opposed moving television to the higher spectrum as advocated by CBS officials and Condr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co., former Commissioner and veteran member of the Interdepartment Radio Advisory Committee.

After the proposed letter drew objections from official Naval observers attending the Panel 2 meeting, William B. Lodge, general engineering supervisor of CBS, asked permission of Chairman Jolliffe to submit a "dissenting" opinion at the FCC hearing Thursday morning. Dr. W. R. G. Baker, chairman of the RTPB, said Dr. Jolliffe, in presenting the proposed letter, would not be representing Panel 2.

After the hearing concluded Thursday, both Dr. Baker and Dr. Jolliffe said they deemed it wiser to avoid further controversy by withholding the proposed letter from the FCC record.

Allocations for the 60-225 mc band, which included television, were adopted by Panel 2 with the reservation that if they are not feasible, after proper tests of sharing and the zoning plan, new allocations should be devised. Dr. Jolliffe covered the opinion that certain by section, interrupting for explanations and answering Commission questions.

Chairman Baker recommended that industrial applications be allocated to the 23.5-27 mc band, Dr. Jolliffe said the Panel felt "considerable concern over harmonics". Chairman Frazier suggested that diathermy manufacturers be given a "latitude of two years" to eliminate interference with other broadcast services. Electro-medical manufacturers had testified earlier that the solution rested in assigning frequencies for such machines, rather than shielding.

Frazier Claims No Relay Provision in 40 mc

When Dr. Jolliffe listed the 43-58 mc assignment for FM, Commissioner E. K. Jett asked if the Panel reconsidered the opinion that some half-million receivers built for 42-48 mc band reception are outstanding. Dr. Jolliffe said Panel 5 on FM had agreed to the assignment and when he related the vote was 17-3, Chairman Frazier asked who dissented.

Mr. Lodge voted no on the grounds that insufficient space was allocated for FM, Dr. Jolliffe explained. Howard S. Frazier, NAB Director of Engineering and chairman of Panel 4, voted against the assignments on the grounds that no provision was made for broadcast relay services in the 40 mc band. K. B. Warner, representing the American Radio Relay League, objected because amateurs were taken out of the 28-30 mc band and given 27-29 mc by the RTPB.

As to the 60-218 mc recommendations for television, Dr. Jolliffe explained the Panel's recommendations on the basis that television is predominantly a metropolitan area service and should be assigned frequencies with respect to the areas in which it operates. He explained the zoning system, whereby A Areas were designated as metropolitan. B, C and D Areas would be assigned other parts of the country.

The complete television allocations as recommended by Panel 2 follow:

60-66, 72-78 mc, television both A and B areas.
66-72, 78-84, 90-96, non-Government emergency services in A areas and television in B areas.

The complete television allocations were approved by a 19-2 vote, the witness said. Commissioner Jett questioned the advisability of not providing for FM experimental work above 225 mc and Dr. Jolliffe said there had been no request from Panel 5 for such allocations. "It seems to me it ought to be good for FM to be experimenting there," remarked the Commissioner.

Chairman Frazier asked how many (Continued on page 62)
The United States Navy has awarded the men and women of Hallicrafters a special "Certificate of Achievement"... first award of its kind... for outstanding service with the radar-radio industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until total victory is ours.

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THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.
Plea Denied
REQUEST of Mutual Broadcasting System was denied last week by the FCC for waiver Sec. 3.406 of the Commission's rules governing station identification so as to permit the broadcast of Mutual's Mediation Board program, a three-quarter hour show, without making station identification at the half-hour. Program is heard Sunday 8-8:45 p.m.

not provide for medical and industrial services.

"The Commission should note that Panel 2 made a decision without the benefit of testimony presented at these hearings," said Dr. Senauke. "If reasonably ample assignments are not made for medical and industrial services, they'll be operating on any frequency." He urged that the manufacturers be allocated specific frequencies to avoid interference with other services.

When Chairman Fly inquired whether the manufacturers would adhere to given frequencies, Dr. Senauke said: "It's the expressed intent to voluntarily comply with your regulations."

To accommodate several listeners last week, the FCC heard witnesses for taxicab services, classified as New Radio Services, and one witness for electro-medical services out of turn last Monday. Dr. W. H. Schmidt of the American Congress of Physical Medicine, told the Commission that dial-by-machine machines could be operated throughout the country on two frequencies. Surgical machines cause no interference, he added.

Oliver W. Moore, chairman of the taxicab subcommittee of Committee 8, RTTP Panel 15, and secretary of the Postwar Planning Committee of the Cab Research Bureau, Cleveland, requested 20 channels from 139.4-140.4 mc, and 10 channels from 250-256.5 mc for new taxi services. The 20 channels would be 5 kc wide and the 10 additional ones 250 kc wide.

Clewell Sykes, president of CRB; president of the Yellow Cab Co., Philadelphia; member of the National Assn. of Taxicab Owners and consultant to the Office of Defense Transportation, said that two-way radio for dispatching cabs would reduce "dead miles" traveled to a "negligible minimum."

Daniel Sherby, secretary-treasurer of the Yellow-Zone Cab Co., Cleveland, director of the NATO and treasurer of CRB, told how two-way radio would function in dispatching cabs, and how taxis so equipped would be of help to police, fire departments and emergency services during catastrophes. In Cleveland, where the Yellow Cab Co. has operated two experimental two-way transmitters, Mr. Sherby said a reduction of 65% in dead miles had resulted.

L. W. Johnson, secretary and executive director of the NATO and executive director of CRB, said a study of dispatching systems led to the conclusion that a minimum of 6 channels are required to meet the present industry needs, based on an analysis of the Philadelphia Yellow Cab operation which employs 760 taxicabs, and is the largest single operation in the country with reference to telephone business. New York's largest single operation embraces 1,300 cabs but most of the business is done on a pickup basis, he said.

Mr. Johnson said the taxi organizations had concluded that if 6 channels, each 50 kc wide, will (Continued on page 62)
We can't think of any reason for buying a San Antonio station except to reach the San Antonio market area . . . and this is the area that KTSA was designed and built to serve.

KTSA was engineered and built to do a specific job, and every recognized survey proves that it DOES. Like a welcome rain on a fertile field it covers and saturates the 64 counties of San Antonio's wholesale trade area.

In the fast competition for the booming present and rich postwar business of this area, KTSA is ready to deliver the audience and the coverage you need without waste or duplication.

Incidentally, KTSA's 64 county primary coverage area delivers 23.11% of the effective buying income in the whole state of Texas, and 22.06% of Texas' retail sales.

If you'd like to buy this chunk of Texas most economically . . . get KTSA's complete story.

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TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK - CHICAGO - DALLAS - AMARILLO

KTSA 550
SAN ANTONIO ON THE DIAL
A V O I C E

women listeners enjoy — a voice with personality which stimulates ACTION — makes sales:

Connie Stackpole

RENEWALS prove she's good! Clients participating locally include:

Matchless Brand Foods 4 yrs.
Florigold & Flo Citrus Fruits 4 yrs.
Winslow's Potato Products 4 yrs.
Red Cap Products 3 yrs.

Others 1 to 2½ years and still going.
Ask for full details.

Participation now available over 5 Stations of Yankee Network...

WNAC, Boston — WAAB, Worcester
WEAN, Providence — WTHT, Hartford
WCOU, Lewiston

11:15 A.M.
Tuesday and Thursday
$105.00 per program
less discounts

For a woman's audience and
RESULTS, consult —

Connie Stackpole
DIRECTOR

New England Cupboard
448 STATLER BLDG., BOSTON 16, MASS.

Page 64 • November 6, 1944

provide adequate service for Philadelphia, then 20 channels, 50 kc wide, in the lower portion of the spectrum, plus 10 channels 250 kc wide for experimental purposes in the higher frequencies will provide future requirements of the entire industry, particularly if further development above 300 mc can be expected.

Raymond M. Wilmette, consulting engineer, testifying on behalf of the NATO and CRB, substantiated the claims of previous witnesses and added technical data to the record. He said diathermy machines are the chief source of interference and should be shielded or operated within certain frequency bands.

Medical Diathermy Service Reported Increasing

When hearings opened Tuesday morning Dr. Lynde P. Wheeler, chief of the FCC Engineering Dept. Technical Information Section, introduced opening testimony on industrial, scientific and medical services, and asserted that the use of these services has increased greatly in recent years. Power used for the various industrial services is greater than the total consumed for communications, he said. Under Commission Order 96 some 85,000 applications for registration of medical diathermy equipment have been received, he added.

Elimination of interference from the use of medical and industrial heating equipment has become a pressing problem and can be expected to be more serious after the war, Dr. Wheeler stated. He urged the Commission to consider the necessity of protecting communications from such interference.

Dr. Alexander Seneake, acting chairman of RTPB Panel 12, requested approximately 16 channels ranging in width from 2 kc to 800 mc and in the band from 225 kc to 20,400 mc, although he said Panel 12 was not unanimous in its recommendation. The electron-medical committee was in agreement on proposed frequencies at 13, 27 and 40 mc, he said.

Carl J. Madsen, electronics engineer of Westinghouse Elec. & Mfg. Co., member of Panel 12, requested two frequencies for industrial services. Paul D. Zottu of the Girdler Corp., also a member of Panel 12, said the answer to interference from industrial services is to allocate certain frequencies, rather than attempt shielding.

George F. Russell, president of Northwest Syndicate, Tacoma, Wash., touched off a controversy with members of the RTPB when he testified it wasn't necessary to allocate fixed frequencies for industrial heat processing because of new developments in circuit designs, which eliminates the major causes of spurious radiation.

Dr. Seneake challenged Mr. Russell's contention, said the witness was not a member of the RTPB, and Chairman Fly remarked, "That don't make him an outlaw." Following the noon recess the argument continued with Dr. Seneake placing on the stand John F. Dreyer Jr., engineer of the Amperex Corp., who started to testify regarding a paper prepared some time ago by Mr. Russell. Chairman Fly cut him off, however.

Mr. Russell suggested the Commission's own engineers make measurement tests of three types of machines produced by the Northwest Syndicate. Chairman Fly ordered members of the Radio Intelligence Division to begin the tests immediately.

A. W. Mathis Speaks for Physical Therapy Mfrs.

A. W. Mathis, vice-president of the H. G. Fisher Co., Chicago, appearing on behalf of Panel 12 and the Physical Therapy Mfrs. Group of the American Surgical Trade Assn., said the 50,000 shortwave diathermy machines now in the hands of civilian hospitals and physicians operate in the vicinity of 40, 27 and 13 mc, although those frequencies "have no particular significance" and the machines could operate elsewhere in the "general vicinity."

Under cross-examination Mr. Mathis said shielding wasn't an adequate remedy against interference. He suggested the Commission allocate definite frequencies.

Dr. Lee DeForest, president of the Lee DeForest Labs., Los Angeles, and inventor of the vacuum tube, was given the hearings' second ovation when he took the stand. Maj. Edwin H. Armstrong, FM inventor, was applauded when he testified early in the hearings.

Dr. DeForest, whose firm has been manufacturing medical diathermy apparatus for 11 years, told the FCC that the tolerance of 2%, combined with two or three definite channels allocated to shortwave diathermy, would effectively eliminate interference from radio communications and at the same time not interfere with the general applications of the apparatus by the medical profession. He recommended 13, 27 and 40 mc. He said a tolerance of 7% in the 27 mc area would eliminate need for the other two bands. He advanced the belief that 50,000 machines now in service
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NERN STATIONS

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Watts</th>
<th>City</th>
</tr>
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<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
<td>Boston, Mass.</td>
</tr>
<tr>
<td>WCSVH</td>
<td>970</td>
<td>5,000</td>
<td>Portland, Maine</td>
</tr>
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<td>920</td>
<td>5,000</td>
<td>Providence, R. I.</td>
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<tr>
<td>WLBZ</td>
<td>620</td>
<td>5,000</td>
<td>Bangor, Maine</td>
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<td>1080</td>
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<td>WFEA</td>
<td>1370</td>
<td>5,000</td>
<td>Manchester, N. H.</td>
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<td>WRDO</td>
<td>1400</td>
<td>250</td>
<td>Augusta, Maine</td>
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NEW ENGLAND REGIONAL NETWORK

HARTFORD, CONNECTICUT
Muzak's Proposal Opposed by Ryan

Says Scarc Channels Should Not Be for Limited Service
OPPOSITION to the proposal by
Muzak Inc. for frequencies to be used in "narrowcasting" has been expressed to the FCC by the NAB in a letter signed by J. Harold Ryan, President.

"Narrowcasting", so dubbed because it contemplates the use of radio frequencies for a limited service to subscribers in the same manner that wired radio now operates, would require three channels for operation, according to the testimony of Joseph L. Weiner before the FCC allocation hearing on the first half of Muzak [Broadcasting, Oct. 16].

Mr. Ryan's letter, addressed to T. W. Scott, FCC, Secretary, and dated Oct. 31, follows:

At the time of my appearance as a witness at this hearing, the Commission's attention was directed to the proposal for narrowcasting as a service to all of the American people. I have no problem with the allocation of sufficient space in the radio spectrum for this type of service, but I do object to the proposal to restrict this broadcasting into the newly developed technical fields of a non-discriminatory basis and on a nationwide scale.

It is quite obvious from a reading of the testimony presented at this hearing that the requests for frequencies far exceed the number of such frequencies available in the useful electromagnetic spectrum. The frequency given by several witnesses is evident that interference potentialities on frequencies in excess of 40 megacycles are greater than has heretofore been estimated. Therefore, the need for more channels for broadcasting is even greater than before.

The Commission has heard through the testimony of Mr. Weiner representing Muzak, for the allocation of frequencies for an alleged new kind of broadcasting service. It is our considered opinion that this request is not for a broadcasting service. But for a multiple address radio service. In Commission terms this type of service must necessarily be classified as point-to-point radio and as a limited common carrier. This service is distinguishable from broadcasting to all the public because in particular it is addressed to those limited number of subscribers who can afford to pay the extra price.

The NAB urges the Commission not to sacrifice broadcasting to the public as a whole in favor of this limited common service. In my opinion, a point-to-point service does not require radio channels as of technical necessity. This type of service can be operated on land line systems.

two-way communication between buses and fixed stations for the nation's bus lines. Milo M. Dean, chairman of the Intercity bus sub-committee of Committee 8, Panel 13, listed frequency needs for the bus lines as follows:

- For control dispatching, 15 channels, 50 kc wide at 137.65-138.84 mc.
- For highway emergency service, one low frequency clear channel, 8 kc wide, in the range between 2.5-4.5 mc.
- For intercommunication services, 15 channels above 1,000 mc, band width to be 0.1% of the assigned frequencies.

Statements supporting the bus communications idea were presented by J. P. Heffernan, superintendent of drivers, Greyhound Garage, Chicago; Nyram L. Young, Atlanta, head of Safety Service, an independent organization serving various bus companies; L. H. Ristow, Chicago, chairman of the National Bus Traffic Assn.; William A. Duval, president of Connecticut Contractors; Dr. E. L. Bailey, president of the Greyhound Lines, and the National Motor Bus Operators and the RTPB, urged...
CRECO CRYSTALS are put through numerous exacting final production tests before acceptance by the Army and Navy. Here you see CRECO ACCURACY IN ACTION as operators Check and Double-Check crystal activity and frequency deviation over wide temperature ranges, from frigid cold to hot heat, using automatic recording equipment. CRECO IS READY to provide the Adequate Solution to any Radio-Engineering Problem, through Knowledge, Experience and ACCURACY . . . and CRECO’s War Job now permits the acceptance of a Limited Number of Standard, FM and Television Applications.

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COMMERCIAL RADIO EQUIPMENT COMPANY

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

“BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY”
 Nationwide Radio Relay Nets Proposed

All Types of Services Would Be Handled, FCC Told

NATIONWIDE RADIO relay networks to handle all types of communications, as well as broadcast services, including television, FM, standard and facsimile and operating as common carriers, were proposed in the FCC last week by witnesses appearing at the allocation hearings in Washington.


Major Magnitudes

Most far-reaching of the plans were submitted by Joseph Pierson, manager of the Raytheon communications division and former president of Press-Wireless, and by Ralph Bown, director of television research of the Bell Labs. Mr. Pierson said Raytheon proposes to build a nationwide network of radio relays. Mr. Bown explained that A.A.R.L. and the radio amateur group have been averaging a combination wire-radio system to serve all communications, including telephone subscribers.

Definite proposals to establish such relay systems were made after E. W. Engstrom, research director of RCA Labs, and chairman of Panel 9, Radio Technical Planning Board, laid the foundation by telling the Commission that "radio relay systems will constitute the projects of major magnitudes." He visualized television broadcasters as the "first and most important prospective users of radio relays" on the immediate horizon, predicting that television relay systems will be established in conjunction with coaxial cable links.

"When not used for television, the broad band of a system capable of relaying television will permit the transmission of numerous other signals," said Mr. Engstrom. He foresaw radio relay systems for use in facsimile, transmitting at the rate of "many thousands of letter pages per hour," of wide use by police, Government and business groups of facsimile.

He pointed to a growing need to interconnect new forms of business machines. Radio relay may be used for long distance multiplex telephone communication, particularly for the distribution of sound broadcast programs, he continued. With the growth of high-speed transportation Mr. Engstrom saw the need for extensive communication and navigation aids and suggested that radio relay systems "might follow the transportation routes and might be coordinated with and, in some measure, serve not only the transport contacts en route, but also general ground communication."

Design Suggested

Relay systems are the only means for using the ultra-high and super high frequencies for medium and long-distance overload circuits, said Mr. Engstrom. "It is believed," he declared, "that radio relay systems will eventually be the technical means for handling most of the traffic of a point-to-point or multiple addresser nature using these frequencies. Radio relay systems will constitute projects of major magnitudes and it seems reasonable, therefore, that circuits should be the cost of the services for all hours of the day and night."

He suggested that a relay route be designed for many thousand super high band circuit in each direction, wherever the load demand is sufficient. Such a system could handle "a multiplicity of narrow band services; two or more television services, etc., simultaneously in either direction," he continued.

The range of frequencies to be used for radio relaying is so high that it becomes possible, said Mr. Engstrom, "to utilize each frequency channel over and over again in not only over circuits which are spaced apart geographically, but even with some limitations for a single circuit in and out of the same city."

Favoring relay circuits is the fact that a "sizable portion" of the cost is represented by the relays and towers, according to Mr. Engstrom, who said no development could be foreseen that will destroy the value of the investment. Further developments will make it possible, he explained, to utilize higher frequencies, as the service expands and as more circuits will be needed on the same route without requiring substantial alterations in either sites or towers.

Before the war, development of radio tubes and receivers had been carried far enough to make it practical to utilize frequencies for radio relaying in the range from 300-1000 mc, said the witness. As soon as restrictions due to the war are removed, he asserted, it is anticipated that the frequency range will be extended upward, pointing to the fact that some of the early relay projects now planned will be at frequencies higher than the present development.

Relays for mounting the transmitting and receiving antennas will vary from 100-400 feet, depending on the terrain contour and repeater station spacing. For these antenna heights repeater spacings will vary from 20-40 miles. Generated transmitter powers will be just a few watts, with no need for powers greater than 100 w and with need for less power as the frequency increases. Substantial antenna power gains will be used for both transmitter and receiver. FM or some variation of frequency modulation probably will be used in radio relay systems.

On behalf of Panel 9 Chairman Engstrom made the following recommendations: 300-3,000 mc, approximately 600 mc be set aside for radio relaying services involving at least one intermediate repeater and that channels be allocated in two or three blocks; 3,000-10,000 mc, approximately 3,000 mc be set aside (a consideration of this recommendation in Panel 2 resulted in a proposal for radio relay systems between 3,800-4,400 mc, a band of 550 mc; also in the region between 5,750-6,800 mc, space was proposed for experimental relay and other experimental work).

Suggests Allocations

Above 10,000 mc, Panel 9 recommended that about one-third of the space available be set aside for radio relay systems involving one or more repeaters. Specifically the panel recommended that three blocks of channels be set earmarked for experimental work as follows: 10,500-15,000 mc; 5,600-6,000 mc; 25,000-28,000 mc.

Mr. Pierson, explaining that Raytheon's work was organized in 1922 with a capital of $28,000, sub
FORMER Under Secretary of State Sumner Welles (center) began his regular series of weekly commentaries on behalf of Waltham Watch Co. [Broadcasting, Sept. 11] over the Mutual network Oct. 11, at 10-10:15 p.m. To initiate the series, Richard Humphrey (r) president of H. B. Humphrey Co., Boston, agency servicing Waltham accounts, and Ira Guilden, president of Waltham Watch Co., join Mr. Welles at MBS studios.

The Bell System project contemplates use of both broad-band cable and microwave radio relays to give the “most flexible and reliable network for serving the needs of the country”, said Mr. Bown. Since a greater variety of electronic tools are available for the lower end of the 500-20,000 mc band, Mr. Bown suggested that developments should first take place in the lower portion of the ultra-high frequency spectrum and progress upwards as “knowledge of the art permits”.

“If the hopes we entertain for the success of the experimental system between New York and Boston are realized, the radio relay type of transmission may well become an important feature of the communications system of the future,” said Mr. Bown, who recommended that the following frequencies be allocated for the AT&T-Bell proposal:

- Two blocks of 20 channels each, 20 mc wide, 1900-2300 and 4000-4400 mc; a space 1000 mc wide between 11,500-12,500 mc; 10.15% of the space above 13,000 mc reserved for experimentation and to meet future public telephone system requirements for this type of radio service.

Mr. Bown also suggested with no specific reservation, that frequencies in the region of 6000-6000 mc might be necessary, particularly if crowding by other services curtails use of the 2000 mc band or if the bands above 12,000 mc prove unsuitable for relay purposes.

Radiotelephone Plan

Elaborating on the plan proposed by Mr. Bown, Austin Bailey, radio engineer of the AT&T, and vice-chairman of Committee 8, Panel 18, on Wednesday gave details of a proposed new radiotelephone service which would make possible communication between any mobile unit suitably equipped and any telephone connected with the land telephone network.

He said the service would be available to anyone, but suggested the radiotelephone would be used more widely in doctors’ cars, ambulances, trucks, buses, taxis, public service vehicles, barges, ferry boats, tow boats and possibly railroad trains and airplanes.

This proposed common carrier general mobile radiotelephone service would embrace two types of service, he explained, one primarily for urban areas and the other designed for outside or between those

Better telephonic reproduction of the human voice than now exists; providing telephone service to those areas now without it.

Broadcast services in neglected rural areas.

Development of nationwide mobile communications, including railroads and highways.

Standard communication services at a substantial savings under present rates, quality for quality, and as the service expands these savings will increase.

Bell Projects

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...then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program — POINTS AND POINTERS — at 9:45 a.m., Mondays through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises — whether food, new kitchen gadgets, cook books, or lunch boxes — is sure to become an over-night best seller in Maine!

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Oliver Kedlby

WCKY

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The L. P. Wilson Station

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14 years background in radio.

Now employed at 5 kw station.

WANTS TO MAKE CONNECTION WITH LARGER STATION OR GOOD AGENCY. Family- man, good references. All replies held confidential.

BOX 852, BROADCASTING

areas, to be known as highway service. He testified that to give highway service in the range between 50-200 mc, only 32 frequencies could be required for approximately 29 simultaneous conversations with each specific station zone of about 50 miles in length. Both services in the Greater New York area, about 100 circuits will be needed, requiring 290 channels between 200 mc on a two-frequency basis. Those frequencies could be shared with certain other types of services.

Mr. McIntosh proposed to organize a company to operate as a common carrier, serving seven telephone radio communications. His plan involves the use of "idle time normally experienced on emergency service frequencies." The service would be limited to the very-low frequency band around 150-250 kc as well as the ultra-high frequencies. The service would entail narrow channels.

"We propose to supply facsimile type of messages to moving vehicles and contemplate a two-way service in the ultra-high frequency band," said Mr. McIntosh. Sets would be operated on a rental basis. He proposed a central dispatching office, to which calls for doctors, taxicabs, etc., could be made, this central office in turn notifying the wanted doctor or by road.

He suggested that channels for the proposed service be provided in the low and high ends of the spectrum bands. The proposed service would entail elaborate equipment, he said, and require exclusive use of low frequencies.

Radio-Wire System

On behalf of the C. Indepen- dent Telephone Assn., B. C. Burden, consulting engineer; Rear Adm. Stanford C. Hooper, USN (Ret.), former Naval Chief of Communication; and Col. William R. Blair, USA (Ret.) outlined the plan of the independents, working in conjunction with the Bell System, to create a nationwide radio-wire relay system.

"We are convinced that there is a genuine field of use for radio channels of the regional frequency type for common carrier telephone purposes," said Mr. Burden. "If we are not permitted to share in the frequency assignments now being opened up in the region above 100 mc, there will be a missing link in your communication system . . . . If complete and universal communication service is to be rendered, it will be imperative that a limited number of radio channels be made available to the telephone industry."

Mr. Burden testified that following studies made by the Bell System and the RTPB, it was concluded that six primary applications of radio channels in the telephone field were recognized. These he enumerated as:

- Common carrier emergency service, common carrier urban mobile service, common carrier highway mobile service, special situation short haul toll trunk, special situation rural telephones between 50 and 100,000 mc; special situation rural telephone service between 50-200 mc; short haul toll service (regular), 50-200 mc; long haul toll channels, 300-1,500 mc; special rural channels (regular), 50-200 mc; remote control channels, 150-175 kc.

In his support of the proposed service, Mr. Hooper supported the plan of the telephone companies for radio service in the two primary channels. "It seems our case is similar to several other services applying here and there for wise and reasonable allocation of uses, to allow such services what is possible up to 300 mc, and in addition to give them, provisionally, even a larger band than the 150-250 kc ultra high frequencies and above to provide for future expansion," he said.

"Then, as it is proved that the services can safely move to the higher bands, the licensees will come forward requesting that the transitional and experimental channels in these higher bands be made regular channels, and perhaps asking to vacate the lower ones."

Booster Stations

Mr. Lemmon told the Commission that the "new development of wide band networks of automatic booster stations stretching between cities for the simultaneous carrying of television images, as well as many other new radio services, offers untold possibilities of public value."

With proper experiment a large number of multiple or multiplex services may be developed, said Mr. Lemmon, who disclosed that IBM, working with GE, is experimenting with the communication of automatic booster stations to carry at one time "two high definition television services in either direction, two or three FM broadcast channels, several facsimile channels, and a number of high speed circuits for the remote control of business machines, electric typewriters and offices of various kinds."

A nationwide system of relays would make it possible for many communities to originate good radio and television programs, rather than accept only those from New York and Hollywood.

Speaking for GE, H. B. Fancher, Radar Engineering Section No. 1, Transmitter Division, gave technical data on the GE-IBM plan and stated that to be commercially feasible, relay points, many of which will be located in relatively inaccessible places, must be designed for untended operation.

One of the strongest proponents of the unattended satellites during the FCC hearings has been Howard Roberts, NAB Director of Engineering and RTPB Panel 4 chairman, who sees in the unattended satellite the solution to many standoff problems, greater coverage and expansion of services.

Vinson—'No Comment'  

ECONOMIC Stabilization Director Fred S. Vinson said Friday he had "no comment" on the status of the legal study requested by President Roosevelt to find authorities to compel James C. Petrillo, AFM president, to comply with the WLB directive of June 15 terminating the ban on recognizing the AFM. Victor, NBC Recording, and Columbia Recording Co.

available additional short haul toll circuits; perform emergency services.

Col. Blair asked for the following allocations: For emergency radio telephone and telegraph service, 2-4 kc and 50-200 mc; for urban and highway mobile service, 50-200 mc; short haul toll service (regular), 50-200 mc; long haul toll channels, 300-15,000 mc; special rural channels (regular), 50-200 mc; remote control channels, 150-175 mc.

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Roberts Is Named For Purple Heart

CLETE ROBERTS, Blue Network correspondent, was wounded in the same Jap bombing attack on Leyte that resulted in the death of Asahel Bush, (Ace) Bush, AAF war correspondent, and will receive the Purple Heart, according to word received by the Blue Net.

Mr. Roberts suffered shredded wounds in his arm and shoulder. According to Art Feldman, also of the Blue, who heard the story in a Mackay radio message to G. W. (Johnny) Johnstone, received last Tuesday, Mr. Roberts will be back on the air as soon as his physical condition permits.

Mr. Roberts was in a house in Tacloban with several other correspondents, in the early morning hours of Oct. 26 when a Jap bomb fell, about 25 feet away.

Roberts was blown out of the house. When he regained consciousness, he was lying across the body of the AP correspondent, Mr. Feldman advised.

A number of high speed circuits for the remote control of business machines, electric typewriters and offices of various kinds."

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REady For A SPOnSOr

A new type half-hour net-work show, supervised by those who should know as having all the elements to make it a top-ranking audience holder among the best complete family listeners and sales-prospects in America.

Extremely flexible and capable of expansion with guest celebrities, name-bands and other features as for as desired. Unusual merchandising possibilities.

For first script and details, without obligation, write

CALEB WEST

5336 Wayne Avenue, Chicago, Illinois

KRLD, Dallas, Texas

... You have perfected AP to an all-time high in radio news services.

Clyde Rembert

Managing Director

available through PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

AIP

BROADCASTING • Broadcast Advertising
Comparative Schedule of the Spectrum And Recommendations for Allocations

Perhaps is the final comparative schedule of broadcast services in the radio spectrum, showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, those above 30 mc as submitted by the Radio Technical Planning Board last week and suggestions offered by others:

Standard Broadcast
Present, 500-1500 mc.
IRAC, 260-1500 mc.
RTPB, 380-1500 mc.
FM Broadcast
Present, 45-50 mc.
IRAC, 14-29 mc.
RTPB, 35-47 mc., including 18 channels for educational.
U. S. Office of Education 18 channels 200 kc wide, adjacent commercial.
Cowles Broadcasting Co., 400 channels, 100 kc wide, 60-120 mc. for both educational and commercial FM. As a 5-year interim plan, 80 channels, 160 kc wide, 40-52 mc.

Television
IRAC, 9 channels, 6 mc wide, 41-46 mc., 6 channels, 6 mc wide or 5 channels 12 mc wide, 198-210 mc., (primarily for television relay but possibly for television broadcasting); 16 channels, 16 mc wide, 45-100 mc. (If 20 mc channels are required IRAC needs ultimate allocation to be extended to 960 mc. which would permit 22 channels 30 mc wide).
RTPB, 7 channels, 6 mc wide, 100-102 mc., to be shared with non-Government emergency services; 11 channels, 6 mc wide, 162-216 mc., 10 mc wide to be shared with Government and non-Government emergency and miscellaneous services; 100-999 mc., television broadcasting and television relay to be abandoned when space is needed for commercial television broadcasting.
Cowles Broadcasting Co., 40 channels, 10 mc wide, 100-100 mc., Auxiliary services, including relay stations and s-t links, 10-475 mc. Links between cities and synchronization control, above 1000 mc. As a 5-year interim plan, 10 mc channels, 10 mc. space to be reserved ultimately for FM and other services as indicated by expansion requirements.

FM Radio
Present, 10 channels, 25 kc wide, 25-78, 5-25, 25-262.5 mc (WXFR authorized to transmit full-time in FM band, 43-50 mc.)
IRAC, no recommendations.
RTPB, 430-440 mc. when air navigation aids are discontinued after the war.
Cowles Broadcasting Co., 80 channels, 50 mc wide, utilizing FM channels, 56-58 mc., 100 channels, 50 mc wide, utilizing FM channels, 474-480 mc. As interim 5-year plan, 80 channels, 50 mc wide, 40-56 mc.
International Broadcast
Present 6000-6050 kc., 6050-7000 kc., 7000-7700 kc., 11,700-11,900 kc., 12,600-13,000 kc., 17,750-18,000 kc., 21,635-21,875 kc., 25,600-26,000 kc.
IRAC, no recommendation, for international broadcast channels. IRAC suggests international point-to-point relay in following spaces: 4620-4650 kc., 5000-5080 kc., 10,300-10,050 kc., 13,600-13,800 kc., 17,500-17,600 kc.
RTPB, came as present allocations, except 25,000-26,000 kc., which was not included.

Broadcast Relay

Wireless
IRAC, 2500-3000 kc., 7000-7400 kc., 14,000-14,400 kc., 21,000-25,000 kc., 25,300-400 mc., 112-116 mc., 224-250 mc., 409-411 mc.

Kiev, KMTR Renewals
LICENSE renewals for regular period were granted by the FCC last week, to KMTR Los Angeles and KIEV Glendale on the basis of information submitted to the Commission which supports claim that the operation of the two stations is under different management and control. Reed E. Caller, minor stock holder in both licensees and formerly director and officer of both, has resigned his management affiliation with KMTR, in which he at one time also held controlling interest. [BROADCASTING, April 10]. Evidence also showed that operation of the two stations has been separate and would continue as such.

Swank Talent Change
MISS SWANK, New York, lingerie manufacturers, previously reported to be replacing Relaxation with Music on 27 MBS stations, Sunday, 9:45-10 p.m., has shifted its account to William H. Weintraub & Co., New York, and Nov. 5 changed program from a musical show with Jean Tighe, Bob Barry and Dick Adams and his orchestra to a show built around Jerry Cooper, screen singing star, with Nat Bru- bieo's orchestra and a female announcer, Doris Dalton. Title will remain the same for the present.

Miss Hart to Joske's
EULALEE HART, formerly with Westinghouse stations WOWO and WOC, Port Wayne, Ind., writing and producing, has been appointed radio director for Joske's of Texas, department store, handling an experiment in radio promotion for the store in cooperation with the NAB. A graduate of Ohio State, Miss Hart was active in the educational station there, said to be the first of its kind.

Rem News
MARYLAND Pharmaceutical Co., Baltimore, as part of its national spot campaign for Rem, Oct. 10, for 29 weeks started sponsorship of Blue Correspondents at Home & Abroad on WJZ New York, as a weekly quarter-hour. Business was placed through Joseph Katz Co., New York.

"ORDERING 104 MORE SHOWS!"

advises Fred Canova—ALL-CANADA RADIO LTD.

THE SHADOW

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

BROADCASTING • Broadcast Advertising

November 6, 1944 • Page 71
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radi engineers
**Dedicated to the Service of Broadcasting**
National Press Bldg., Wash., D. C.

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

**GEOFFREY P. GODLEY CO.**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

**GEORGE C. DAVIS**
CONSULTING Radio Engineer
Munsey Bldg. * District 8456
Washington, D. C.

**JOHN BARRON**
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

**WOODWARD & KEEL**
CONSULTING RADIO ENGINEERS
Munsey Bldg. * National 6513
Washington, D. C.

**LOHNES & CULVER**
CONSULTING RADIO ENGINEERS
Munsey Bldg. District 8215
Washington, D. C.

**MAY, BOND & ROTHRICK**
CONSULTING RADIO ENGINEERS
AT FM TELEVISION FACSIMILE
National Press Bldg., Wash., D. C.
District 7962 * Globe 5880

**PROFESSIONAL DIRECTORY**

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. * Republic 2347

**RAYMOND M. WILMOTTE**
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

**PAUL A. DEMARS**
Consulting Electrical Engineer
Pioneer Bldg. 1900 F St., N. W., Washington, D. C.
Phone: Metropolitan 0540

**FRAK H. MCINTOSH**
Consulting Radio Engineers
Sharee Bldg. ME 4477
Washington, D. C.

**WORTHINGTON C. LENT**
Consulting Engineers
INTERNATIONAL BLDG., WASH., D. C.
1316 F STREET N. W., District 4127

**TWO WEEKS NOTICE REQUIRED FOR CHANGE OF ADDRESS**

**BROADCASTING MAGAZINE**
Help Wanted

Program Director—Announcer. 8 years in radio, mand to program, announcing. Open 4-7 programming; must be experienced, all phases. Sober, talented, salary $65 weekly. Box 581, BROADCASTING.

Account Executive to Join recognized medium size group in major city. Sales experience. Must have agency experience. Good contacts and strong sales ability. Excellent opportunity for earnings. Box 962, BROADCASTING.

Announcer—by NBC affiliated station in South Carolina. Permanent position with opportunity for advancement on merit. Must have ability to get along with people. Veteran with honorable discharge preferred. Full information to Box 856, BROADCASTING.

Sales—NBC basic station in eastern city for local and regional accounts. Excellent opportunity for earnings. Replacing top salesman who is leaving to start advertising agency. Box 456, BROADCASTING.

Wanted—First class licensed operator to operate 1,000 watt day/night station. Good typing speed. Write full particulars in first letter. Address Box 855, BROADCASTING.

Announcer for 50,000 watt CBS radio. Excellent opportunity for top-notch, reliable voice. A sure way into top Broadcasting. Application Box 855, BROADCASTING.

Wanted—Commercial man who can do some announcing. Must be old, over 40 years old, must be willing to move to the job. Salary $600 per month, small expense, no experience necessary. Chicago station. You must want to work and have permanent job of assignment. Write or Wire Box 584, BROADCASTING.

Disc jockey—With personality that peeps through a loud speaker. Must be experimented in all-night platter show, midnite to 7, six nights a week, in a major city, earning plus your experience and salary desired. Box 855, BROADCASTING.

Announcer wanted! Must be experienced. Pop salary required for right man. Send voice transcription and full particulars to Program Director. WFDP, Flint, Michigan.

Wanted—Experienced commercial announcer for 1 kw. Confirm voice references in first letter of application. Address KPAC, Drawer 51, Fort Worth, Texas.

Announcer needed. Apply at once. WDRG, Hartford, Conn.

Chief engineer fully experienced for 250 watt network station. KCMO, Kansas City, Texas.

NO PRIORITY? You don't need one to buy Andrew Type 737
7/8 DIAMETER COAXIAL CABLE
Soft Temper, in 100 ft. coils
Surplus material, released by the War Production Board for sale without priority

ANDREW CO.
363 East 75th St.
Chicago 19

BROADCASTING • Broadcast Advertising

Classified Advertisements

PAYSABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 2 words for blank box number. Deadline Monday preceding issue date. Send box replies to Broadcast Advertising Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted (Cont'd)

Copy writer experienced. Good position with midwest midwest station. Weekly salary starts at $50 for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts to 30 E. Zinner Knoll, WFDP, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Good experience, draft status and salary required first letter. Radio Station KSEI Pocatello, Idaho.

Announcer-operator wanted, 1,000 watt Blue affiliate, daytime station. State salary, age and draft status. Stan Meyer, WTAW, College Station, Texas.

Newscaster for KFOR, Lincoln, Nebraska. Two news services, four machines, new downtowns newspaper. A news conscious station. An opportunity for a good future. Write, wire or phone details to Mel Drake, Stuart Building.

Announcer for KOIL, Omaha, Nebraska. Good future in a good five live station. Write, wire or phone details salary and snapshot to Gordon Gray, Omaha.

WISKE, McBroom, Miss. Expanding its operations has immediate openings for first operator and restricted third operator. Also make announcements, experienced news and commercials. Good pay. Write or wire WISKE, McBroom, Miss.

Want top-notch radio salesperson, permanent position. Excellent opportunity for advancement. Send photo, past experience details to KDTL, Salt Lake City 1, Utah.

Two announcers. Good opportunity for experienced men on NBC affiliate. $60.00 weekly and plus overtime at time and one half. Want permanent men who are sober and conscientious. Write or call Manager, WFOR, Hattiesburg, Miss.

Experienced announcer, capable of handling heavy commercial schedules, including news, must operate controls. Reliable or better license helpful, but not essential. Salary $50 plus weekly. WBCN, Radio Station WLAG, LaGrange, N. Y.

SOUND EFFECTS

Large selection of sound effects in existence. MAJOR RECORDS. Realistic full sound effects all available. Write for catalog.

THOMAS J. VALENTINO, INC.
Transcription, Plastics, Repairs
1600 Broadway N.Y.19, Circle 6-4673

United Manufacturing Corp. Division of U. S. Records Inc.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash., D. C. District 1640

YOUR CANADIAN DISTRIBUTION is assured thru

SITUATIONS WANTED

WALTER P. DOWNS LTD.
633 Dominion Blvd., Montreal, Can.
Fastro Recording Corp., Fondina Tape Recorder Audio Development Co.

Accurate Concise Dramatic

LYNNE from

and "A Dispatch from Renter's"

WKAT (BLUE) 4th YEAR

Situations Wanted (Cont’d)

CBS producer several current coast-to-shore shows. Now seeking producer 15 years radio as announcer, producer, program manager. Excellent man. Salary $6,000, newspaper experience also desirable. Box 856, BROADCASTING.

Wanted to buy cash—1 visual frequency monitor, 1 volume limiting amplifier with tubes. 1 watt monitor amplifier and 1 studio speech input console with tubes, 2 transcription turntables with lateral pick-ups. The above is for a 250 watt A.M. transmitter, Central Louisiana Broadcasting Corp. Box 1845, Alexandria, La.

Wanted—Supervising sound engineer. NBC affiliated station, New York City. For sale.

Complete recording setup with new soundproof studio. Western Electric amplifiers, also Presto portable 6C turntable 89 A amplifier, South Texas, Box 847, BROADCASTING.

ASSISTANT CONTINUITY EDITOR WANTED

by one of America's foremost radio stations! Must know ropes for here is position broadening in responsibility with expansion of organization including FM and television. Applicants to be considered—first on management ability to help get big job done in big way by staff of experienced writers—secondly upon his own writing ability. Write Managing Director Karl Koepner, KMBC of KANSAS CITY. Send complete details including draft status, salary requirements, photographs, educational background, references, etc.

The School of Radio Technique

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

8 Weeks' Evening Course

November 14

6 Weeks' Day Course

December 4

Taught by Network Professionals & Advanced students. Includes:
- Musical Production
- Studio Routine
- Broadcasting
- Continuity Writing
- Direction
- Voice Projection
- Coed. Moderate rates. Inquire: Call or Write for Bulletin R.K.O. BUILDING RADIO CITY, N.Y.

United Service Directory

United Manufacturing Corp. District of U.S. Records Inc.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash., D. C. District 1640

THE SCHOOL OF RADIO TECHNIQUE

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

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- Direction
- Voice Projection
- Coed. Moderate rates. Inquire: Call or Write for Bulletin R.K.O. BUILDING RADIO CITY, N.Y.
FM Will Be Standard Radio Within a Decade, Says Lewis

Kenyon & Eckhardt V-P Explains Why American Network Dissolved; Sees New Services

FM WILL BE the standard type of broadcasting in 10 years, William B. Lewis, vice-president of radio at Kenyon & Eckhardt, predicted at the opening fall radio luncheon of the American Marketing Assn. in New York.

Mr. Lewis, former general manager of the defunct American Network, said the shift to FM would give that medium a chance to serve a quality market as well as the mass market services of the present networks which by then will have switched to FM operation.

Paradoxically, the surge of applications for FM stations early this year that foreshadowed the eventual dominance of this better type of broadcast service, caused the American Network's dissolution, Mr. Lewis said, by forcing the present networks to protect themselves by providing for dual AM and FM broadcasting on their own facilities.

Since their most important affiliates are generally those which have also gone into FM, the American Network was forced to choose between a present profitable affiliation and a gamble on future profits five years hence. "Even to a backward mathematician," Mr. Lewis said, "that is only a $1 question."

Sees Lone Hope

The one possibility for keeping the FM network alive, through erection of second FM stations by members, one for present network programs, the other for new programs, from American Network, was effectively blocked by the FCC rule prohibiting ownership of more than one station in a community, he said.

Foreseeing all broadcasting FM except for possibly eight ultrahigh-powered AM stations for remote areas within 10 years, Mr. Lewis said that in addition to the present mass market network service, there will be a place for a class market service, programmed for families of better-than-average intelligence, income and buying power, which might fill up some of the wide spaces that currently exist between available audience and sets-in-use. He cited the important newspaper publishers, who missed out on radio 20 years ago, now are buying FM stations or applying for construction permits, as a possible foundation group for such a network.

Audience reactions to the program service of WRGB, General Electric video station in Schenectady, which celebrates its fifth anniversary of regular service Nov. 6, were perhaps the most impressive in charge of GE's radio and video programming. Major finding, he said, is that interest in television does not end with the novelty stage, coincident surveys of typical program evenings showing 80-90% of sets were in use. Average audience is four or five persons per set, he said, with four adults and one child making up the average viewing group.

Live programs are generally preferred to motion pictures, he said, but added that this is probably because the movies are the first run and also are not for telecasting.

LeGear's Big List

DR. L. D. LEGEAR Medicine Co., St. Louis, has placed announcements for 26 weeks on the following stations through Simmonds & Simmonds, Chicago:

<table>
<thead>
<tr>
<th>Station</th>
<th>Calls</th>
<th>City</th>
</tr>
</thead>
</table>

CBS News Fellows

Harold E. Fellows, general manager, WEEI Boston, CBS O & O station, has been named to the new post of manager of New England operations of CBS. Frank Stanton, CBS vice-president, said a reorganization within the station's executive personnel, would give Mr. Fellows added time for his new duties.

Laverne M. Poast Joins Lent Engineering Firm

Laverne M. POAST, for the last three years with the National Bureau of Standards, Washington, this week will join the staff of Worthington C. LENT, consulting engineers, International Bldg, Washington, according to Mr. Lent.

Mr. Poast headed a group engaged in research on specialized radio equipment and on high-frequency ionospheric wave propagation at the Bureau. He received his B.S. degree in electrical engineering at the U. of Wisconsin in 1936 and for the following four years was with Jansky & Bailey, pioneer Washington consulting engineer firm. During 1939-40, he studied communications engineering in the postgraduate school of Ohio State, after which he returned to Jansky & Bailey for a year. He joined the radio section of the Bureau of Standards at the outbreak of the war.

Phone Line Video Aroused Interest

EXPERIENCED radio engineers look with skepticism on the proposal of Homer E. Capehart, president of the Packard Mfg. Co., Indianapolis, that televised programs can be transmitted on a nationwide network employing ordinary telephone lines.

In a demonstration in Indianapolis a week ago, Mr. Capehart displayed for newspapermen and other observers a mockup transmission system based on the standard No. 19 gauge telephone wire.

It was reported that the transmission was carried over 10 miles of such landlines, and that there was no discernible difference between the result and that presented by a corollary transmission over a shorter length of coaxial cable. The high cost of coaxial cable—$10,000 per mile—has been viewed by many in the rapid development of a video network.

Engineers interviewed after the demonstration was completed stated that the use of ordinary telephone lines was practicable over short hauls, but the adaptation of such lines if great distances were to be covered, unless some special device for equalizing losses sustained in transmission were developed. Mr. Capehart, in announcing his development, did not mention any such special device.

NAB Granted Plea for Delay Of Sponsor Identity Hearing

FOR THE first time in many a day, a formal FCC notice last week announced granting of a request by the NAB. The Commission last Monday announced it had granted the NAB's petition for postpone-
These war years have been strenuous years for media, for clients and, perhaps, particularly for you as agencies. Overnight many of your clients' sales problems, advertising problems and distribution problems have reversed themselves completely.

Many clients with war orders have had large budgets, but no consumer merchandise to sell. Clients not in war production have had curtailed budgets, and have been restricted from producing enough to meet the demand their advertising created.

In other fields Advertising has had to move merchandise and still retain the good will of distributors operating at the disadvantage of merchandise scarcity.

But alert advertising men are looking ahead, now, to the perhaps not-too-distant day when a Seller's Market will evaporate—when war expanded production facilities will be ready to turn out the needs of a civilian economy—when manufacturers will be bending every effort to rehabilitate their distributive organizations.

This is a challenge which Advertising welcomes . . . It must not only create demand equal to our greater production capacity and provide for adequate distribution, it must also be productive itself. It must add to the sum total of the national wealth and the standard of living, by bringing more of the good things of life to more people.

Today—you are proud of your clients and their war records. Tomorrow—will they be equally proud of your peacetime advertising achievements? This is a problem that must be met squarely and honestly.

We are thinking about the problem here, planning and doing things, so that we will be ready when the time comes to help you do your post-war job better.
Television broadcasts of boxing at Madison Square Garden, New York City, are brought to you exclusively by NBC over Station WNBT.

TELEVISION — THE "RINGSIDE SEAT"!

Just as RCA pioneered in television to bring you exciting events such as the prize fight shown here, RCA research has made possible a greatly improved super-sensitive television camera.

Earlier television needed the light of a mid-day sun—or blinding artificial light—to illuminate the scene. Many performances could not be televised, and many outdoor daytime events would fade off the screen as the afternoon light waned.

But now, through RCA research, the television camera will faithfully reproduce every single detail, every shadow, just as long as there is enough light for the spectators themselves to see by.

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