EVERY WEEKDAY MORNING at precisely 7:15, a mellow fellow named John Gambling is invited into the homes of hundreds of thousands of WOR listeners. Part of his program’s corn, but it’s the sure-fire, chuckle-churning corn of the master showman. Mixed with the music, jokes and jibes, however, is news, the weather as it is and will be, and intimate, goodnatured asides to listeners on things they reveal to John in his massive daily mail.

What such a formula has done for sponsors, is written in very black ink on the ledgers of people like Bond Stores, E. R. Squibb & Son, Illinois Meat Co., and many, many others.

For more than 19 years John Gambling’s show has been a very important part of WOR’s versatile programming. It’s a kind of radio showmanship that has a continuing, habit-forming vitality. Pick any WOR-created program and you’ll find it cloaked with this same quality. It’s a knack, of course; like great editing. But it’s also the net result of penetrating personal research by highly-skilled interviewers into the likes and dislikes of millions of listeners.

If you have a radio program, or are seriously considering the purchase of one, WOR thinks it would be both a wise and profitable thing to have a chat with its gifted showmen. Their business is knowing what the public wants in one of the greatest listening territories on the Eastern Seaboard. They can save you worry, time and needless expense.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

at 1440 Broadway, in New York
HERE in 16 Northern Illinois Counties (Congressional Districts eleven, twelve, and thirteen) WLS listeners are on a one out of two basis, judged by 1943 mail. 107,676 letters were received from these 16 counties; there are 217,901 Radio Homes in the same area: 49.8 letters per 100 radio homes or ONE out of TWO!

These 16 Illinois Counties are just a part of WLS' Major Coverage area of four states, whence we receive over a million letters a year. But they show how the WLS audience LISTENS and RESPONDS! How down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you! Write WLS today to learn how many of our listeners wrote for Ration Book Holders this fall; how many youngsters responded to a one-time School Time offer of a zoo map; how many Feature Foods housewife-friends asked for Martha and Helen's Christmas Greeting folder. Learn how, at any time of the broadcast day, WLS GETS RESULTS!

NUMBER SIX in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail from 16 Illinois Counties. Through the series, we have revealed 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.

RIGHT HERE IN ILLINOIS
One letter for each Two radio homes
NEW ENGLAND is network territory, more so than areas much larger in size.

The Yankee Network is the only network which fits the sales pattern of this area — the pattern of its many scattered key cities which are distribution centers for all New England.

Here are twenty-one important markets — with direct entry into each via a Yankee hometown station. In each instance Yankee gives you the advantage of working with a local, accepted organization — one which can introduce you properly and obtain for you the warm welcome and friendly cooperation you seek.

You can’t make any jobber or retailer mad by using his local station. But you can fit your sales effort to an exact market pattern, get the same hard-hitting impact everywhere, strengthen your dealer set-up and get complete consumer coverage — by taking The Yankee Network’s twenty-one hometown stations.

Acceptance is THE YANKEE NETWORK’S Foundation
High-quality microphones for AM, FM and Television sound broadcasting.

Custom-built control room equipment designed to individual station requirements.

Portable Television Camera — one of many RCA Television developments.

Recent model RCA Turntable offers combination pickup for lateral and vertical transcriptions.
MODERN broadcast stations are so efficiently operated that the advertiser seldom thinks about the studio and transmitter equipment making it all possible. Yet, the whole success of his radio advertising depends on the ability of that equipment to do justice to his program.

For over a decade RCA has made the finest broadcast equipment available. The station that uses RCA equipment does not gamble on results.

If you are planning to build a broadcasting station, or to sponsor a radio show, remember that you are staking your dollars on equipment.

RCA Broadcast Equipment in the station you own, or the stations you use, will give you the kind of support you want — support you can depend on — whether your program goes out via AM, FM or Television.

RCA makes them all.
**Up Goes the Hooper on KOIL's Morning Shows**

such as-

**"Polly the Shopper"**

The Hooper on KOIL morning shows has been climbing steadily.

"Polly the Shopper", 10:45 to 11:00 a.m., Monday thru Friday, is pulling excellent results for items sold thru retail stores in the Omaha area. "Polly" is an old-timer with a loyal following. When she speaks up for a product things happen. "Polly" has a new show, too, worth your attention. The same type of show at 2:30 to 2:45 p.m. Better check up with our representative Edward Petry Co., Inc.

---

**KOIL**

GORDON GRAY, General Manager

5000 WATTS...1290 Kilocycles
Diversity is the keynote of industrial activity in this tri-state area. Even before the war, more than 172 industrial plants manufactured 688 different products, ranging from petroleum and lumber to chemicals and plate glass. Now, adding their substantial share to the expanding wealth of this region are ordnance and munition plants, iron and steel foundries, and refineries for extracting butadiene from oil. Prosperous today and possessing a bright future, this market presents unlimited sales opportunities to alert advertisers. KWKH, with 50,000 watts, is all you need to cover it completely and effectively.
advertisers!
agencies!
radio station owners!
television licensees and applicants!
writers, producers, performers!

Are you determined to lead your field in Television's "Four Dimensional" selling and entertainment? Then it is none too early —

Advertisers and agencies to...

Assay the visual values of your radio program properties and "screen test" your product for demonstration commercials.
Evaluate your Television program idea.

Television station planners to...

Help develop material for programming — and pre-empt local rights to syndicate features on a share-the-cost basis.

There is much to be learned about Television. Ten years ago we started thinking about the manifold problems of producing effective Television at a moderate cost. Today we believe we have some of the answers.
And we have assembled a staff and set up facilities to develop the others. We propose to do this in collaboration with others who believe, as we do, that Television on film will be a necessary and prolific source of material; to develop the short-cut techniques which are essential if "live-talent" Television costs are to be held within reason.

Our staff combines experience in advertising, public relations and show business; creative, sales and executive posts with major advertising agencies and media — radio, outdoor, publications; service with major theatre units, Hollywood film studios and commercial film production. Our orientation in these fields makes for a quick grasp of your objectives and a sure-footed execution of assignments.

Our facilities include Television's first laboratory for program experimentation. In mid-Manhattan, it is now being equipped to serve you. Write or telephone, stating your specific interest — or invite us to call.

Cine-Television Studios
Consultants, Production Supervisors in the Visual-Action Media (Distribution via the Motion Picture Networks)
100 E. 42nd STREET • NEW YORK CITY 17 • MURray Hill 5-2874
Take a well-deserved bow for the job you've done in your first year of broadcasting over WEAF.

You've made the name Adelaide Hawley stand for one of the best-known and most popular women commentators on the air... displayed a showmanship on your program every weekday that has won the admiration of the radio world in general and of WEAF in particular.

For we of WEAF who have seen you at work... watched your following grow... have an intimate acquaintance with your success. And we'll venture the prediction that this, your second year on WEAF, will result in even greater popularity for your 9:30-9:45 a.m. program... even larger numbers of listeners among the men and women of the WEAF audience... even wider sponsor-demand for inclusion in your program.*

You're one more example—and a mighty good one—of what a top-notch job can be done with a top-notch program on a top-notch station. Nice going, Adelaide!

*Sold out. Prospective sponsors should keep in touch with NBC Spot Sales for future availabilities in the Adelaide Hawley program.
At Deadline . . .

COLGATE-PALMOLIVE-PETT Co., Jersey City, on Dec. 27 starts Kay Kyser's College of Musical Knowledge on NBC Wednesday, 10-11 p.m. for Palmolive soap and Colgate dental cream. Program, now sponsored by American Tobacco Co. for Lucky Strike cigarettes, will continue to originate from service posts. Colgate will be sponsor of seven network programs—four on NBC and three on CBS. Agency is Ted Bates Inc., New York. American Tobacco will continue to sponsor Jack Benny for Lucky Strikes on NBC and Your Hit Parade on CBS.

EDGAR KOBAK, new MBS president, will meet with the network's directors in New York Dec. 9-10. Top programming post at Mutual has been offered Phillips Carlin, former Blue vice-president.

SEARS, ROEBUCK & Co. (retail stores) will place 30 to 35 weekly spot announcements for four weeks on six Chicago stations. Agency is Ruthrauff & Ryan.

GERT

GERTRUDE SCANLAN hardly missed a rung on her climb up the BBDO ladder since she joined the agency in 1929 as stenographic supervisor. From this clerical start she moved to office manager and in 1938, after absorbing the art of the field for almost a decade, transferred to radio under Arthur Pryor, Jr., vice-president and radio director of the agency.

A little over two years ago she was appointed timebuyer, an occupation for which there seems to be a family talent—her sister, Ellenore, also being with BBDO in the same capacity. Now, as a move toward closer relations between the agency and stations, BBDO has appointed Gertrude local radio manager. With some 30 spot radio accounts in the house, it will be her job to make frequent trips into the field, working closely with stations on various spot campaigns.

Taking into cognizance the fact that it is necessary for timebuyers to know more than the questions and answers on timebuying itself, Gertrude acquaints herself with the products for which the time is to be bought.

One assignment she recently completed was an extensive campaign for Wildroot Cream-Oil Formula, a product of Wildroot Co., Buffalo. First, Gertrude worked with the BBDO marketing and research department, obtaining information about present and potential customers, age groups, geographical locations and similar market research data. Trips to Buffalo to get a comprehensive picture of the Wildroot sales organization and problems followed.

Finally the product was tested on a few stations. Only then, after this proven workmanlike procedure, did she place programs and announcements for Cream-Oil on some 134 stations.

The success of the campaign attests to the advisability of following this old painstaking formula. Wildroot, as a matter of fact, is probably the outstanding radio spot success of the year. The widespread use of spots is accomplishing a three-pronged job: (1) providing mass sampling of the product by the consumer; (2) intensifying distribution; (3) building a sales volume which has pushed the hair tonic into the field's leading sellers within 11 months of its introduction.

Gertrude also buys time for Royal Crown Cola, a Nehi product. Nehi's schedule consists of transcribed chainlinks and one minute spot announcements on more than 300 stations throughout the country.

The theatre, golf and tennis are Gertrude's extracurricular pastimes. She has however, one other which is little known and holds professional possibilities. She is quite an accomplished architect and designed her own home in Ridgefield Park, N. J.

"Miss America" via WWDC

Yes, Miss Venus Ramey, 19 year old beauty, got her break for fame and fortune through Radio Station WWDC. First she became "Miss Washington, D.C." Then through the finals to become "Miss America."

We sponsored the local contest because we're interested in Washington people. It's our day-after-day interest in local affairs that leads people to call WWDC "Our Washington station." Time buyers know WWDC as the big sales result station.

WWDC
WASHINGTON, D. C.
National Representatives
WEED & COMPANY
NEW YORK • CHICAGO • HOLLYWOOD
DETROIT • BOSTON • SAN FRANCISCO

Page 10 • November 27, 1944
The Voice of WIBC, like the ripple from a pebble tossed into a body of water, travels in an almost true circle, farther, and with greater fidelity than that of any other Indianapolis Station.

WIBC's low frequency (1070 Kilocycles), and 5000 Watts power offer greater coverage, greater listener satisfaction, and greater results per advertising dollar. Write for additional information.

Represented Nationally by John Blair & Co.
“Thistlewaite, my boy, we cleared every one of those F&P stations!”

- Maybe it’s our shining virtue—maybe it’s just plain old luck—that every station we so proudly represent is the kind of station that advertisers want.

“Good Management makes a good station.” For a compact list of well-managed stations, please just glance three inches to the right!

FREE & PETERS, INC.  
Pioneer Radio Station Representatives  
Since May, 1932
Disc Announcements Banned by WWJ

Aimed to Protect Audience, Says Bannister

By ROBERT K. RICHARDS

WWJ DETROIT will remove from its program schedule all transcribed announcements effective Feb. 1, 1945.

Announcement by Harry Bannister, manager of the pioneer Michigan outlet's new policy has sparked a blaze of pro and con comment. In a move without precedent, Mr. Bannister notified by telegram last Friday all advertisers employing transcribed spots on WWJ that after the date specified "only live copy spot announcements" will be accepted.

Others Plan Change

At the same time, it was reported by Carlos Franco, station relations at Young & Rubicam, New York, that "a handful of large stations are contemplating elimination of all pot announcements."

John H. McNeill, manager, WJZ New York, said that his outlet was rehashing new rules and standards in acceptance of spot announcements which would be announced his week.

"Certain factors in spot announcements will be eliminated," he said. "It is an attempt to make listening more pleasant by being more careful in what we do. It does not mean ruling out transcribed announcements necessarily," he added.

Protects Audience

Commenting on his station's move, Mr. Bannister said: "This step is taken solely to protect our audience and for the purpose of enabling WWJ to carry out its Sande of operating in the public interest." He expressed the hope that the station's advertisers would cooperate.

"We believe that transcribed announcements have impaired the entertainment value of radio and that is up to broadcasters to clean their own house and keep it in order," Mr. Bannister added. He said the new policy would be enforced without deviation or exception.

The move recalled a recent letter written by Mr. Bannister to Prof. Harlow Shapley, Harvard University astronomer [Broadcasting, Oct. 23]. Prof. Shapley, in a letter to Niles Trammell, President, NBC, had deplored the broadcast of a singing commercial at the conclusion of an NBC Symphony concert conducted by Arturo Toscanini.

Not Good Radio

Responding to Prof. Shapley's vitriolic comment, Mr. Bannister said: "This revolution to singing commercials, but underscored the multifold benefits accruing to American listeners through the extensive range of broad signs.

Mr. Bannister prefaced his letter to Prof. Shapley with the statement: "First, I want to say that I believe the radio singing commercial is in bad taste, in bad form, and moreover it is bad 'theater' or should I say bad 'radio'? My feeling on this score is definite and unequivocal."

He proceeded then to explain the program and commercial processes which make it possible for American radio to present a man of Maestro Toscanini's stature.

The volume of national transcribed spots placed on stations in all power categories has increased markedly in the last two years. It was estimated reliably for Broadcasting by a research expert that currently approximately 50% of the spots placed by national advertisers are transcribed.

The Shapley letter to which the pioneer Detroit station manager responded was circulated among all NBC affiliates by William Hedges, NBC vice-president, at the direction of Mr. Trammell, with an appeal that stations exercise selectivity in scheduling spots between network programs.

Mr. Bannister stated that between 20 and 25% of WWJ's gross income would be affected by the new policy.

"Approximately 75% of our income is derived from spot business," he said. "Of that amount, the better than 50% is spot announcements and 60% of this latter is transcribed."

Asked what position he would take if an advertiser asked WWJ to perform a live singing commercial, Mr. Bannister said, "I'd turn it down."

Will Be Selective

"In my opinion," Mr. Bannister said, "an announcement is something that takes advantage of an audience to the extent that it depends upon a program that precedes or follows it for coverage. The trend recently has been away from programs, with more and more emphasis on announcements. We do not consider this good radio, and it is our intention simply to restate emphasis on programs, where it was in the first place and should be now."

Mr. Bannister said that WWJ would continue to exercise editorial discretion in selecting spots, and that if spots were presented which did not, in the opinion of the management, represent good radio, they would be rejected.

Prof. Shapley Pleased

Reached by Broadcasting, Prof. Shapley said of the WWJ move: "Readers must depend on those who publish and listeners on those who broadcast for the raw materials with which they think and feel and plan their programs. The responsibility for maintaining an aggressive culture therefore lies heavily on the organization and individuals who provide news, instructions and entertainment. Needless to say, I heartily applaud WWJ for adopting a bold pioneer policy in the interest of the listening public."

"I believe that thousands in the Detroit area who have been estranged will now again use their radios liberally and happily. Let us hope that the new policy will not be unprofitable and that other stations will find it both possible and desirable."

Porter Appointment Presages FCC-Congressional Harmony

Little Opposition to Confirmation Expected; Action on Craven Vacancy May Be Delayed

Porter Appointment Presages FCC-Congressional Harmony

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Despite one or two murmurs of opposition, stemming from purely partisan sources, confirmation of Paul A. Porter as a member and ultimate chairman of the FCC is expected by the Senate within a fortnight. Mr. Porter, now in Florida for his first vacation since Pearl Harbor, plans to return to Washington in mid-December and probably will be called before the Senate Interstate Commerce Committee to become acquainted with its membership.

Practically unanimous endorsement of the Porter appointment, save for the sporadic Republican outbursts, buttressed the view that a new era of harmony between Congress and the FCC can be anticipated. Former Chairman Lawrence Fly consistently navi-
CIO Prepares for FM Operations

Adopts Report Urging Locals to Seek Licenses

AN ENLIVENED interest in radio, with the possibility that FM licenses would be sought in communities throughout the nation, was expressed in a terrorists report adopted by the CIO, convening in Chicago last week.

The convention adopted the report presented and presented by Len DeCaux, CIO public relations director, which proposed:
1. That local chapters of CIO attempt immediately to survey their respective areas with a view to preparing FM applications for commercial stations.
2. That in those markets where commercial FM enterprises would not be feasible, the chapters join "with public spirited groups" in cooperative applications for stations which would be operated as public services.
3. That all chapters pursue the policies suggested in the CIO-PAC Handbook, which delineated methods for local unity in obtaining station time at existing stations for union broadcasts.

UAW Wants 11 FM

R. J. THOMAS, president, UAW-CIO, interviewed in Chicago, told a broadcast correspondent that his union contemplated applications for 11 FM stations in as many major American markets. "I believe we will only get six," he said, "because I think there's a regularity against ownership owning more than that number." Among those cities for which applications would be filed, Mr. Thomas said are Newark, Chicago, Detroit, Flint, Cleveland, Toledo, Milwaukee, Los Angeles, Kansas City. UAW had negotiated for the purchase of WJBE Detroit at the record-breaking price of $750,000 for a local non-network outlet, but the deal was never consummated.

Further evidence that labor would take a vigorous interest in broadcasting in the future was apparent in the report of President Philip Murray to the convention delegates. He said, in part: "Early steps for licenses for public service will help to prevent the monopolizing of this field by wealthy business interests, as has largely happened in the case of FM broadcasting and the daily press."

Action of the convention recalled the answer of Sidney Hillman, PAC chief, to a question which was put to him during the convention by a member made before the National Press Club, Washington.

Mr. Hillman was asked by a broadcasting organization that occasion: "Does the CIO-PAC plan to enter radio through the FM field?" He replied, "We have no immediate plans—not that something should not be done, in view of the false and misleading information now heard on the air."

It was understood, as well, that concurrent with the action taken in Chicago, attorneys for the UAW, a CIO affiliate, were preparing applications for FM stations in eight major American markets. UAW was involved in a controversy before the FCC, in which the union charged that WHKC Columbus had censored the remarks of its vice-president, Richard Frankenstein. The matter now awaits decision on joint motion by WHKC and UAW-CIO to dismiss.

MARINES TO REPLY TO AFM COMPLAINT

AN OFFICIAL reply to a protest against alleged music teaching activities by Marine Corps bandmen was in preparation last week by attorneys for the Corps following receipt of a letter from the American Federation of Musicians, forwarding a complaint received by a Washington, D. C., member of the union.

Further, the Corps had issued a statement in which it "acknowledged receipt of a letter from James C. Ludy, in the name of the AFL Musicians Union, forwarding a protest against certain Marine Corps bandsmen who have given music lessons when off duty."

Advised of the Corps' statement, Mr. Petrillo, in New Orleans for the AFL convention, said he knew nothing about the protest. "We don't stop anybody from giving lessons," he told a reporter.

It appeared that the complaint had been sent directly by a Washington musician to the AFM international headquarters in New York and forwarded to the Marine Corps by one of Mr. Petrillo's assistants.

Bittes Spots

ANGOSTURA - WUPPERMANN Corp., New York, using radio for the first time, two weeks ago started a 13-week campaign for Angostura Bitters, with recorded chain-break spots one to three times weekly on WNEW WQXR WBYN WTMG. Agency is Donahue & Co., New York.

FM OUTLETS ASKED BY SCRIPPS-HOWARD

APPLICATIONS have been filed with the FCC for a half-dozen new FM stations in major cities. Applications were requested by Scripps-Howard Radio Inc., one for Cincinnati and one for Indianapolis.

The Indianapolis station for Scripps-Howard, to cost an estimated $200,000, would operate on 47,900 kc with coverage of 17,000 sq. mi. The Indianapolis station, to cost approximately $100,000, would operate on 46,900 kc with coverage of 8,400 sq. mi.

Raytheon Mfg. Co. has applied for an FM outlet to be located at Waltham, Mass., and to cost between $25,000 and $50,000. Facilities asked are 45,500 kc and 6,500 sq. mi. coverage. Bernard Fein, now associated with Bell Telephone Labs, as instructor, seeks an FM station for Boston on 48,700 kc and with coverage of 12,000 sq. mi. Estimated cost is $22,900. KYXK Fargo, N. D., asks 44,500 kc and 5,800 sq. mi. coverage for its new station, proposed for Williston, with estimated cost $20,800. WKBN Youngstown, O., plans to invest $155,000 in the FM outlet for which it has filed, with coverage of 16,000 sq. mi. coverage are sought.

IN RECOGNITION for his war service overseas, Col. David Sar- noff, RCA president on leave, has been nominated for promotion to brigadier general. Col. Sar noff recently returned to Signal Corps headquarters in the War Dept. after eight months in the European Theatre as special consultant on communications to SHAPE. In October Col. Sarnoff was awarded the Legion of Merit for "outstanding service!"

Full text of the Citation for Legion of Merit awarded Col. Sarnoff, and which preceded his nomination by President Roosevelt for promotion to Brigadier General, likely to be confirmed by the Senate this week, follows: "Col. David Sarnoff, (Army Seri- al No. 205833) Signal Corps, United States Army, for exceptionally meritorious conduct in the per- formance of outstanding service while serving as Assistant to the Deputy Chief Signal Officer, Su- pecialized Broadcast Forces, Allied Expeditionary Force, from 23 August 1944 to 16 September 1944. Col. Sarnoff is largely responsible for reopening communications in Paris, thus enabling press communications to resume both to the United King- dom and to the United States. His ingenuity and resourcefulness made it possible to restore cable, which had been severed by the enemy, and allowed French radio experts who had not worked for many years during the occupation to return to their former duties. Col. Sarnoff's outstanding devotion to duty, courage, and great diplo- macy in handling French citi- zens have aided materially in over- coming the great difficulties in attaining this objective. Enter military service from New York."

SARNOFF NOMINATED

Brigadier Generalship Rank

Sent to Senate

FORT SILL, Okla., Sept. 25—Two to MBS

WKBZ Muskegon, Mich., and WKLZ Ludington, Mich., joins MBS Nov. 20, bringing the total number of Mutual Affiliates to 248.
NABET Is Given Disc-Turning Control
By Jack Levy
NATIONAL LABOR Relations Board last week smashed the ambitious plans of Paul Petroillo to force stations to hire musicians as platter turners by awarding jurisdiction over turntable operations in NBC and Blue owned stations, except in Chicago, to the Technical Asso. of Broadcast Engineers & Technicians (NABET).

In a 3,000-word decision ending a dispute which began last May when NABET threatened a technician's strike at 12 major stations after Mr. Petroillo attempted to invoke NABET operations [bcast. casting, May 8 et seq], the Board ruled that historical circumstances should govern the jurisdictional question. Furthermore, it declared NABET as the appropriate unit for collective bargaining for "on the air" platter-turning in the network owned stations but permitted the American Federation of Musicians to retain its jurisdiction in Chicago.

No Special Skill Needed
The Board denied the musicians' contention that a knowledge of music is required to operate the turntables as well as that of the technicians that it requires technical skill and training. "Upon the entire record," the Board stated, "we are satisfied and find that neither a technical nor musical skill is essential for this operation."

The Board made no mention of operations in St. Louis and East St. Louis, Ill., where the musicians also operate turntables. Nor did it refer to independent stations in which NABET holds jurisdiction. It was thus, in essence, in view of the Board's opinion that "the collective bargaining history is determinative of the issue in this proceeding." The traditional practices of stations as regards platter-turning may remain undisturbed.

The Board's decision was unanimous. It was signed by all three members: Dr. Harry A. Milis, chairman; Gerard D. Reilly and John M. Houston.

In its review, the Board found that turntable operators have been included in units of musicians in the Chicago stations of NBC and Blue since 1937 or 28. "The earliest written agreement in evidence embracing Station WMAQ," it declared, "was between the Chicago NBC, Blue, and WGN, which Station WMAQ was a member, and Local 10, and was dated Dec. 31, 1931."

"While NBC owned no broadcasting station in Chicago at that time, it signed a contract with Local 10 on March 17, 1931, covering whatever musicians it might employ in Chicago. Both the Dec. 31, 1931, agreement and the latest agreements with NBC and Blue entered into on March 6, 1944, and running until Jan. 31, 1947, specifically include turntable operators under the phrase of 'mechanical musical device operators'."

Various Employes Did Work
Outside of Chicago, the Board determined, the operation of the turntables at NBC and Blue owned stations was performed by various employees until 1939 or 1940. "The earliest contract submitted in evidence relating to technical control on a systemwide basis in which the term 'on the air' playback was mentioned was the agreement dated Nov. 27, 1940, between NBC and Assn. of Technical Employees of NBC (predecessor to NABET)."

"While this contract covered a systemwide unit, in a letter dated Dec. 10, 1940, NBC sent to NABET the ATE specifically exempted 'on the air' playback work in Chicago. Technical employees have operated these units in question outside Chicago since that date. On Aug. 22, 1942 NABET wrote to NBC stating that it wished to withdraw its grant of the exception in the case of Chicago. NBC replied to request on Aug. 22, 1942, stating that it could not then accede to this request because there existed a contract between it and the union covering inter alia, turntable operators in Chicago, which ran until Jan. 31, 1944. Although Blue was in the same network, the Board at that time appears that NABET had the same agreement with it as with NBC, the evidence fails to disclose that a similar demand was made upon it by NABET until Jan. 23, 1944.

The Board found that "notwithstanding these demands" by NABET, the networks on March 6, 1944 entered into new contracts with Local 10, covering turntable operators in Chicago, to continue until Jan. 31, 1947. On July 25, 1944, NABET gave 30-day notices of termination of its contracts and since Aug. 26, 1944 its members have been working on a day-to-day basis under the provisions of its terminated contracts.

In its notice of termination, the Board stated, NABET requested immediate negotiations with a view to reaching new agreements. The networks met with NABET representatives and turned over the composition of the appropriate unit, "the companies taking the position that they could not recognize NABET, as they believed that the employees in the units it alleges to be appropriate in the instant proceeding until it was certified by the Board."

Sought Two Units
NABET sought two units, one for NBC and one for Blue, covering technical operations, including platter-turning, at all the stations owned by the two networks, the APM and Local 10. Chicago agreed that such units were appropriate except for platter-turning functions. They contended, however, that in spite of technical practices in network owned stations outside of Chicago, the operation of the turntables be handled by employees solely delegated for this function and that those employees be included in units of musicians. They also opposed systemwide units for the operation. "Neither," the employers noted, "take a neutral position with respect to the composition and scope of the appropriate units."

The Board described turntable operation as follows:

"Operating a turntable consists of placing a phonograph record on one of the two platter-turning tables, "on the air" playback, adjusting it for either vertical or lateral cut records and fixing any equipment at stations reverberations per minute by means of the instrument. The controlling engineer face to face with the platter-turning. There are a few minor refinements which NABET wished to include in its description of the task. All necessary vol-

"The evidence reveals that the quality of the work generally good in Chi-
bque, where it is performed by musicians, as it is in other companies. The Board has found that, in radio stations operated by other broadcast companies, this work is performed by other employees such as an-

"The status of turntable operating work has been in continuous existence in the Companies. On the one hand, Local 10 has had agreements in force from the very beginning of the radio broadcast-

casting industry which have covered turntable operators, in the development of broadcasting techniques, the Companies have made use of the facilities of employees by placing their turntables in the broad-

"The following is the text of the decision determining jurisdiction (review of the case omitted):"
WMCA Sale Details Given House Probe

Committee Report May Suggest New Law

By BILL BALLEY

Radio's most widely publicized station change—sale of WMCA New York by Donald Flamm to Edward J. Noble—received another airing last week before the House Select Committee to investigate the FCC and with the likelihood that the two-year-old inquiry would terminate on that note.

The attorney to the Select Committee inquiry, which has covered phases of FCC activity, was highlighted in its earlier stages with testimony on the WMCA matter. Chairman Lea informed the Committee that a full report on the WMCA case and with the testimony is expected to be issued looking toward remedial radio legislation.

**White House Absolved**

John J. Sirica, Committee general counsel, in his opening statement Wednesday on behalf of the White House of any connection with the WMCA transaction. Mr. Flamm previously had testified he was told the White House of the stock transfer was "greased from the White House down." Mr. Sirica asserted, however, evidence would tend to show that the Commission was involved in the move to get the station for Mr. Noble, now chairman of the board of the Blue Network Co.

Maj. Edwin M. (Pa) Watson, military aide to President Roosevelt, testified the President instructed him to request of the FCC a "thorough investigation" of charges "that a man named Lamm or Flamm, or Flamm and others, are trying to sell the station. Gen. Watson said he talked to Commissioner Case in the absence of Chairman Flamm, who was President's request. Later, according to Mr. Sirica's statement, the White House informed the FCC it was "not interested in one way or the other" in the WMCA case.

A last-minute personnel change was made in the Committee, even as hearings were under way. Rep. Warren G. Magnuson (D-Wash.), Senator-elect, resigned and Speaker Rayburn immediately appointed J. Percy Priest (D-Tenn.).

Shortly after Mr. Sirica began his opening address Wednesday, in which he told the Committee that Philip Handelman and Colin Ives, attorneys for Mr. Flamm, were "dodging process," Mr. Flamm arrived, accompanied by Mr. Handelman.

The attorney attempted to make a statement but was overruled. As Mr. Flamm left the stand, Mr. Handelman jumped to his feet, declared he wanted the record to show that he was advising his client not to answer certain questions, and Rep. Edward J. Hart (D-N.J.) moved that the "witness be ordered to take his seat or be removed from the room." Chief Investigator Robert Barker left the room and returned with two policemen.

**Attorney Squelched**

Franklin S. Wood, counsel for Mr. Noble, asked to be heard in view of pending litigation in the New York County Supreme Court. Rep. Lea ruled him out of order as he did on several other occasions. Rep. Louis E. Miller (R-Mo.), most bitter of Mr. Fly's critics, arrived late, called Mr. Wood to the stand as a witness and had him insert his statement into the record.

Mr. Wood's statement charged Mr. Flamm with indulging in a "continuous smear campaign of false and baseless rumors and charges" against Mr. Noble, "finally culminating in a civil suit against Mr. Noble in the New York County Supreme Court in August 1943." Mr. Wood pointed out that the Committee last February postponed hearings in the WMCA case at his request, pending the litigation. He asked that the Committee deem it necessary to continue, in view of the pending suit hearings should be in executive session.

At an executive session last Tuesday Committee members argued nearly two hours over conducting executive sessions. It was understood Rep. Hart, who made the motion to postpone the hearings, not that pending litigation, favored executive sessions as desirable from the standpoint of litigation. Reports that Administration pressure was brought to suppress the investigation met with emphatic denials by Chairman Lea.

"Some months ago I committed myself to completing the WMCA investigation," Chairman Lea said. "I intend to stand by that commitment."

**FCC Visit**

The Committee heard Mr. Roberts unfold a tale of alleged conspiracy to "seize Donald Flamm" into selling his station. He named as "planners" Mr. Shaw, William J. Dempsey and William C. popcorn, Washington law partners and counsel for Mr. Noble, and himself. He added that two days of testimony given last February by Mr. Flamm [BROADCASTING, Feb. 14, 21] to the effect that Mr. Flamm was led to believe his license would not be renewed if he didn't sell.

Mr. Roberts told the Committee that in March 1943 he went to Washington to see Chairman Fly, accompanied by Messrs. Handelman and Ives, that Mr. Fly called Commissioner Clifford J. Durr into the conference and that he (Roberts) unfolded his story of how he had helped to frighten Mr. Flamm into selling WMCA. Mr. Fly advised Mr. Handelman to submit the information formally to the Commission, according to Mr. Roberts.

Mr. Shaw testified that he agreed with John A. Curtis, a finder for E. H. Rollins & Co., New York brokers, and Mr. Roberts that they would do what they could to influence Mr. Flamm to sell the station. Under tentative arrangements, Mr. Shaw would take 10% under Mr. Noble's ownership, Mr. Shaw to be president and general manager, Mr. Roberts executive vice-president and Mr. Curtis to be found a place.

Mr. Shaw said Mr. Flamm "lived in fear" of the FCC and he felt Mr. Flamm would not sell WMCA unless he were "frightened into selling."

"Scared of FCC"

On the stand Friday Mr. Roberts told how Mr. Flamm was "scared of the FCC," fearful that the Commission would take his license away if he did anything wrong. He said that in conference with Messrs. Dempsey and Koplovitz he decided Roberts "(1) should be told all the name of the prospective purchaser to Flamm; (2) should advise him to sell; (3) Noble was to get any information he wanted; (4) I was to keep Flamm in a state of terror until he sold." He added that he didn't tell (Continued on Page 75)

NAB Group Works on Plans To Open Measurement Bureau

THREE MEMBERS of the committee designated by the NAB to represent the association in formulating the Broadcast Measurement Bureau met last Friday in Washington to re-draft certain proposals for the articles of incorporation.

J. Harold Ryan, NAB president; Roger W. Clipp, WFIL Philadelphia and chairman of the NAB Research Committee; and Frank Russell, NBC vice-president, met with Paul F. Peter, NAB's director of research, and John Morgan Davis, Philadelphia attorney and NAB labor counsel who drew up the initial by-laws for BMB. 

Unable to appear were Hugh Felts, WBAL Baltimore; and Stanton, vice-president, CBS New York.

Results of the conference, and final draft of the articles, are to be presented to Paul West, president of ANA; and Frederic R. Gamble, president of AAAA, at a meeting to be scheduled soon in New York. The two advertising associations are co-sponsors with NAB of the BMB.

Next step following filing of the incorporation papers, Mr. Ryan stated, would be selection by ANA and AAAA of five-man committees representing each organization and combining with the five-man NAB committee to complete organizational plans. The NAB Committee will serve on the BMB Board until the 1946 membership meeting.

Headquarters for the new organization will be in New York. Candidates for three top positions in BMB are being considered now. Officials are seeking a managing director, a director of research and a director of information and personnel.

The selection of an executive to visit broadcasters during the coming NAB district meetings is one of the first orders of business. This assignment, considered one of the most important in the development of BMB, entails an educational campaign to explain the purposes and methods of the Bureau to the broadcasters who are prospective members. Several candidates have been mentioned. It is understood an effort will be made to obtain the services of Mr. Felts, who guided the plan to final adoption by the NAB Board. It would be necessary for Mr. Felts to obtain a leave of absence from his present position in order to do this job in which, it is said, will require about three or four months.

LAST CALL

If you have not yet returned your 1945 Yearbook Questionnaire, be sure to do so at once. Station, Agency, Network and Miscellaneous Directories are now closing.

The Editors

Witnesses last week included, besides Gen. Watson and Mr. Flamm, Harry C. Cushing, New York businessman; Warren H. Snow, member of a New York brokerage firm; Leslie Egan, former public relations counsel of WMCA; Chester J. LaRoche, vice-chairman and operations chief of the Blue; Donald S. Shaw, radio director of Geyer, Cornell & Mass; William J. Dempsey and William C. Koplovitz, Washington law partners and counsel for Mr. Noble, and himself. He added that he didn't tell (Continued on Page 75)
Out in the cold

That’s what’s going to happen when the chips are down . . . to a great many advertisers who have been buying radio time on the old-fashioned methods of big-name call letters and mass coverage alone.

When the chips are down . . . and the sellers’ market freezes up . . . that’s when you’ll want to remember the hard working stations of before the war.

W-I-T-H is such a station in Baltimore. Formed when a station’s job was to produce sales at low cost . . . we’ve never lost sight of our basic job.

The easy times have not made W-I-T-H soft and lazy.

We’d like to have you know more about W-I-T-H. The facts are in black and white . . . easy to follow. Read them once . . . and you’ll realize why smart time buyers put W-I-T-H at the top of the list on any budget.

As the successful independent station in a five station city . . . few radio stations have come so far, so fast.

W·I·T·H
Baltimore, Md.

Tom Tinsley, President  ·  Represented Nationally by Headley-Reed
EXECUTIVES of Cowles Broadcasting Co. held their first meeting Nov. 21 in New York. Seated around a table in the University Club are (1 to r): Jack Harding, counsel; Look; John Cowles, CBC chairman of board; Gardner Cowles Jr., CBC president; T. A. M. Craven, CBC executive vice-president; Phil Hoffman, vice-president, KRNT Des Moines; Don Inman, general manager, WMT Des Moines; B. N. (Bud) Armstrong, gen. manager WOCO Boston; F. R. Haase, treas., WHOM, WCOP.

Cowles Denies Network Plan
At N. Y. Executives Meeting

Says Advertising Prestige Enhanced in War; Predicts Higher Budgets, Informative Ads

CLARIFYING future plans of the Cowles Broadcasting Co., Gardner Cowles Jr., president, said last Tuesday during a meeting of Cowles station executives in New York that the Cowles do not and never have had any intention of starting a nationwide or regional network.

Mr. Cowles statement was in answer to persistent rumors that have been circulating in the trade since the acquisition of WCOP Boston, WHOM Jersey City and WOL Washington.

There are no plans for operating these stations as a regional network, he asserted, but the stations can be linked together by lines for special events or if an advertiser wishes a simultaneous program on the three stations.

Advertising Perspective

Mr. Cowles has been spending the past month talking to national advertisers and since the Cowles operations embrace radio, magazine and newspapers, he has been able to get an overall perspective of the advertising picture. On the basis of these interviews, he predicts all time high in expenditures for advertising in the 30 months following the war. With respect to radio, national advertisers have expressed some concern to him over rising program and time costs.

Advertising by and large has come out of the war with its prestige greatly enhanced. At the outset of the war Government administrative executives resented advertising. This feeling, he said, disappeared entirely through the Advertising Council when advertising stepped in and did such an outstanding job.

After the war, informative advertising of a public relations nature, interpreting corporation activities for the public and helping on labor problems, will provide large advertising billing, he said.

In addition, he pointed out, consumer advertising, as a result of the need for moving goods, will bring the total up to a greater dollar volume in the postwar advertising picture.

Mr. Cowles said the advantages of joint ownership of newspapers and radio stations have been greatly exaggerated. "We would have done as well in radio if we didn't own newspapers. My brother, John, and I are the only individuals in the organization whose interests cover both radio and newspapers," he said.

Other Plans

"We expect to operate stations in the cities of Yankton, S. D., Boston, New York, Washington, Des Moines and Minneapolis. In the latter city we are applying for AM and FM licenses. FM will develop and develop fast and we expect to put FM into all six markets. We have no plans for the acquisition of stations in any other cities," he continued.

The picture on television, however, Mr. Cowles characterized as "cloudy," but he said, "We expect to file for the television license for one or two stations in the eastern markets. Our first station will probably be in Washington."

Explaining the acquisition of the eastern radio properties, Mr. Cowles said that under the duopoly rules the company had to dispose of one of the Des Moines stations.

Since he and his brother, John, were sold on radio, they decided to put that money back into the broadcasting business. KSO was sold, and KRNT retained. With Look Magazine centered in New York, and more of their time spent in the East than ever before, he explained, they decided to buy a radio station in the New York area, hence the purchase of WHOM Jersey City. There was some overlapping between WMT Waterloo and KRNT in Des Moines and therefore they swapped it for WOL Washington, he said, adding that they bought WCOP in Boston because they thought it was a good business venture.

Praise for Craven

"Because of the development of radio in AM, FM and television and the many engineering problems ever present," Mr. Cowles added, "we wanted to get the best engineering advise we possibly could and we were fortunate in persuading Comdr. T. A. M. Craven to join our organization."

The meeting was attended by

E. H. Gager

ERNEST H. GAGER, 56, chief engineer of Westinghouse station KYW Philadelphia, died Nov. 19 in Women's College Hospital, Phila-

adelphia. Identified with radio for more than 25 years, Mr. Gager supervised the insta-

llation of KYW's new studios at 1619 Wal-

nut St., in 1935, four years after the station moved from Chicago. He had been with the station since 1921 when it first went on the air in Chicago. In 1927 he installed the 50,000 w WENR Chicago, and in 1938 he had charge of all network and local facilities broadcasting from the World's Fair in Chicago.

A native of Pittsburg, Kan., and a graduate of Oklahoma A. & M. in electrical engineering, Mr. Gager became associated with Commonwealth & Edison Co., Chicago, after finishing school.

He survived by his wife, Ethel, a daughter and a son.

KEEW Joins Blue

KEEW Brownsville, Tex., on Nov. 27 joins the Blue as a supplementary station to the southwestern group. Station broadcasts fulltime with 250 w on 1490 kc and is operated by Eagle Broadcasting Co.

John Cowles, chairman of the board, Cowles Broadcasting Co.; T. A. M. Craven, vice-president, with headquarters in Washington; Phil Hoffman, vice-president, in charge of KRNT Des Moines and WNAK Yankton; Carl Koester, treasurer; Ted Enns, national sales manager.

Also Craig Lawrence, vice-president of WOCO and WAPC Chicago; Don Inman, general manager, WOCO; John Cowles, Jr., general manager, WOCO; Merle Jones, general manager WOCO Washington; Don Simon, vice-president and general manager, WNAK; John Cowles, Jr., vice-president; Look; Karl Haase, treasurer, WHOM and WCOP; Eugene Katz, secretary, The Katz Agency, sales representative of the Cowles stations.

Cowles' D. C. Party

GARDNER COWLES Jr. and John Cowles, president and vice-president respectively of Cowles Broadcasting Co., were reintroduced to Washing-

ton officialdom last Monday night at a cocktail party at the Carlton Hotel with Cowles' vice-president T. A. M. Craven and WOCO general manager Merle S. Jones as hosts. Among those attending were Acting Secretary of State Stettinius, Senator and House leaders and members of the committees identified with radio, Army and Navy officials, members of communications, Washington executives of the networks and stations, executives of OWI where Gardner Cowles served as Domestic Director, and newspaper bureau chiefs.

Page 18 • November 27, 1944

BROADCASTING • Broadcast Advertising
A radio station may have gorgeous studios, finest technical equipment. But without character, it is just four walls and a tangle of gadgets.

Under the new ownership of Harry C. Wilder and Associates, WELI of New Haven will prize its character above all else, as do our other successful stations. We stand for The Square Deal—symbolized above.

Under us, the WELI Square Deal has four strong sides—each fundamentally important to all radio and to you.

**IN LISTENERSHIP:** The highest audience levels that expert, imaginative, quality programming can produce. Preserving nothing mediocre. Seeking always for something better. Deserving, as our other Square Deal stations have proved they deserve, the complete confidence of listener and sponsor.

**IN SELLING:** "A square deal before a fast dollar." In spite of growing demands, time on WELI will be apportioned, not just sold out. No sound advertiser will ever be denied the use of WELI in starting to build a postwar franchise in this market. Quick, easy dollars are not important to us. Instead, we are thinking of tomorrow for our friends today.

**IN PROMOTION:** For years our friends have known that our stations give them more than their order calls for. That phrase is solidly linked with us throughout the radio industry. Our own expert promotion staff supervises promotion for WELI.

**IN INFLUENCE:** Character is reflected in a station's influence with its listeners. A program on a station with influence is worth far more than just time and talent charges. It's a priceless intangible, and it is a corner of our Square Deal policy.

Our Square Deal policy is proving its soundness at WELI. New Advertisers are constantly joining us with new and finer programs. We welcome you to this important market.

RICHARD W. DAVIS, GENERAL MANAGER

**Station WELI, New Haven • Now Associated with WSYR, WTRY, WKNE**

Represented by Headley-Reed
WIDELY-KNOWN

Analyzes the News on KXOK

W. R. Wills, authority on the Far East, analyzes the news for KXOK's vast radio audience, Monday through Friday, 6:30 p. m. (c. w. t.).

Mr. Wills is no stranger to radio listeners. While a resident of Tokyo, Japan, he was radio correspondent for a major American network.

During his 14 years in Japan he published the anti-axis Japan News-Week. On December 7, 1941, he was arrested by the Japanese for opposing their national policy. Six months later he was repatriated on the exchange liner, Gripsholm.

A tremendous store of information and first-hand experience makes Mr. Wills an unusually interesting and enlightening analyst. As the war becomes focused on the Pacific theatre, interest in his broadcasts will demand even greater listener attention.

This is one more reason why you should investigate the station in St. Louis that is alert to the best in news, music, drama and public service. Ask a KXOK or JOHN BLAIR Representative for complete details.
W. R. WILLS...

630 Kilocycles • 5000 Watts—Full Time • Basic Blue Network
Owned and Operated by the St. Louis Star-Times
Affiliated With KFRU, Columbia, Missouri

York • Chicago • St. Louis • Los Angeles • San Francisco
Don't Take Your Sp. I. Too Seriously

Programs, Like Blondes, Have Many Fine Traits, Says Expert

By HARRY WOODWORTH

Director Radio Research

Batten, Barton, Durstine & Osborn, New York

SAMUEL E. GILL, writing as Research Director of Biow Co., New York, mentions the foregoing statement in the Oct. 9 BROADCASTING: "... it probably is valid to assume that without proof or sponsor identification a program cannot be said to be successful."

If all the claims made for or against sponsor identification, (the per cent of listeners who can identify correctly, or not, the sponsor), have been assumed to carry this statement, the most recent I've ever seen. Gill might just as well have said, "Only blondes are attractive."

This is a very nice idea, but strictly a non sequitur. It does not follow. Preferred by Some

Some blondes are attractive. In fact, many blondes are attractive. However, this does not mean all blondes are attractive, or that you even have to be blonde to be attractive.

"But that's the thought behind Mr. Gill's article," he says—a

order to be successful a program must have high sponsor identification. In reverse, this implies that low sponsor identification programs are unsuccessful.

I'm not trying to defend low sponsor identification. Like high ratings, and the sanctity of the American home, high Sp. I. is most desirable. However, to be successful, a program does not have to have a high sponsor identification.

This is based on two considerations. First, because the reliability of all present day sponsor identification methods and figures is open to question. Second, there are many known and demonstratively successful programs with average and low sponsor identification.

Reliability of Data

Let's look into the reliability of present day Sp. I.

1. Sponsor identification is the least reliable by-product of telephone interviewing. The data are gathered from supplementary data questions at the end of the interview, and there is no way of cross-checking the completeness of the answer, nor the thoroughness with which the interviewer has handled the question.

2. Sponsor identification, at best, is a percent of a percent. And the base itself, is subject to quite a wide statistical variation. Nor does the accumulation of figures over a long span of time compensate for the unreliability of the original data.

3. C. E. Hooper says of his own findings, "Even we, who have been reporting sponsor identification for years, are ten to lose to define its nature specifically."

Hooper goes on to say that knowledge of the sponsor is "significant", but he won't commit himself as to the precise value of this knowledge.

As recently as a year ago, Hooper seriously considered dropping this part of his regular service.

4. The use of sponsor identification figures is considered so risky that agency men have been advised that they cannot safely use sponsor identification in the way they would most like to: Compare the sponsor identification ratings of their programs with those of competing programs.

Hooper, who has been at this work the longest, and has the longest continuity of blank, waffle, and how all his questions are asked, says, "It is unsound practice to attempt any comparisons of Hooper sponsor identification figures with any other figure except sponsor identification on that same program in preceding and succeeding reports."

In other words, it's OK with the measurement boys to compare the sponsor identification of The Hour of Charm in 1939 with its sponsor identification in 1944. But you cannot compare Hour of Charm's sponsor identification with say, Album of Familiar Music or John Charles Thomas. It's the old apples and oranges samba of comparing different things.

Sponsor identification figures must be used exclusively to show a trend on the one program to which the figures apply.

In further digging around among the methods, I find that CAB, in gathering data for its "Brand Identification," says that identifying the sponsor of Duffy's as Bristol-Myers, instead of Sal-Heptacat, or Minit-Rub is "inadequate." How about that?

So much for a few of the statistical hi-jinks of this mysterious sponsor identification that Sam Gill says you must have for a program to be successful.

Daytime Radio

Have you ever considered radio's daytime shows—the five-a-week workhorses that move goods off the shelves, or else get moved off the air themselves?

According to the latest sponsor identification figures available (Sept. 8-14 Hooper), the average Sp. I. of the top ten daytime programs is 46.1. According to this average, less than half the big of X or NBC, or even Z number, en programs can identify the sponsor.

Compare this with the 80 ratings which Gill implies are corollary to sales-success.

Program

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Years on the Air</th>
<th>Sp. I.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right to Happiness</td>
<td>26.3</td>
<td>5</td>
</tr>
<tr>
<td>Sp.</td>
<td>66.9</td>
<td>10</td>
</tr>
<tr>
<td>Our ABC, Sunday</td>
<td>33.5</td>
<td>5</td>
</tr>
<tr>
<td>When a Girl Marries</td>
<td>47.1</td>
<td>5</td>
</tr>
<tr>
<td>Beat the Clock</td>
<td>28.6</td>
<td>10</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>28.6</td>
<td>10</td>
</tr>
<tr>
<td>Breakfast at Belle's (Kellogg)</td>
<td>70.1</td>
<td>1</td>
</tr>
<tr>
<td>King of the Hill</td>
<td>67.5</td>
<td>10</td>
</tr>
<tr>
<td>Big Sister</td>
<td>19.8</td>
<td>6</td>
</tr>
</tbody>
</table>

Of the 67 daytime programs whose sponsor identifications are listed in this September Daytime Hooper report, the average Sp. I. is 17.7.

From all the statistical gymnastics and double-talk Mr. Gill set forth—saying that of X number of programs starting with a Sp. I. of 1 or less, only Z number. I reached such-and-such a rating, I gather he feels that a program has to have the sponsor identification of a Take It or Leave It or a Lux Radio Theatre before being "successful."

Not Even LSMFT

What would he say about the daytime serial, David Harum? This program has been on the air nine years for the Bob-B, which isn't bad. David Harum is the major advertising expenditure of the Bab-O company and has long been. According to the Duane Jones agency, in nine years with little or no additional help, Bob-B has risen to be first in dollar volume in the cleanser market. Yet David Harum's sponsor identification is 38.2. Its Hooper rating of September is 2.3.

Slightly more than one-third of 2.3 audience (according to what the telephone interviewers get over the wire) connects David Harum, the kindly old country philosopher, with Bab-O. Yet, why do people ask for Bab-O at the stores in sufficient quantity to make Bab-O the number one? Either Mr. Gill hasn't asked 564 questions. He doesn't even say LSMFT.

What would he say about Our Gal, Sunday—third ranking daytime, most polished sponsor's knowledge of 25.3? By the books, only one-quarter of the audience even suspects that Our Gal is being kept by American Home Products for Anacin. Yet, she's been on the air for seven years, apparently selling enough Anacin to make a good investment of an $1,500 weekly time and talent cost.

Upwards of one million dollars is spent each week for sales and talent on daytime radio. Is all this apparently wasted effort? The half-hour evening dramatic program* with a real sponsor identification of 4.7 that pulled 117,000 requests for a cookbook? These requests were sent by listeners directly to that sponsor. If you want to sit down with pencil and paper, you'll find that statistically this is a larger audience than knew who sponsored the program. And this, in your summer when women usually aren't thinking about spending the afternoon over a hot stove. Apparently some hinges are loose somewhere if you take sponsor identification figures as a literal index of how many listeners know the program's sponsor.

Take a look at the average identification ratings for the biggest advertisers in daytime radio. Figures shown below are the per cent of those interviewed who could correctly identify sponsor or product.

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>No. Days Average</th>
<th>Serials per Week Index*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>14</td>
<td>50.7</td>
</tr>
<tr>
<td>General Mills</td>
<td>8</td>
<td>56.9</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>6</td>
<td>41.3</td>
</tr>
<tr>
<td>American Brands</td>
<td>4</td>
<td>22.1</td>
</tr>
<tr>
<td>Lever Brothers</td>
<td>8</td>
<td>64.4</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>2</td>
<td>21.3</td>
</tr>
</tbody>
</table>

**Name supplied upon request

(Continued on page 50)

They Mean Business

Big spenders in daytime radio are what you might call radio's "sophisticates." They aren't on the air to please themselves, their friends or their dealers. They are on the air for one purpose—to sell the kind of product or product. You can't sell nearly most of daytime advertisers don't listen to their own programs, and if they did it's doubtful if they'd like them. Druggists and grocers are not daytime serial fans.

It is apparent that the length of time these companies have kept their shows on the air and the per cent of the total budget devoted to daytime radio compensates the advertisements. Daytime programs must be successful, must have sold the goods. They have ac-

SOME research specialists like Sp. I. (sponsor identification), and lots of it. Others prefer sales. But like blondes, it's pretty much a matter of choice, says Harry Woodworth. Aroused by an article in the Oct. 9 'Broadcasting' by Samuel E. Gill, Biow's research director, Mr. Woodworth offers his ideas of just how much stock should be placed in the controversial Sp. I. data served up by the research firms. You've got to have Sp. I., and plenty of it, Mr. Gill claimed. Now Mr. Woodworth rises to take a few pot shots at a fellow practitioner of the subtle art of measuring programs and their impact on audiences.
When the time comes —

Let An Old Friend Introduce Your New Product in the Great Detroit Market....

• WWJ, America's pioneer broadcasting station, now in its 25th year, is well known and highly regarded by every radio listener in Detroit.
For NEWS, too, most

SCENE IN THE NBC BUSY ELECTION NEWS ROOM (Studio 8H) from which originated the broadcasts heard by millions throughout the nation and in many other parts of the world. Big board in background was kept up to the minute ... affording NBC commentators, at center table, figures on developments in every state and the national totals. All commercial NBC programs were canceled as America's Number One Network provided this important service to the public.
people tune to NBC

Election Night, with the largest sustained audience in radio history*—larger even than "Pearl Harbor Night"—an audience 55% greater than the listening on a normal Tuesday evening—

THE NBC AUDIENCE WAS 49% LARGER THAN THAT OF ANY OF THE OTHER NETWORKS

Just as on "D Day" when by far the greatest number of people listened to NBC... just as radio listening surveys show 8 out of 10 of the top shows among all radio programs are on NBC... Election Night added further evidence to the record of years: NBC is "the Network Most People Listen to Most!"

*Based on Hooperatings

National Broadcasting Company
America's Number 1 Network for News
DECLARING that radio advertising is now at "a most advantageous position, as to both profits and prestige", Chairman Robert E. Freer of the Federal Trade Commission suggested last week that broadcasters consider proper safeguards "to protect the whole industry against loss of face through practices of an unethical minority."

Addressing the Radio Executives Club of New York Monday noon on "Truth in Advertising", Chairman Freer said the majority of complaints against false advertising which the Commission receives probably originate with competitors of the accused advertisers. However, he proposed, "it would be both novel and pleasing to the Commission to receive a considerable volume of those relating to advertising from the advertising industry of that where a majority of such applications should originate."

Truth Is Goal

Strict truth in advertising on the part of all, Mr. Freer admitted, "remains a theoretical goal". The general trend, however, is upward and "the Commission at times may seek to curb types of deception which have hitherto gone unchallenged just as you may in the future come to regard many shows to be unworthy."

He declared that "sacred stuff" is now considered a "relic of the medicine show, that "pressure stuff" has been overtaken, and that "ambiguous and deceptive advertising today is considered 'sissy' continuity that it has been found so often to represent an effort to by-pass the expenditure of mental effort necessary to write factually informative advertising which today is generally accepted as the most effective".

Chairman Freer predicted that much of the present "trifling with the truth" will be outmoded in the late 1940's, with or without additional legislation. He said the FCC does not seek to enter the field of FCC or the Better Business Bureau. "Sufficient unto us," he added, "is the large field of commercial advertising which is particularly our province."

He pointed out that a "very large" proportion of newspapers in the smaller cities, virtually all metropolitan papers and the better class of magazines "scrutinize their advertising scrupulously" and try to avoid warnings by the BBB's or proceedings by the Commission. "There are more than rumors to the effect," he added, "that many radio executives are as farsighted in this respect as their newspaper competitors."

Chairman Freer said he had no doubt that the minimum requirements of law and the industry's self-imposed standards will be raised in the future as they have been in the past. He expressed the hope that the "spread" between minimum requirements and standards will widen "through elevation of your own voluntary standards of what is best in advertising at an even more rapid rate that any future raising of the minimum requirements of the law."

Guests at the luncheon were: James Gordon, WNOE New Orleans; Hal Lamb, KYW Philadelphia; Norman Brown, WSUN St. Petersburg; Gladys Moore, WIBX Utica; A. N. Armstrong, WCOP Boston; Phil Hoffman, KKNY Des Moines; Don Inman, WNAZ Yankton; Maxine Keith, MBS commentator.

Lord Halifax, British ambassador, will be the guest speaker at the next meeting of the REC to be held in the Oval Room Roosevelt Wednesday, December 6. The meeting is in recognition of the close cooperation between BBC and American radio in furtherance of the war effort. Lord Halifax will be introduced by Elmer Davis, director of the OWI.

William J. Haley, director general of the BBC will address the group from London via shortwave. A testimonial scroll, lauding the BBC war services will be tendered to John Salt, BBC North American director. Warren Jennings, president of the REC, will be chairman of the luncheon.

50 kw in D. C. Sought

A SECOND 50,000 w station for Washington, to operate on the Mexican clear channel of 750 kc, is sought; in an application filed last week with the FCC by WWDC Washington local. XEQ Mexico City, operates on the frequency with an authorized power of 500,000 w but a rated output understood to be approximately 50,000 w. WWDC, owned by Joseph Katz, Baltimore advertising agency executive, and G. Bennett Larson, general manager, now is assigned to 1450 kc with 250 w and with a 100 w synchronized booster. The application provides for a three-tower directional array and four-tower directional night. CKAC Montreal, operates on 730 kc as a Class II station with 5,000 w.

OWI Serial on 461

NOW on 461 stations, a rise of almost 150 since the OWI took it over in August from the Office of Civilian Defense, Hasted the Day, transcoded daytime serial, is aired on contributed time valued at $11,651 a week. Available for local use to agencies interested in the message woven into the plot.
The amazing natural resources and growing climate of the Oregon country make a basis for never-ending prosperity in the KEX area. For instance—a major part of U.S. flax, hops and filberts comes from Oregon. There has never been a crop failure in the state. And the tall Douglas firs put Oregon first in standing saw timber, with 8 million acres of young trees for the future...

"VOICE OF THE OREGON COUNTRY"

KEX

PORTLAND, OREGON
THE BLUE NETWORK

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.
Religious programs for Chicago's millions are heard...

...via WMAQ

The need for Religion has never been greater during any period of our country's history. America's millions today are seeking the comfort and stability that only Religion provides.

Religious programs, the finest for all faiths, have been a regular policy of WMAQ, NBC's key midwest outlet. This far-reaching policy, in fact, includes every branch of the cultural and educational fields—Drama, Education, News, Book Reviews, Music...they're all an integral part of WMAQ programming.

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

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

In Chicago it's WMAQ.

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

Hall Is Appointed To Smith's Term

WAIM Owner to Serve Until New Congress Convenes

APPOINTMENT of Wilton E. Hall of Anderson, S. C., to fill the unexpired term of the late Sen. Ellison D. (Cotton Ed) Smith, adds another broadcaster to the ranks of the Senate. Mr. Hall was named last week by Gov. Olin D. Johnston to serve until Jan. 3 when the Governor takes the Senate seat for a full six-year term.

Mr. Hall is the owner of WAIM Anderson, which he established in 1933 as the first CBS outlet in South Carolina. He also is publisher of the Anderson Independent and the Daily Mail, the only newspapers in the nation which have twice been awarded the U. of Missouri plaque by the National Editorial Assn. for outstanding community service.

Second Interim Appointee

Active in civic affairs, Mr. Hall is vice-president of the South Carolina Press Assn. and former chairman of the State Planning Board. He is now serving as one of the national presidential electors for his State, having been elected Nov. 7. He was born near Starr, S. C., in 1901, in Hall Township, Anderson county, which was named for his family.

An interesting coincidence in connection with Sen. Hall's appointment is that three years ago another South Carolina broadcaster-publisher, Roger C. Peace, owner of WFBC Greenville, was designated to fill the unexpired term of the late Sen. Alva M. Lampkin who had died 10 days after his appointment to the Senate to fill the post vacated by the elevation of former Sen. James F. Byrnes to the Supreme Court. Mr. Peace, publisher of the Greenville News and Piedmont, was 42 when he took office.

Mr. Hall is 48. Both were students at Furman U.

Other members of the Senate identified with broadcasting are Arthur Capper (R-Kan.), owner of WIBW Topeka and KCKN Kansas City, Kan.; D. Worth Clark (D-Ida.), defeated for renomination, part owner of KN - San Francisco and WEMP Milwaukee; Senator-elect Glen H. Taylor, a former radio cowboy singer, who will succeed Sen. Clark at the end of the present Congress, and Senator-elect Homer E. Capehart of Indiana, prominent radio and phonograph manufacturer. The veteran Republican Chan Gurney of South Dakota, reelected for the third time this month, is the former operator of WNAQ Yankton.

FCC Promotions

TWO new departments have been created by the FCC: the Safety & Special Services Division of the Law Dept., to be headed by Jeremiah Courtney, and the International Services Section of the Common Carrier Division, Law Dept., in charge of Arthur Gladstone. Mr. Courtney has been chief of the Administration Section and Mr. Gladstone has been in the Safety Service Section.
Maybe you want that swell local show in Spottstown—an hour long once a week. Or maybe what you need is more frequency with chain breaks—hard-hitting commercials placed between leading network shows with peak audiences.

Spot Broadcasting gives you your choice.

And a John Blair Man has the facts, the figures and the "availabilities" in good markets and on good stations. With his help, Spot Broadcasting can be one of your most profitable investments. Call him in on any radio plan.
complished this despite a wide range of sponsor identification. (Incidently, the average number of years the top ten daytime shows have been on the air is over six.) Analysis of sponsor identification during the past two years for programs which have more or less consistently ranked among the first 15 (evening) and the first 10 (daytime) shows that evening programs receive much higher sponsor identification than daytime shows.

Of 17 evening programs analyzed, 70% had sponsor identification of more than 65%. Of 10 daytime programs, 7% fell below a 45% identification.

Let's put aside the Benny's and the Hope's, McCarthy's and McGee's, Lux and the Take It Or Leave It in considering the overall picture for sponsor identification. The above are the blondes who are attractive, the successful programs with high sponsor identifications.

Here are eight evening programs and their sponsor identifications:

<table>
<thead>
<tr>
<th>Program</th>
<th>C. E. Hooper Years on Air</th>
<th>Sponsor</th>
<th>Estimated %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Christian</td>
<td>48.7</td>
<td>Cheevershoef Mfg. Co.</td>
<td>100%</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>48.6 (4)</td>
<td>Bristol-Myers</td>
<td>21%</td>
</tr>
<tr>
<td>Duff's</td>
<td>35.5 (2)</td>
<td>Bristol-Myers</td>
<td>27%</td>
</tr>
<tr>
<td>Gun Kids</td>
<td>35.6</td>
<td>Miles Laboratories</td>
<td>15%</td>
</tr>
<tr>
<td>Great Gildersleeve</td>
<td>51.4 (3)</td>
<td>National Dairy</td>
<td>23%</td>
</tr>
<tr>
<td>Die Tennis</td>
<td>27.6</td>
<td>Sterling Drug</td>
<td>21%</td>
</tr>
<tr>
<td>American Melody Hour</td>
<td>27.0</td>
<td>Sterling Drug</td>
<td>21%</td>
</tr>
<tr>
<td>Album of Familiar Music</td>
<td>60.0</td>
<td>Sterling Drug</td>
<td>21%</td>
</tr>
</tbody>
</table>
| 'Tis Time costs only. Sources: "Media Expenditures by 100 Leading Advertisers, 1943."

Since I can't speak for the client or agency of any of these programs, I can't be sure whether or not these programs are successful. The only indication any outsider has of this must come from judging the length of time each program has been on the air, and the estimated percent of each company's total 1948 radio advertising budget given over to them.

Another angle to the sponsor identification story is a frequently held belief that high sponsor identification is correlated with high sales. This is probably the worst mistake of them all, and one of the greatest points of confusion among agencies, clients and measuring services.

If a study of sufficient size and authority has ever been made to prove such a correlation, I'd like to see it. The studies so far take 50 women, 30 doctors or 30 Indians and prove almost anything needed at the moment.

When sponsor identification is high, some agency account men rush to the client and show him the happy figures. They give him the percentage gain and attach importance to it — both endorsing the methods used and also taking credit for helping establish such a fine rating.

However, when sponsor identification begins to slip, or else never did much of anything from the start, these same account men either start comparing their own sponsor identifications with competitors on the radio or prove that they are no worse off than either competitors or the average of their competitors. Then if that doesn't show a good enough picture, they compare their Sp. I. with the average of all programs—or try to prove that all sponsor identification is very shaky and shouldn't be believed by anyone.

If there's ever going to be any general understanding of sponsor identification, we must all regard it and use it in the same manner — year in and year out. And do this remembering its limitations as well as its usefulness.

High sponsor identification is desirable, but not essential to a program's success.

There is no information available correlating degree of sales success and range of sponsor identification.

In other words, all blondes are not necessarily attractive. Clients, agencies and networks know better.

**BRONZE STAR GIVEN TO COMDR. BINGHAM**

LT. COMDR. Barry Bingham, publisher of the Louisville Courier-Journal and Times, operator of WHAS, has been awarded the Bronze Star for organizing the public relations for the Normandy invasion. Since August 1942, Comdr. Bingham has served on the staff of Adm. Harold R. Stark, commander of U. S. Naval Forces in Europe, who personally presented the medal.

"His cheerful and diplomatic liaison," the citation states, "with the Royal Navy, the U. S. Army and the British Ministry of Information won for the Navy the cooperation and goodwill of those services and organizations which made the expeditious publication of news possible."

Comdr. Bingham volunteered in May 1941. He trained at the Great Lakes Naval Training Station and was commissioned in May 1942.

Serving under Comdr. Bingham as radio officer attached to SHAEF for the invasion of France, was Lt. James Shattuck, now heading the staff of the Navy's radio station on Guam.

NET INCOMES of the Philco Corp. for the first nine months of this year amounted to $2,808,425, equal to $2.11 a share, according to John Ballantyne, president. The company's shipments of radar and other electronic equipment and war materials rose 62% over the same period in 1943.

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Cover BUFFALO...

...and you cover the rich Western New York Market

65% of the population and 70% of the total retail sales of the eight-county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO well within WEBR's primary service area.

BUFFALO Courier-Express STATION)

WEBS does it at LOWEST! COST

Nationally Represented by WEED & CO.

Page 30 • November 27, 1944

BROADCASTING • Broadcast Advertising
MORE sheep and lamps pass through the Denver stockyards in a year than through any other livestock center in the world. More than 2,715,000 were handled last year of which almost half came from Colorado farms and feed lots. The raising and feeding of lambs for market is a companion industry to Colorado’s great sugar beet industry, one acre of beets producing about 3,500 pounds of sugar and 300 pounds of meat from the byproducts.

Livestock raising is one of Colorado’s basic and permanent industries—one of its fixed assets—along with mining, manufacturing and agriculture.

When peace comes, Colorado will have few industrial war relics on its hands. The fertility of its soil, the richness of its mineral resources, the facilities of its many permanent industries and the initiative and energy of its people will always guarantee a maximum of stability to the Denver market and opportunity for sales effort.

Sales efforts in the Denver market are paying excellent returns today and are building backlogs of continued acceptance in the future.

Because more advertisers, local and national—are buying more time on KLZ today than on any other Denver station, KLZ is certain to have what it takes to make your advertising dollars work most profitably.

KLZ • DENVER
CBS Network • 560 Kc.
Affiliated in Management with the Oklahoma Publishing Company and WRY, Oklahoma City
Represented by The Katz Agency

KLZ Delivers the DENVER MARKET
Networks and Stations Reach New High In Bond Activities

Featured Programs Present Top Talent as Sixth Bond Drive Campaign Gains New Momentum

As THE SIXTH War Loan Drive for $14,000,000,000 swings into its second week, participation by broadcasters — networks, affiliates and independent stations alike — has reached a new high in both intensity and variety of promotion. Drive was officially launched on evening of Nov. 19 by a four-network message from the President. Address was preceded and followed by extensive special programming and activities on the part of the four major nets and individual stations. Considerable added support is being secured through the various OWI spot allocations.

NBC’s Big Day

Programming this past week was highlighted by NBC’s Bond Day, Thanksgiving Day, during which the network scheduled some 20 hours of almost continuous promotion. Beginning with a special farm broadcast 6-7 a.m. featuring a U. S. diplomatic Thanksgiving Dinner in Moscow as well as pickups from Italy, France, Belgium, Holland, Leyte and Guam where native peoples expressed gratitude for their liberation, the NBC day continued filled with messages by high ranking leaders from all fields, special programs such as pickups of Chaplains’ Thanksgiving graces at mass, wounded veterans expression of thanks for being again in the U. S. and remote from war plants at work across the country. From 11:30 p.m. to 1 a.m. the following day the network presented Let’s Talk Turkey to Japan, a program filled with top talent.

Spot Barrage

Plans as formulated by last Tuesday night for the Blue Network Bond Day Dec 1 call for an all-day barrage of one-minute spot announcements in addition to a number of special bond programs. Nearly every quarter-hour appeal for Bond sales will be heard from such personalities as Don McNeil, John P. Kennedy, Cliff Arquette, Tom Breneman, Baubhage, Walter Kiernan, Dorothy Thomas, Uncle Vorn, Horace Heidt, Guy Lombardo, Harry Wimmer, Henry J. Taylor, the Lone Ranger, Ethel Barrymore, Allen Young, Milton Burrough, Walter Winchell, Jimmy Fidler, Herbert Marshall, Fred Waring, Horace Heidt, Guy Lombardo, Dave Ellman will present his Victory Auction from 11:30-11:55 p.m. Regular Blue features Appointment With Life and Keeping Posted for the Bond Day are to be rewritten with special Sixth Loan emphasis. A George Hick battle recording will be presented at 8:45 a.m.

This past Friday night the Blue from 12 Midnight-12:30 a.m. aired a Sixth Loan edition of its regular broadcast from a leading Chicago restaurant and likewise for the succeeding program from 1:30-2 a.m. from the Pennsylvania Hotel, New York.

In conjunction with the independent stations, Bond Day on November 28, the Treasury War Finance Division compiled a spot check of ten stations across the country—from 106 watt to the 50 kw outlet—for a report of their Sixth Loan activities. Summary of check follows:

KVH Seattle, Wash. (5,000 w)—Using all Treasury Salutes, live announcements, jingles, Horace Heidt and ASCAP discs during daily 5 p.m. half-hour show and 1:30 p.m. quarter-hour program, both slated to women listeners. Urged advertisers to substitute Bond plugs.

KQIF Pueblo, Col. (500 w)—No special events to date. Carrying all Blue Bond Show as well as Treasury material, both live and transcribed. Suggested Bond plugs to advertisers.

KVSF Santa Fe, N. M. (100 w)— Using all Treasury material, also eight spots daily. Broadcasting daily half-hour live program in morning for women audience and also daily 9:30 p.m. 7/8 half-hour phone subscription series.

WAPI Birmingham, Ala. (5,000 w)— Aired half-hour state hookup on opening day of Drive. Broadcasting during Loan programs from Worthington General Hospital. Treasury Salutes scheduled 8:15 a.m., ASCAP and Horace Heidt discs in evening. Local Bond committees using station facilities with at least one show a day.

WQAM Miami, Fla. (5,000 w)— Daily 6:30-6:45 p.m. sports show aired for Sixth Loan. Using WQPI recordings, Bond Briefs, ASCAP discs, Horace Heidt series. Sunday Uncle Macc children show aired for campaign. Children admitted to see broadcast through Bond purchase. Special shows slated from local Armor hospitals. Local Bond committees using several broadcasts per week.

WYFC Hartford (500 w)— Drive opened with Sunday night speech by Connecticut War Finance Committee director. Using daily quarter-hour show to feature Treasury material in addition to announcements. Several special events being planned, all free time to be devoted to Loan.—Paul Lucas, program manager. Treasury Salutes sustained.

WGFB Evansville Ind. (1,000 w) N. 5,000 w)—Using all Treasury material, none sponsored. Scheduling broadcasts from naval defense plants and shipyards. Joint program involving all Evansville clubs and veterans organizations will be played over several day period.

WWDC Washington (250 w)— Broadcast entire 2½ hour "Stars on Parade" rally from Constitution Hall, Nov. 20, including programs originated from both by NBC and NRC. Airing all WFD material. On Thursdays 3-5 p.m. show from Walter Reed General Hospital. Also planning 25 minute school program. Additional activities to come.

KERN Bakersfield, Cal. (1,000 w)— All Treasury material being used. Thanksgiving Day Bond Show aired as well as WGFO boxing and wrestling (Continued on page 44)
Some People in Nashville don’t like the Grand Ole Opry!

Yes sir, that’s right.

Some people in Nashville don’t like the Grand Ole Opry.

Never have and probably never will.

But since the day George Hay, the Solemn old Judge, set out the welcome mat, WSM has broadcast the most authentic, natural collection of American folk music heard this side of Stephen Foster.

Nashville is a cultural, educational, religious center of the South.

Some folks here frankly don’t like the Grand Ole Opry because they fear it may tag their town as “hillbilly”.

Perhaps, for more valid reasons, some folks here just don’t like the sort of music they hear WSM piping out every Saturday night.

That is understandable. So they turn elsewhere to stations with programs more acceptable.

That is as it should be. And we lose their audience.

That is the essence of American radio.

It also points out the purpose of clear-channel broadcasting service: to give rural America what it wants to hear, with sufficient strength to be heard, when it wants to hear it.

We have program categories throughout our schedule to satisfy our neighbors near and far, and we can look anyone of them in the eye with an assortment of network or station Symphonies, Crosbys, Culture and Boogie-woogie.

But if we gave in to home-town and state-wide preferences and prejudices, there would be no GRAND OLE OPRY originating from the station-residence of its discoverer, and the power we have been given for the service of those who need it, would be dedicated exclusively to the service of those who don’t.

This is why WSM is proud of the Grand Ole Opry.

That is why WSM is proud to be a clear-channel station, mindful of both its opportunities and its obligations.

This is WSM.
We're in the Money Now

The Nashville market is an increasingly profitable market, therefore many new sponsors are coming our way. They're proving every day that all of Middle-Tennessee and that part of Southern Kentucky that make up the NASHVILLE TERRITORY are well worth going after.

There is every reason why the Nashville trading area will be a rich and stable one after the war. Our farms are fertile and productive. The industries located here are essential and flourishing. Living standards are high. WHEN YOU ARE READY TO COME INTO THE SOUTH, CHECK UP ON NASHVILLE AS A LEAD MARKET AND WSIX TO SELL IT. Write or wire us for facts and figures. We'll have them for you.

THE KATZ AGENCY, National Representatives
Blue and Mutual Networks

5000 WATTS
980 K.C.

CAPT. RAY HEADS WILSON PRACTICE

REOPENING of the consulting engineering practice of Herbert L. Wilson, with wartime headquarters in Bridgeport, Conn., in charge of Capt. Garo W. Ray, was announced last week by Maj. Herbert L. Wilson, who formerly maintained offices in New York. Capt. Ray will open offices at 991 Broad St., Bridgeport, Dec. 1, upon his retirement from the Signal Corps, according to Maj. Wilson.

Prior to his entry in the service two years ago, Capt. Ray was developmental engineer for the Harold Thomas stations, WATR Waterbury and WNASA Bridgeport, and had previously served as chief engineer of WELI New Haven. He also had been consultant for Sikorsky Aircraft. He has served under Maj. Wilson at the Signal Corps Labs. in Fort Montgomery, N. J., and as project officer.

Maj. Wilson, on active duty for three years, served about a year in the China-Burma-India theatre as radio officer on Gen. Joseph Stilwell's staff. In addition to his consulting practice, Maj. Wilson is on leave as vice-president and general manager of WBNX New York.

Rieser Spot Plan

RIESER CO., New York, (shampoo's, hair oils and lacquers) is planning a spot campaign shortly for a new product, Venida Hair Cream, using one-minute transcribed spot announcements in Rieser markets. Firm promotes hair lacquer through transcribed jingles, 10 to 17 times weekly on WJZ, WHN, WMCA, WNYX, WMEX, WBIR, WWSW, WMCA, WHM, WAAT. Agency is E. T. Howard Co., New York.
YOU HAVE TO GET BOTH  
on the Pacific Coast, too!

The Pacific Coast is divided into two markets, from the standpoint of retail sales. Unless you cover both of them, your battle for complete radio coverage is only half won. And you can cover both markets completely only if you use Don Lee, because 50% of the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this outside half.

Take a look at a map. You will notice that most markets in the outside half are surrounded by mountains. In the mountain-surrounded areas long-range broadcasting doesn't work. What does work is local stations—and lots of them. The Don Lee Network has 38 local stations, broadcasting from within these rocky barricades. A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in many of these outside markets were tuned to Don Lee.

Take a look at your regular Hooper Reports to learn how well Don Lee covers the inside half of the Pacific Coast, too. During the past year, all the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

Don't be satisfied with only half the Pacific Coast. Buy Don Lee and get both halves, complete coverage!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 Melrose Ave., Hollywood 38, Cal.
Represented Nationally by John Blair & Co.
SALES TALK of two cities is outlined in a four-page promotional piece on Meet Me at the Movies, a sustaining program which recently expanded from KNX Hollywood to CBS Pacific stations. Similar co-sponsored program was started originally on WBBM Chicago in 1930, and another launched on WABC New York in 1941. Blue-green and black caricature illustrations and photographs supplement record of sales on those stations as well as brief sketch of the Hollywood series originating from Earl Carroll's Theatre-restaurant with Jack Bailey as m.c. Message on CBS Pacific Network letterhead, signed by Charles E. Morin, sales manager, is attached to brochure.

**Syndicate Feature**

SYNDICATED station promotion feature Radio at War, compiled and edited by Brooks Watson and published by National Radio Personalities, Peoria, Ill., is being distributed by WHN New York with inserted pages depicting the station's personnel and operations. WHN features include a two-page picture spread on WHN serving a people at WAB; a full page devoted to the engineering operations; and photos of former WHN employees now in service. Adaptable for use as a promotion piece by any station, with individual inserts, booklet includes pictorial features on war communications by radio.

**Talent Search**

TALENT SEARCH shows staged by KFAB Lincoln to celebrate its 20th birthday, are being sponsored by local committees in five towns in the station's 200-county coverage area. KFAB furnishes an.m.c. and two "on the air" acts who produce the show with talents from surrounding neighborhood. Half-hour of each show is transmitted and broadcast the next day and two acts from each are selected to appear at the studios for a jammer-Dec. 9 when the "KFAB Contract".

Godfrey Reprints

REPRINTS of articles from Tune In magazine and World magazine concerning Arthur Godfrey, early morning broadcasters, KFAB-WTOP Washington, has been distributed by the station in booklet form. Mr. Godfrey termed "America's foremost ambassador of goodwill", is en route to the Pacific flying area to make transcriptions and observations of operations and services.

**Color Book**

A 16-PAGE coloring book for children is being offered as a give-away or premium to subscribers of Happy the Humbug, series produced by NBC's Radio Recording Division. Illustrated by Myers Woodman, a film animation book pictures "Happy" and animal friends featured in the recorded series and provides space on the back cover for imprints of station and sponsor.

Bristol-Myer Contest

HIGH SCHOOL students are invited to take part in a script writing contest by Alan Young, star of Bristol-Myer's Co's Blue Network program, $100 going to one contestant each week whose script rates airing on the radio show. Listeners are told the script should deal with situation-comedy rather than straight gags and should run about ten minutes.

**UP Brochure**

UNITED PRESS is promoting its radio news service via an over-nice brochure describing 25 different types of features and services. Included are suggestions for presenting an hour of balanced news, minute-by-minute and for programming news spots for sponsors during the day. The results of the Kansas and The Pulse of New York surveys on listening. Colored chart is provided showing proportions of listening to news, network shows, music, and other types of programs, for every quarter-hour.

**WRFF Message**

MAIL FOLDER in the form of "A personal message from the folks at WRFF" has been issued by the Washington, N.C. Blue outlet. Letter from W. R. Rosenthal, Jr., general manager of the station, invites listeners to visit the station and comments on WRFF policy. Also included are photos of WRFF programs and personalities as well as the first "The Blue heard over the station. Coverage map is presented on the back of the folder.

"No Press Release Day"

WHN New York has instituted a "No Press Release Day" each week in an effort to help combat the current paper shortage. Station estimates that 2,000 sheets of paper had been saved by the first "holiday" Nov. 14. George Lewis, public director, has suggested that all the nation's press agents be asked to observe a similar holiday.

**Pheasant Luncheon**

GREATER North Dakota Assn., Fargo, in conjunction with North Dakota advertising media—press, radio and outdoor—have invited New York business and advertising executives to a "North Dakota pheasant luncheon" at the Waldorf-Astoria Hotel, Nov. 29. Similar meetings have been held in Minneapolis and Chicago.

**KLZ Folder**

LATEST folder mailed by KLZ Denver, "In the Opinion of the Judges", to prove that the outlet is "one of the nation's outstanding stations" in program production, public relations, publicity promotion and merchandising, presents copies of a number of awards won by the station during the past few years in these phases of operation.

**Disc Timer**

TRANSCRIPTION TIMER of synchrofile has been distributed by CUBC Toronto, key station of the CBC Dominion network and Blue network outlet at Toronto, to Dominion network stations, advertising and merchandising agencies and others in the industry both in Canada and the United States.

**Universal Ads**

ADVERTISEMENTS published by Universal Microphone, Inc., in Broadcasting during the past year commemorating progress of communication during the centuries, are to be reprinted in portfolio form for general distribution.

**NATIONAL Electrical Wholesaler Assn.**

New York, will hold its 57th annual convention the week of April 22, 1945, at the Stevens Hotel, Chicago, providing the transportation situation permits.
The sparkling entertainment achieved through the co-starring of Joan Davis and Jack Haley is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

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

REPUBLIC PICTURES CORP., New York, to promote "Brazil" is using two five-minute musical transcriptions cut in Republic's studio, in addition to 30 and 60-second recorded spots as the film opens in various cities. New York campaign, representing an expenditure of $2,500 on WINS, WNEW, WOR, WOY, WHN, WJZ, runs for two weeks. Newspapers and billboards support the campaign. According to Charles Reed Jones, advertising director for Republic, programs similar to the recorded package starting on WMCA New York [Broadcasting, Nov. 6] will be used on other stations throughout the country in the near future. Agency is Donahue & Coe, New York.

In a special arrangement with Young & Rubicam, New York, and Republic, Roy Rogers, studio star who began a program on MBS Nov. 1, Tuesdays, 8:30-9 p.m., will be promoted with spot announcements on the network, both transcribed and live; promotion booklets for stations; publicity releases to newspapers and trade magazines; street posters and posters for theatres featuring Roy Rogers films.


Cresta Blanca Adds

CRESTA BLANCA WINE Co., Los Angeles, has added five stations in the past ten days to a list of 20 stations promoting Dubonnet Wine and Vermouth—using one-minute singing commercials, quarter-hour news and musical programs at varying intervals. Spot schedule started early in October. With Stop That Villain on 64 MBS stations, Wednesdays, 8:30-9 p.m., slated for cancellation Nov. 29, plan is to concentrate promotion of these products on local programs and spot announcements, with current station list to be expanded at a later date. Campaign is part of a test to determine the best markets for the two products. Cresta Blanca wines continue to be promoted on This Is My Best on 73 CBS stations, Tuesdays, 9:30-10 p.m. Agency is BBDO, New York.

FMBI Board Meets

FM BROADCASTERS Inc. has scheduled a special board meeting in Washington today [Nov. 27] to discuss the recent FCC allocation hearings, with particular reference to proposed FM assignments. The meeting was called by President Walter J. Damm, WMJ-WFMF Milwaukee and, among other things, will consider plans for a new Washington headquarters for the trade association.

REPUBLiC Pictures has purchased film rights to the radio mystery drama, Banque's Chair, written by Rupert Croft-Cooke, and repeated four times on CBS Suspense program.
TWELVE YEARS before the MIKE and going stronger than ever . . . on WOWO, 12:15 to 12:25 P.M., Monday through Friday

DON and HELEN

For twelve years, these "Sweethearts of Song" have soothed the souls of the masses to whom the old songs are best. The end-product of their performance has been successful selling of products ranging all the way from soap to wire fence.

This personable pair... whose fans are friends, and numbered by the thousands... are regular noonday radio-guests in homes far beyond the normal WOWO primary area. How far? Well, an offer on their WOWO program, confined to one announcement, brought 4,825 replies... from 503 cities, 139 counties, 11 states.

Two million substantial folks, whose roots go deep in traditional American values, find the singing of Don and Helen singularly satisfying. These people live, labor, and buy in the rich half-rural, half-urban WOWO sphere of influence.

Don and Helen are available for sponsorship on WOWO, Indiana's most powerful station. NBC Spot Sales will gladly arrange an audition in your office.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL

FORT WAYNE

Represented nationally by NBC Spot Sales
Moseley Subbing
SYDNEY MOSELEY, news caster of WOR New York, is temporarily filling the 12 noon-12:15 p.m. period on Mutual, previously occupied by the late Boake Carter. Now sponsored by some 98 local advertisers, the Monday-Friday quarter-hour will be taken over on the full network next week by R. B. Smelter. Inc., New York, with comingetter still to be announced.

Ahrens, Zirato Join CBS As Assistant Directors
THOMAS AHRENS and Bruno Zirato Jr., have joined CBS as assistant directors in network operations, and the network has acquired three new announcers—J. Sims, Sidney Berry and Robert Hite. Producer-director of WTOP Washington for the past three months, following discharge from the Army, Mr. Ahrens replaces Rogers Brackett who resigned to take on a production assignment on 

PROMOTION MANAGERS of CBS-owned stations pause for the camera during a discussion of local and national promotion plans at a meeting at CBS headquarters in New York. Seated (1 to r): Ralph W. Taylor, KNX Los Angeles; Jonathan Snow, WBBM Chicago; Dick Dorrance, director of promotion service for CBS-owned stations; Jules Dundes, WABC New York. Standing: Guy C. Cunningham, WEEI Boston; William F. Carley, WBT Charlotte, N. C.; Sam Rauker, WCCO Minneapolis-St. Paul; Howard Stanley, WTOP Washington. Also attending the meeting, but not in photo, was Wendell B. Campbell, national sales manager and assistant station manager, KMOX St. Louis.

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Mr. Sims returns to CBS after a year and a half in the Army, having previously served at WBBM Chicago. Recently to the staff of WNEW New York, and formerly OWI supervisor of production in the Spanish department, Mr. Berry replaces Earle Steele, resigned. Warren Sweeney who is returning to free-lance work, is being replaced by Mr. Hite, formerly of WXYZ Detroit and KWK St. Louis.

Alfred C. Taylor
ALFRED C. TAYLOR, 44, a member of the station relations department of World Broadcasting System for the past year, died in New York Nov. 17. He came to World from Insul-Mastic Corp. of America where he served as assistant general sales manager, and was previously assistant to the sales manager. The New York Post.

New CKTB Ownership
CKTB St. Catharines, Ont., 1,000 w on 1550 kc, recently sold by the estate of the late E. T. Sandell to the Niagara District Broadcasting Co., is now owned entirely by the Burgoyne family of St. Catharines. Capt. W. B. C. Burgoyne, overseas with the Canadian Army, is president of the company, with 51% of the stock. H. B. Burgoyne, father of the president, and managing editor of the daily St. Catharines Standard, is secretary-treasurer with 34% interest, and Mary C. Burgoyne, sister of the president, owns 15%. Price paid for station was $70,000. No changes in personnel have been announced.

Sutherland to WOL
GEORGE SUTHERLAND, for four years program manager of WFCI Pawtucket, R.I., has been appointed production manager of WOL Washington. Mr. Sutherland is member of the NAB program managers executive committee.

T E A A T 4 : 0 0 ?

Or is it tea at 5:00? No matter. Iowa farmers have been too busy in this record year of 1944 to take time out for tea or cocktails in their afternoons. Even when they sit on the rim of their stock tanks for that needed drink of water, they don’t grab topper, gloves, and cane.

Aren’t these silly statements? You wouldn’t think so if you heard that daily solitary “farm program” some stations out here are now condensing to broadcast. Their frippery, their nightclub gags, and their jive records are as foreign to the farmer as the latest news about alfalfa and lespedeza and livestock would be to a nightclubber!

If you want to reach the farm audience—that big 80% chunk of this prosperous market—use the No. 1 Farm Station, KMA. For KMA is the only full-time farm station in this great agricultural area—the only station that makes a specialty of the farmer—the station that pulls twice as much mail as its highest-ranking competitor!

No wonder everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. No wonder so many new advertisers are joining the husky ranks of our old clients and calling Free & Peters now for availabilities. The door is still open—come in!

K M A
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, I A.

FREE & PETERS, INC.

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We don’t take all advertisers, who want time on THE PACIFIC NORTHWEST BROADCASTERS.

BUT, FOR THOSE WE DO TAKE.

Wythe Walker Eastern Sales Manager
KXL Portland, Oregon
KVK Valley, Washington
Z Bar Net Butte, Montana
KXX Portland, Oregon
Eastern Representatives—The Walker Company, West Coast Representative—The Pacific Northwest Broadcasters, Phone Los Angeles—Webster 6161
San Francisco—Exeter 0340

BROADCASTING • Broadcast Advertising
Recently a visiting Philadelphian touring the top of Lookout Mountain turned to a Chattanoogan and said:

"If we had your Lookout Mountain as close to Philadelphia as you have it here, it would be worth one billion dollars to us."

We haven't attempted to assess the value of Lookout Mountain to the Chattanooga market, but we do know it is unique in the history of America. Soaring 1400 feet above the altitude of downtown Chattanooga, it provides a plateau of parks, an incorporated town, exquisitely beautiful homes, a summer resort with breathtaking views across the surrounding valleys.

It is truly a landmark in Southeastern United States, standing out in majestic grandeur as the center of TVA's great power empire.

WDOD, the CBS station for Chattanooga, is proud of Lookout Mountain...proud of its contribution to the wealth of this area.
Editorial

ABC of the BMB

ONE FURTHER step has been taken toward establishment of a system for uniform measurement of radio coverage. The Broadcast Measurement Bureau has passed the idea stage. It has money in the bank.

Thus approaches fruition the dream of hundreds of broadcasters that their medium possesses facts and figures comparable to those provided by the Audit Bureau of Circulations to periodicals.

No one deludes himself, least of all those who have given their energies to formation of BMB, that the large job which lies ahead is an easy one. The BMB has $75,000, loaned to it by the NAB to sustain it through its formative year. That amount looms large now as a reserve against the inevitable expenses of development, and broadcasters should find comfort in the fact that their Association was sound enough financially to launch the enterprise. But it is a drop in the bucket against the $1,000,000 which it is estimated will be required for each biennial study to establish exact indices to radio circulation.

Some broadcasters may balk at the bill they will have to pay, before they take time to reflect upon the benefits they will enjoy. Many balked, it will be recalled, at subscribing to the $125,000 fund which put over the Retail Promotion Plan. Yet careful surveys now show that the 233 stations participating in that enterprise have profited by increased revenue from department stores in a ratio of 26 to 1 against the contribution they made.

It should be remembered that the most responsible national advertising interests in the nation, the AAAA and the ANA, are joining with the NAB in backing this important effort. Certainly the enthusiasm of the broadcasters will be no less than theirs.

Beyond this practical and apparent factor, there is the notable move of the American Newspaper Publishers Assn. to increase the budget of its Bureau of Advertising to $1,000,000, the sum earmarked for research and retail promotion. It may be only a coincidence that the ANPA project comes on the heels of the remarkably successful results achieved by the NAB's Retail Promotion Plan.

There can be no doubt that the impact of advertising must have more critical definition in the world of the future. Publishers recognize it. Broadcasters must recognize it.

The first step—the BMB idea—was taken firmly and with enterprise. The second step—formulation and adoption of a plan—has had equally uniform support. Now comes the Seven League stride of making it work—obtaining the right executive direction and getting the funds. BMB becomes the individual broadcaster's problem and its success depends upon his energy and imagination and will. In the foreseeable future, one can envision the BMB shield displayed as the symbol guaranteeing authentic coverage data.

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Couldn't Do Better

IF PRESIDENT ROOSEVELT had combed Who's Who, he couldn't have done better. That about epitomizes the reaction to the appointment of Paul A. Porter to membership on the FCC as the successor to Chairman James Lawrence Fly.

The sequel to the Porter nomination—designation of Commissioner E. K. Jett as interim chairman—also is more than favorably viewed. The two appointments, which came the same day, are pointed recognition of the importance with which the Administration regards broadcast services in these critical times and in the light of the unprecedented development ahead.

Thus Paul Porter and "Jack" Jett become pegged as the No. 1 and No. 2 man, respectively, on the FCC. If there were such a post, Mr. Jett, engineer and allocations expert, would be the vice-chairman.

Paul Porter, at 40, will be the youngest man ever to hold the chairmanship. But he is no novice in Government. Since he came to Washington in 1933 he has been in Government service all but about three years, and those three years were spent with CBS as its Washington counsel. At OPA, where he was deputy administrator, he distinguished himself when virtually all other units of that beleaguered war agency were under Congressional and public fire. He went to the Democratic committee as publicity director at the President's behest, and in typical Porter fashion did a thumping job of it.

There probables are purely partisan repercussions but Mr. Porter's confirmation can be expected in due course.

The chairman-designate is a liberal. He has driving energy, plus a sparkling personality. Radical departures in current FCC policies are not to be expected. Those things that will be accomplished, will be done in good grace, without the rancor and bitterness of past episodes which have found licensees and the FCC at death grips.

It is because Mr. Porter knows radio at first hand, having toiled in the craft, that broadcasters generally applaud his appointment. Anybody familiar with the vagaries of radio must appreciate practical operating problems. The FCC hasn't been overburdened with that sort of concept in the past.

Implementing this radio background is Mr. Porter's experience as a newspaper reporter and editor (having in mind the kinship of radio and the press), as an attorney, and as a Government administrator with a consistent record of achievement. He is personally acquainted with the Chief Executive, which means that when problems of extraordinary magnitude arise, they can be covered at first hand.

Mr. Porter is no crusader and doesn't regard himself as having a mission in life. He didn't seek the FCC post, having had numerous tempting offers to return to private life. Those who suspect that because of his engaging personality, he will be a push-over as a regulator, are in for an awakening. He gets along with people—almost everybody—but he gets things done.

New radio legislation is overdue. Even the most pessimistic predict it during the next Congress, or within a year or two. Paul Porter's faculty of getting along augurs foraction. We look hopefully toward a joining of hands by Congress, the licensees and the FCC.

Our Respect to—

WILLIAM WALLACE ORR

WHEN Wally Orr wants to get something done—and there's plenty of it—he follows a formula. It's a simple formula: Man-to-man contact.

The formula works, and it works well. It has taken Wally to a vice-presidency at N. W. Ayer & Son in the main office at Philadelphia. His election was announced Tuesday.

Broadcasters, especially those in the Atlantic Refining Co. marketing area, are familiar with the Orr man-to-man formula. During a decade of Atlantic sports broadcasting over special hookup, he has made it a point to meet personally and discuss problems with the executives of every station on the network.

That idea was put into operation early in Wally's business career. In 1929 he left a freelance promotional business in Detroit to join General Motors in charge of the publication contract department. There his personal contact formula was born and there it was developed with good results for both General Motors and Wallace Orr, for during an 18-month stretch he interviewed the newspaper publishers in every city of more than 100,000 in the nation, getting bulk space discounts.

In the fall of 1930 Wally joined the Ayer business promotion department in the home office. In 1933 he was transferred to the special service department as assistant representative on the Atlantic Refining account. Three years later he was named representative.

His outstanding work has been done in the field of sports broadcasting. In 1936 he set up the first Atlantic Refining sports broadcast, with local coverage of big league baseball on WIP. The same year he managed to break down the traditional resistance of the Big Three to football broadcasts by putting Yale on the Yankee network. Penn and Pitt followed and since that time Harvard-Princeton and the Naval Academy have joined the list.

Looking back over the Orr career, a number of other "firsts" point up the claim of his associates that he is a business pioneer. For example, he arranged the first commercially sponsored television broadcast of a sports program in 1940, putting Penn contests on the Philco station, WPTZ. Then he has lined up dozens of difficult hookups for Atlantic sports coverage, which includes professional, college and high school events.

These sports programs have been continued without interruption during the war years. Perhaps one reason for their success can be found in the fact that Wally is extremely fond (Continued on page 44)

BROADCASTING • Broadcast Advertising
Industries in the making. An Inland Empire Smelter converts raw ore into the zinc that feeds world industries. One-third of the nation's lead, one-fourth of its silver, much of its zinc, copper, gold, and magnesite comes from this area; and KHO's Complete Coverage reaches even the most remote parts of it. It converts sales messages into sales at the cost of just one medium.
IRVING G. ABELOFF, program service manager of WEVA Richmond and chairman of the camp liaison committee of the Richmond Chamber of Commerce Armed Services Committee, has been awarded the Certificate of Commendation by BRIG. GEN. GEORGE A. HORKAN, commander of Camp Lee, for meritorious service in the war effort.

CHARLIE HARRIS, former director of the War of Camp Certificate, has been named assistant program manager of WIRG Washington, D.C., under LT. MICHAEL STOKEY, former director of CBI, who is now stationed in Roswell, N.M., as B-41 instructor.

KATHERINE SHI, manager librarian of KIRA Denver and TED BENTLEY, announcer, were married Nov. 25.

ALLAN LISSER, m.c. on Quiz of Two Cities on two Don Lee stations (KML, KFRC) has been named assistant news editor of AFRC San Francisco, CHARLES HARRIS, formerly of WIRE Indianapolis, has been added to KFRC newsroom.

GLENN HARDY, newscaster of Don Lee Broadcasting System, Hollywood, is the father of a boy.

ROBERT HANNA, former announcer of WRAV Milwaukee, Fla., has joined KDFJ Los Angeles.

WLIB News Section

WLIB New York is setting up a special news editing department and has appointed Fletcher Coates as acting news editor effective Nov. 27. Mr. Coates was formerly news editor of CHNS Halifax and worked on newspapers there. Dorothy Beckman has been named assistant program director. Formerly publicist director of WQXR New York, Miss Beckman has been with the radio bureau of the Office of War Information for the past two years, handling special events and writing Answering You, broadcast by BBC. The appointments are in line with a reorganization and expansion of personnel effected since Mrs. Dorothy M. Thackrey, New York Post publisher bought WLIB.

KAY W. RICHINS has been promoted to assistant program director of KDFJ Salt Lake City.

HARLAN DUNNING, former program director of KEIP San Francisco, has joined NBC Hollywood as producer.

SIE McLOST, KOVO News, Mont., announces that owing to illness he will still have to use crutches for a few weeks.

HELEN PARK, newspaper woman in Philadelphia and Chicago, has resigned the public relations staff of WCAU Philadelphia as assistant to BOB FYSON, special events and educational director.

TED DEVLIN, announcer and producer of CBB Vancouver, has resigned as announcer to the staff of WCHS, Portland, Oregon.

WILLIAM McCLELLAN and SHIRLEY COLLINS, both members of the War of Camp Certificate, have left WFIL Philadelphia, and SHIRLEY of West Coast, has resigned from the editing department of WQXR New York, since last May on a special writing assignment for the Army Special Services, has joined the video station as a staff writer.

BURLAND TRENCHARD, program director of WERG Newark is convalescing from a heart attack.

MARY MALONE, former WBCN guide, has been assigned to the writing staff of the NBC script division.

ROBERT HUNLEY, radio editor of the Chicago Daily News, resigned last week to open his own radio repair shop in Chicago.

RUSSEL NYAN, WJAF Chicago announcer, has been promoted to chief announcer and production manager of the station.

Savage Promoted

ROBERT J. SAVAGE, formerly assistant director of merchandising at WLW Cincinnati, has been made director of sales promotion in a realignment of the staff of the Promotional Activities Dept. announced by John Murray, general manager of WLW, Earl Shumard, assistant editor of The Billboard, the company merchandising paper, becomes acting editor, with Madeline Kelly, a member of the promotions staff, assuming duties of writer. Richard Fanning, manager of the grocery division of the WLW Merchandising Dept., is elevated to the post of director of grocery trade relations. Will White, who came to the station recently from KRNT-KSO Des Moines, will do writing for the Sales Promotion Dept.

WEEL Staff Changes

EXECUTIVE personnel of WEEL Boston has undergone changes following the recent appointment of Harold P. Fairless as manager of New England operations for CBS. John Murray, auditor, has been made assistant general manager; Fred Garrigus, director of religious, educational and war programs becomes assistant program director under Robert F. Hoston.

Ray Girardin becomes production manager on a full-time basis, assisting Mr. Hoston with the program operation of the station; and Mrs. Helen Pine, assistant to Mr. Murray, becomes WEEL accountant.

GENE KRUPA

The "ace drummin' man" began his professional career in 1927. After appearing with Red Nichols, Irving Aaronson, Mal Hallett and Buddy Rogers, he became Benny Goodman in 1935. In 1939, he formed his own orchestra. His drum solo work is heard on IDA, with the Goodman Trio; TUNIN'- UP, KEEP 'EM FLYIN', and KICK IT are by his own group.

Two IN LOVE OK 6447
ROCKIN' CHAIR OK 6306
GREEN EYES OK 6222
DRUM BOOGIE OK 6046
BALL OF FIRE OK 6563
THE BIG DO OK 6034

These are but seven of the forty eight BMI-licensed titles which Krupa has recorded.

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Little Elmer says: “It doesn't take higher mathematics to tell why WGN leads all other major Chicago stations in volume of local and national spot business.”

A Clear Channel Station

CHICAGO 11       ILLINOIS
50,000 WATTS    720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

DISCUSSING sales technique and Energine plans for 1945 at a two-day meeting in New York is guest speaker I. H. Bander (center), vice-president and general manager of McKesson-Robbins, distributors of Energine. Others are (l to r): Robert T. Meyers, Energine account manager for Young & Rubicam; J. N. Cooke Jr., vice-president of Compton Co.; division of Sterling Drug; O. J. Nickel, manager of sales of Cummer Co.; Don O’Brien, Young & Rubicam Energine account executive.

FC&B Promotes Four
ELECTED as vice-presidents of Foote, Cone & Belding are J. Hugh Davis, Pepsodent account executive; Harold H. Weber, research director; Leslie G. Moseley, Armour account executive; all of the Chicago office, and Jack Smock, Union Oil account executive, Los Angeles office. Mr. Weber will also head research activities of the New York, Los Angeles, Hollywood and San Francisco offices.

Compton Names V-P’s
LEWIS H. TITERTON, radio director of Compton Adv., New York, has been appointed a vice-president. Formerly manager of scripts of the NBC program department, Mr. Titterton joined Compton as a radio director last February. Others also promoted to vice-presidency include Ted Patrick, director of copy and Muriel Haynes, head of radio copy.

Chicago P. A. System
STATE STREET COUNCIL, Chicago, city trade group, is sponsoring a mile-long sound system with 80 loudspeaker outlets to broadcast at least two hours a day news from the warfronts, the progress of the Sixth War Loan Drive and special events such as Community War Fund, Navy Pier Exhibit and Christmas carols.
Thousands of Wisconsin families stay tuned to WMFM in all weather. Their appreciation of this pioneer station is even greater when natural or man-made static renders reception of AM unsatisfactory.

In calm weather, in violent weather, WMFM gives Wisconsin listeners crystal-clear, static-free, life-like reproduction.

WMFM gives Wisconsin listeners much more. It gives them a balanced schedule of distinctive, quality programs, keyed to their wants and needs.

To advertisers, WMFM gives a family of eager, receptive listeners . . . listeners intensely loyal to WMFM.

Plan now to include WMFM in your next schedules. Find the prestige-building, sales-stimulating value of WMFM.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Branham Co. Expanding Radio Staff, Adds Two

IN AN EXPANSION of the radio staff of the Branham Co., station representatives, Warren M. Morton, formerly of the Katz Agency and previously with the William J. Morton Co., New York, has joined the New York office. He will work with Joe Timlin, manager of the radio department.

Branham also announced appointment of George Harding to take charge of the radio department of the Dallas office for the southwest territory. Mr. Harding was formerly commercial manager of KWBQ Corpus Christi, and for several years handled local sales for KRLD Dallas.

Beltz Now Captain

WILLIS H. BELTZ, former RCA Victor West Coast transmitter sales manager, has been promoted to a captancy in the U. S. Naval Reserve. He remains in his same post as radio material officer for Philadelphia Navy Yard and the Fourth Naval District. Capt. Beltz was called Capt. Beltz to active duty in the Navy in July 1941 and until a few months ago was stationed at Bureau of Ships headquarters in Washington, in connection with radio material.

NORMAN CORWIN, CBS New York writer-producer, has taken leave of absence for balance of current season to complete editing his new collection of radio plays, Untitled and Other Plays.

FULTON LEWIS, JR., is known by the Company He Keeps... Happy

DEPARTMENT STORE—"... he is the one factor which has increased our figures higher than any other outlet."

MEN'S CLOTHING STORE—"... gives a fair and convincing analysis... his listeners are receptive to our sales story and... refer to his broadcasts."

SAVINGS AND LOAN CO.—"... he is "tops" with all of us here..."

BAKERY—"... our entire organization is highly pleased with the favorable results and reactions received from the trade and the public..."

RADIO MANUFACTURER—"... Letters expressing appreciation of Fulton Lewis, Jr., have poured into our factory by the hundreds..."

BANKING CO.—"... we feel that this portion of our advertising is dignified, beneficial..."

FULTON LEWIS, JR., is now heard on more than 210 Mutual stations with over 130 Sponsors. For sponsorship in your city call, wire or write...

WM. B. DOLPH, BARR BLDG., WASHINGTON, D.C.

ORIGINATING FROM WOL WASHINGTON, D.C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

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Modern transmitters require little maintenance—but when they do, ease of maintenance is important.

In Westinghouse Transmitters all units are easily accessible, both for inspection and maintenance.

Complete protection to operators is assured by interlocks on doors to all compartments in which dangerous voltages are present. Controls are of the dead front type, instruments at ground potential for maximum safety.

Indicator lights flash circuit conditions to the operator in case of overload, making it easy to check up for the possible cause of the interruption.

We will gladly furnish complete information on these and other advantages of the HG-5-KW and HG-50-KW Transmitters, such as: Low Operating Cost, High Fidelity Signals, Continuity of Operation, Simplicity of Control.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse Transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.
Radio Advertisers

Fawcett Publications, New York, through L. E. McGivens & Co., New York, newly appointed agency for True Story and Life Story magazines, man use radio. McCann-Erickson, New York, has been named to handle advertising for all other Fawcett publications.

Presto Recording Corp., New York, manufacturers of sound recording equipment and discs, has named M. H. Hackett Co., New York, as agency.

Lynn A. Saylor, sales promotion manager of Certain-Tec Products Corp., Chicago, has also been named advertising manager.

Schuler & Burch Biscuit Co., Chicago, began sponsorship Nov. 20 of six station break announcements weekly on WBBM Chicago. Contract for 25 weeks was placed through McJunkin Adv., Chicago.

Smith Bros., Poughkeepsie, N. Y. (tough drops), has started five weekly announcements on a number of Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

Standard Brands, Montreal (Fleischmann's yeast) has started three daily announcements five days weekly on 46 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

Dale Sanderson, former assistant advertising manager of Armor & Co., Chicago, has joined Oster Mayer & Co., Chicago, as advertising manager.

American Brewing Co., New Orleans, is sponsoring Washington correspondent Harold Noven's syndicated column on Saturday Washington Intermezzos over WPL New Orleans at 10 p.m. Each broadcast highlights a national or international personality.

Hollander Spots

A. Hollander & Sons, New York, through the Grey Adv., New York, on Nov. 19, started a series of five-weekly participating programs for its rejuvenation and cleaning process of forks on 12 stations in the East and Midwest. Stations include WBBM WEAC WCAU WPIC WKBW KOLC KOJO LO MRC KOMO WLW KDKA WCAE WJR WGAN. Other stations may be added.

Victory Packing Co., Los Angeles (Meat-Vee Fresh), Hollywood, on Nov. 18 started weekly quarter-hour It's a Dog's Life on KFI. Firm is using participation four times per week in Peter de Lima's programs. Contracts are for 12 weeks. Bays & Bieeleston Adv., Los Angeles, has the account.

Anatole Robins, Hollywood (cosmetics), on Nov. 20 for 12 weeks started two-weekly participation in Norma Young's Happy Homes on KHJ. Firm also uses weekly participation in Make Edies Room on KFWB. Agency is Darwin H. Clark Adv., Los Angeles.

Douglas Aircraft Corp., Santa Monica, Calif. (employment), on Nov. 15 for seven weeks started sponsoring a six-weekly quarter-hour recorded musical program on KNX Hollywood. Similar schedules are sponsored on KFI KHJ KFWB. Agency is The Basic Co., Los Angeles.


C. L. Miller Co. has been appointed as agency for the Cooter Co., Chicago, distributor of grocery and household products in 35 states. Local radio and newspapers are being used.

Howard W. Rapport, former art director of the Celotex Corp., Chicago, has joined Butler Bros., Chicago, as creative advertising manager, succeeding Carl Hartsberg, new advertising manager for Flote Cose & Building, Chicago.

Consolidated Biscuit Co., Louisville, on Dec. 4 renewed six-week contract for participation in Sunrise Salute and Housewives Protective League five weekly on WBBM Chicago. Agency is Ruthrauf & Ryan, Chicago.


McClatchy Broadcasting Company

Sacramento, California

WCKY

WJRE

WJRL

WJRS

Rex Davis

4 Times Daily

Broadcasting • Broadcast Advertising
KNIGHT ERRANT of the barnyard, the Rooster is EXCLUSIVE because of his courage, gallantry, endurance ... and because of the sense of justice he asserts on occasion. Armed with fierce bill, sharp spurs, his comb for a helmet, he is jealous but chivalrous in the treatment and defense of his dependents. Born fighters, Roosters sometimes form fast friendships and obstinately decline combat with each other.

FIRST FM VOICE in the Kansas City Area ... and its Only Prewar Spokesman ... K-O-Z-Y is EXCLUSIVE because it continues to provide the proof of the pudding ... “first-run features only” ... that is, EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING! If You Want FIRST-FAMILY FM in Kansas City, KOZY’s Got What It Takes Today and Tomorrow. Write for Rate Card 3.

EVERETT L. DILLARD  
General Manager  
ELIZABETH WHITEHEAD  
Station Director

FM Radio Station  
KOZY  
PORTER BUILDING • KANSAS CITY, MISSOURI  

FM Pioneer in the Kansas City Area
HEALTHFUL
Milk is known as our most nearly perfect food.

MEMPHIS.
Represented by RAMBEAU

G-W Sponsors 'Man Hunt'
MAXON Inc. have purchased the transcribed mystery program, Manhunt, for Greers Island Western Brewery Co. on WSOC St. Louis, Frederick W. Ziv Co. which transcribes the program, is currently releasing a new series of 35 quarter-hour Manhunt dics, each a complete mystery story. Another transcribed series produced by Ziv, Pioneers Parade, has been scheduled on KPRC Houston and WHAS Louisville by Purity Bakers Corp., through Campbell-Mithun Agency. Parade features Jimmy Wellington as mc.

WHBQ News Trade
TRADING time for space, WHBQ Phil. adelphia will broadcast a new series of news programs Monday through Friday, 11:05 to 11:15 a.m. for the Philadelphia Daily News using Mabel Love, women's commentator.

FIRST Anniversary of WJW Cleveland was celebrated at a cocktail party for some 400 guests who have helped and watched the station grow during its first year. William O'Neill, president, received a gold desk clock from his staff.

FIRST ISSUE of the Canadian Broadcasting Corp. House monthly staff publication Radio appeared Nov. 15 with feature articles on the CBC shortwave station at Saskatoon, Sask., public opening; announcing style and French-language program. Editor is V. Frank Segree, Montreal.

CKWX Vancouver has formed a CKWX Employees Benevolent Society with an executive of seven officers representing various departments. The society takes care of staff parties, gifts and presents, and all staff problems.

KOBI Remodels
KOBI Rapid City, S. D., is enlarging and remodeling its studios to accommodate increased power and network affiliation. Combination of modern and ancient Sioux Indian design will be used.

Premiere
ONLY broadcasting audi- torium in the United States sponsored by civic leaders, encouraged and financed by WMF Cedar Rapids Water- loo, Iowa, the Radio Theatre of the Cedar Rapids Radio Council held its professional premiere before a specially-invited audience of 200. Guests included Dorothy Lewis, NAB coordinator of listener activities, and Frances Farmer Wilder, CBS daytime program consultant. Besides their own regular Saturday afternoon shows, the Council will make arrangements to broadcast WMF's most popular daytime live shows before a studio audience so that listener reaction and broadcasters' problems may be studied.

AWARD for superior sales performance, consisting of a large globe and a cash prize, has been made, by the Miami Margarita Co., to C. F. Holbrook, sales manager of Midland Mutual of Roanoke (Va.) distributor of No-Maid Margarita. Presentation took place in studios of WDBJ Roanoke, which carries considerable advertising for No-Maid. Proud participants in the presentation were Roy F. Jordan, WDII manager.

WOBS Paper
WOBS Florence, S. C., now is issuing a monthly four-page house organ WOLS Radio News under the direction of Nat L. Royster, general manager. Chief Engineer Horace Banks has completed installation of new ground wires for the station.

MEMPHIS STATION:
HELPFUL
WHBQ is claimed to be the most nearly perfect medium—delivering MORE people per dollar (listeners divided by rate) than any other MEMPHIS STATION.

MEMO: TO RADIO TIME BUYERS!

WHDH has popular BLUE NETWORK programs
WHDH has many fine local features
WHDH has 5000 watts of power
WHDH operates on 850 kilocycles
WHDH rates are RIGHT!
WHDH is the SMART buy in BOSTON!

THE Business of BROADCASTING

Canada Farm Session
FOURTH ANNUAL conference of farm broadcasters of the Canadian Broadcasting Corp., held at Toronto and Ottawa, considered problems relating to farm broadcast administration and policy. Sessions were held at Ottawa with the deputy minister of the Dept. of Agriculture. Those attending were Harry J. Boyle, CBC supervisor of farm broadcasts, Toronto; Par- gus Mutrie and Ab Kemp, CBC Toronto; Tom Leach, CBR Van- couver; Ron Howard, CBC Halifax; Peter Whitall, CBC Winnipeg; Jack McPherson, CBC Toronto; L. D. Tilden, CBO Montreal; Norman Creighton, CBC Halifax; and Orville Shugg, former CBC supervisor of farm broadcasts, To- ronto.

The CBS Station for a million people in 22 counties of 3 states...the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. Spartanburg, S. C. CBS Represented by Hollinger
Paul Appleby New Director of KIRO

Assistant Budget Chief Elected Queen City Vice-President

PAUL A. APPLEBY, who concluded a 10-year Government career when he resigned last week as assistant director of the Bureau of the Budget, returns to private industry Dec. 4 as vice-president and general manager of the Queen City Broadcasting Co., operator of KIRO Seattle. Mr. Appleby, new to radio, will be a stockholder in the KIRO firm and a member of the board. His managerial functions will include direction of all Queen City Broadcasting Co. enterprises, including prosecution of an application for a new 1000 w station in Boise, Ida., now pending before the FCC.

Quilliam Leaving

H. J. (Tubby) Quilliam, general manager of KIRO, who recently purchased controlling interest in KTBI Tacoma, will leave his present position to devote full time to his new property. Mr. Appleby will manage KIRO until a successor to Mr. Quilliam is named.

Mr. Appleby, a newspaperman before he joined the Government in March 1933, was born in Greene County, Mo. Sept. 13, 1891. He won an A.B. degree at Grinnell College in 1913 and in 1914 was awarded an LL.D. by the same institution.

He published weekly newspapers in Montana, Minnesota and Iowa from 1914 to 1920. For the next four years, he was editor of the Iowa Magazine, published in Waterloo. From 1924 until 1928, he was an editorial writer for the Des Moines Register & Tribune. He published weekly newspapers in Virginia for the next five years.

Mr. Appleby served as executive assistant to the Secretary of Agriculture from 1933 to 1940. In 1941 and 1942 he was chief of food missions to Great Britain and chairman of the International Wheat Conference. He became chairman of the International Wheat Council in late 1942, serving in that capacity and as adviser to the Lend-Lease Administrator through 1943. He was a member of the American delegation to the United Nations Conference on Food and Agriculture in 1943, joining the Bureau of the Budget in 1944.

Why all the KPO billboards and KPO ads...and publicity...and special KPO announcements?

Because we’re promoting NBC’s Parade of Stars heard day and night over...It’s another way we’re making ever larger the greatest single listening audience in Northern California!

Thus we bring you this KPO market at lower and lower cost per sale.

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

ESTABLISHMENT of Hollywood television workshop calls for shows every two weeks on Hollywood television stations (WXZ7, W6XAO), according to Affiliated Television Committee. Milton Merlin, of Screen Writers and Radio Writers Guilds, was appointed chairman.

BROADCASTING • Broadcast Advertising

November 27, 1944 • Page 55
Warner Cites Objections of Amateurs To Allocations Proposed by Panel 2

EDITOR BROADCASTING: In your interesting report of the RTPB frequency recommendations at the conclusion of the FCC allocation hearings, you correctly show that the RTPB recommendations would displace the amateur 26-30 mc band to 27-29 mc and would halve our 56-60 mc band to 58-60 mc. You correctly report us as objecting to the first proposal but you don't say boo about our similar objection to the more important second item. What will your ham readers think of us? We do object to both proposals. In RTPB Panel 2 we filed a sort of minority report, which was read into the FCC record when RTPB reported. This stated that the League * * * cannot regard as acceptable the proposals to displace the amateur band 25-30 mc and to cut in half the amateur band 56-60 mc. Both in data submitted to this panel and in testimony adduced before FCC during the present hearings, it has been point out that a very great increase in the number of amateur stations is to be expected after the war and that a minimum provision for them requires the maintenance of the existing widths of the amateur bands in this part of the spectrum.

The desirability of maintaining the harmonic relationship of the amateur bands as high as 60 mc has also been pointed out. While it is to be expected that the space between the amateur bands will now become occupied by other services, it is felt that there is necessity for distinguishing either the modest dimensions or the locations of these amateur bands, which were the first assignments in this part of the spectrum. Unlike most of the services represented in the panel, the amateur service has not asked for expansion of its existing bands, but instead has proposed merely that they be continued in their present dimensions.

...So far as this, too!

Never let it be so'd that WMMN is giving advertisers one of America's Greatest Direct Response Audiences through the exclusive presentation of American Folk Music.

A reasonable balance of modern tunes to tickle young dancing pumps, the semi-classical and the works of the masters without a softening up treatment, all play their part. But woven throughout our entire operation is that personality-plus injection that compels a lot of folks to like us a lot.

That's why we produce a lot!

ASK A BLAIR MAN

Columbia Network
WHERE DO MOST TOWN FOLKS SHOP? ON THE MAIN STREET, OF COURSE. AND WHERE DO MOST WESTERN FOLKS "SHOP" FOR THEIR RADIO ENTERTAINMENT? ON THE MAIN STREET OF WESTERN LISTENING... THE NBC WESTERN DIVISION.

JUST AS THE LEADING STORES ARE LOCATED ON MAIN STREET, SO THE OUTSTANDING RADIO PROGRAMS ARE FOUND ON NBC. SUMMER AND WINTER THIS NETWORK HAS MORE TOP-RANKING SHOWS THAN ANY OTHER, PRESENTING FOR ENTERTAINMENT THE BEST IN VARIETY, COMEDY, MUSIC, DRAMA, NEWS COVERAGE, EDUCATION... REASON, INDEED, THAT NBC HAS MOST OF THE LISTENERS MOST OF THE TIME HERE IN THE WEST—JUST AS IT DOES IN OTHER PARTS OF THE NATION.

THE WESTERN DIVISION OF NBC HAS HELPED WIDEN THIS MAIN STREET OF WESTERN LISTENING, CONTRIBUTING A LONG LIST OF STELLAR PROGRAMS WHICH ORIGINATE HERE IN THE WEST. IS IT ANY WONDER THE NBC WESTERN DIVISION OFFERS TIME BUYERS AN ADVERTISING MEDIA THAT IS HARD TO EQUAL?

WESTERN DIVISION
HOLLYWOOD SUNSET AND VINE • SAN FRANCISCO TAYLOR AND O'FARRELL

OF THE NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF THE RADIO CORPORATION OF AMERICA
Lever Bros. Celebrates First Video Anniversary With Three-Fold Program

FIRST anniversary of continuous weekly half-hour television shows by Lever Bros., on behalf of Spry, Rinso and Lifebuoy on the Dumont station WABD New York was held Nov. 22 with a threefold celebration. The anniversary program, marking the 53rd telecast included a special Thanksgiving program and television adaptation of Lever’s CBS daytime radio series for Spry, Aunt Jenny’s Real Life Stories. The first Lever Bros. show was presented Nov. 3, 1943, but the celebration was delayed because several programs were donated to the Sixth War Loan drive.

The soap and food firm has featured in the past year musical-vacancy shows with prominent entertainers and illustrated news talks with Samuel H. Cuff, WABD station manager and Patricia Murray, “Miss Television” of the New York World’s Fair, as m.c. and announcer.

Television techniques for presenting the commercials were devised by Lee Cooley, television director of Rothrauff & Ryan, New York. In many cases regular radio commercials were adapted for television presentation. Turntables to give motion to static objects also have been used from time to time for effective commercial presentations.

Stream-of-consciousness commercials are frequently used by superimposing film shots. In the case of Lifebuoy commercials, the thoughts of a person having B.O. are represented by a superimposed miniature film shot of the person beingberated for not using the soap. At one time, pairs of clothing were pulled out of a large wooden dummy box of Rinso as Miss Murray explained how clothes can be washed clean with soap powder.

Commercials for Spry usually employ kitchen demonstrations showing how the shortening can be used for cooking.

Mr. Cooley said commercial technique as used in radio can be adapted successfully for television but it will be difficult to determine its effectiveness until there is a national television market. He felt that better television programming depends to a great extent on improved studio facilities.

Canada Data Extended

EXTENSION of the continuing study of radio audiences to include both special analysis of network audiences and the territory of Newfoundland, has been announced by Elliott-Haynes, Toronto and Montreal research firm. The continuing study of radio audiences by Elliott-Haynes for largest Canadian cities, Montreal, Toronto, Winnipeg and Vancouver. This is to be enlarged shortly to cover a total of 15 Canadian cities from the Atlantic to the Pacific coasts, and it is later to be extended to give the complete list of the additional 11 Canadian cities is not yet available.

Now Maj. Sherman

JOHN D. SHERMAN, on leave as chief engineer of WCTN St. Paul and as technical adviser of North Central Broadcasting System, has been promoted to a majority in the Army Air Forces. He is attached to headquarters in Washington as communications officer of the Emergency Rescue Branch. Maj. and Mrs. Sherman became the parents of their fourth son in September.

BAND FOR VETERANS

Hooper Requests Allocation For Returning Experts

AS A MEANS of exploring the radio spectrum above 10,000 mc and of making use of the vast technical experience thousands of war veterans have gained in the service, Rear Adm. Stanford C. Hooper, USN (Ret.), former Chief of Naval Communications and pioneer communications engineer, has suggested that the FCC allocate a band 2,000 mc wide to be known as “World War II Veterans Amateur Mobile Service Band.”

Under Adm. Hooper’s plan the veterans’ band would be for use in private automobiles in “any way they wish”, with one provision “that there be designated a few calling channels within this band and it be, for a while, only licensed” for World War II veterans.

“Thousands of experts in radio will be returning as veterans of this war, full of experience in new ways using radio in crowded areas in the services, and full of ideas and ambition, as to the parts they may play in the future in the application of new electronics services for the advantage of the public,” said Adm. Hooper. “It would be a grave thing to give them special consideration in the ether, for a short period, especially where there is no demand for channels, and the public would profit from the developments which are certain to result.”

Philippines Link

COMMERCIAL radio service between the Philippines and the United States was reestablished Nov. 14 with opening of a Press Wireless circuit direct from the islands to Los Angeles, the first commercial communications link to be put in operation since the Japanese invasion. The first dispatch was a news message for United Press. The new Pacific link will be available to networks for news and radio photo material. It was made possible by action of the FCC, Joint Chiefs of Staff and Board of War Communications.
You have to know to design for quality . . . efficiency . . . reliability.

In FM equipment these factors are vitally important and can only result from proved ability.

You will find this ability at Federal — whose engineer-specialists know FM.

Federal's broadcast equipment has earned an enviable reputation . . . the end result of a long list of impressive achievements. It was Federal's engineers who contributed their knowledge to the development of the "Micro-ray", the forerunner of modern high-frequency technique.

This pool of research and development experience, working in the same tradition of perfection, is now responsible for Federal's FM equipment — the ultimate in modern engineering design.

Look to Federal for complete FM installations . . . antennas, cables, transmitters, transformers, vacuum tubes . . . all backed by Federal's name . . . the name that stands for the best in broadcast equipment.
EDITORS, BROADCASTING:

Several of us sitting out in the South Pacific this afternoon listening to the G. Lakes-Ohio State athletic battles were very grateful to "radio" for bringing us the games, with its touch of home — and very unhappily about our complete inability to hear what the hell was going on during the exciting periods of the game. The very able announcer got so excited during the "good spots" that his voice went into an un-understandable jumble of syllables.

The announcer is too good to be doing this by accident. I would think it must be that he believes this is good for audience reaction. I can't remember what my own thoughts were at home under similar circumstances, nor can the other men sitting here. But we are thoroughly disturbed by the inaudibility today. It isn't reception — we've got an excellent signal. It's the speech of the announcer — his excitement. One listener said: "What's he, an amateur?" Those of us who knew replied: "Hell, no. He's the best-known football announcer on NBC." Came back the comment: "He must be kidding us or himself, and I think he's kidding himself.

Just forwarding this for information. We're getting the score and the gist of the game, even if excited-speech cuts us out of the details of the hot spots. I think, from observing "listeners" out here, that they like, and have been trained to prefer, straightforward, audible, unbiased reporting — on sports, news, etc. That's something I'm going to keep in mind when I get back in radio — and that might be worthwhile thinking about even now.

HOLMAN FAUST, Lt. Comdr., USNR.

Editor's Note: Lt. Comdr. Faust is vice-president of Mitchell-Faust Advertising Co., in charge of the promotion for the South Pacific, where he is serving as commanding officer of the USS & Recreation Squadron. Lt. Comdr. Faust was radio officer of the 9th Naval District in Chicago.

It may have escaped Lt. Comdr. Faust that the broadcast's play-by-play lost its clarity in the shortwave transmission from the mainland. Newsmen assigned overseas whose voices must carry over the rippling tones of high frequency transmission before received, slow down their normal speaking pace to attain clarity. Shortwave transmission cuts off highs and lows in the voice; inaudible, and the monotonous voice can easily become a mumble if the tempo is too rapid. There are an idea here however. Men selected to entertain our fighting forces at the war fronts should deliberate a mile at no cost to the home audience. The boys over there would appreciate it.

CINE STUDIO PLANS VIDEO SYNDICATION

ESTABLISHMENT of Cine-Television Studios to service the industry with commercial motion pictures and television films, operating in conjunction with a distribution division, Motion Pictures Network, has been announced by Fred H. Fidler, managing director.

With general offices at 100 East 42d St., New York, and television laboratories in the Grand Central Terminal Building, Cine-Television is to function as consultant and production supervisor in filmed television programming and sponsored films, with production for national syndication as its eventual goal.

Mr. Fidler resigned from J. Walter Thompson Co. last June. With him in the production end of the new organization are: Yasha Frank and James Leaman, both formerly with CBS and Rose Gray, who has done producing and casting in music and radio. Writing will be headed by Rohama Lee, writer for the screen, press and television.

The sales staff associated with MPN includes "Beg" Rollinson, as sales manager, formerly with John A. Cairns Co.; William B. Ogden, as salesman, formerly with WMCA, NBC; Doris Lerno, head of distribution development, formerly on the film staff of the Coordinator of Inter-American Affairs; and Roberta Dufton, research sales service and office manager, for 11 years associated in research with Miller Mc Clintock.

HARRY WISMER, Blue Network, receives the Sporting News award for the second successive year, as outstanding sports announcer, in a special broadcast on the Blue Group around the trophy series (1 to 7). Arthur Flynn, New York representative of Sporting News; Edward J. Noble, chairman of the Blue; Mr. Wismer, and Mark Woods, president of the Blue.

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches...

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,235,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
We Spell Radio with Three R’s

And we’re talking about those original red-schoolhouse R’s... about the practical use of radio as an instructive medium... about bringing the classroom as well as the concert hall into the home. We at WMCA believe that it is an essential function of radio to bring listeners of every age programs that are frankly and avowedly educational. We believe that education can be fused with entertainment and we present herewith several pioneering efforts in this field. Radio must increasingly bring new intellectual vistas to its listening audience... guiding... instructing... inspiring young and old. These educational programs are some of the many reasons why more people around New York are listening ever more attentively to WMCA—“America’s Leading Independent Station”.

Represented by Weed & Company

让我们听一个故事
温暖而亲密的儿童故事讲述一小时，配以最受欢迎的青少年故事。9:00 a.m. 周日。

冒险进入思想
作为一系列完整电台教育课程的首演。实际心理学研讨会由卡罗尔·C·普拉特博士在罗格斯大学举办。10:00 p.m. 周四。

探究父母
由爱德华·G·奥斯本博士在哥伦比亚大学提供实用建议，帮助解决抚养孩子时出现的日常问题。12:45 p.m. 周日。

音乐之地
不寻常的录音歌曲、旋律和音乐奇观，特别为小孩的耳朵设计。8:35 a.m. 周日。

 Quizdom Class
$1000现金奖学金用于资助大学生，通过参加每周的 Quizdom Class 优胜者竞赛，9:30 p.m. 周五。

劳动仲裁
高中和大学团体观看实际集体谈判，在实际的劳动仲裁中见证广播节目的播放，由塞缪尔·R·扎克。9:00 p.m. 周日。
Service Group Formed For Talent and Sponsors

OFFERING radio and television talent a business service and to broadcasters and agencies various programming and production services, Radio and Television Service Co., to be known as Ray-Tele has been formed by Allen Kaye-Martin, with headquarters at 504 Fifth Ave., New York and offices in Chicago.

Mr. Kaye-Martin is producer and manager of Ida Bailey Allen's 'The World Homemakers,' participation program on WGN Chicago, one of a group of homemakers shows offered whereby advertisers may participate in programs broadcast locally on stations in 40 major markets with uniform script and merchandising.

Other Ray-Tele activities include live and recorded programs for local airing, tailor-made network package shows, a sound library, recording and cataloging the voices of talent for reference by producers and directors, telephone service, hospitalization plan, lectures, and gold mine awards—two annual cash prizes for the best program ideas. Hill Adv., New York, will promote the company.

Christmas Eve Special

RUST CRAFT PUBLISHERS Co., Boston, makers of Christmas cards, will sponsor the Sunday 5-5:30 p.m. period on over 200 MBS stations on Christmas Eve only, presenting Dicken's "Christmas Carol". Agency is H. B. Humphrey Co., Boston.

Chappell to Canada

DR. MATTHEW N. CHAPPLE, New York researcher and psycholoigcal consultant of C. E. Hooper, has joined Elliott-Haynes, Toronto research firm, as vice-president in charge of technical operations. Dr. Chapman will leave his New York business and move to Canada but will keep in touch with United States operations through a New York office to be opened by Elliott-Haynes, at 51 East 42d St.

NBC men!...THE WHISPERER

This daily program holds in 1923 and even November Washington IS R C., WHISPERER program voices of Dicken's will RUST CRAFT program features, a sound package local live merchandising. shows offered and manager Chicago. AVE., New York and manager HARRY HUMPHREY Corp., New York, as sales manager of division, has joined the Freed Radio Division, has joined the Freed Radio Corp., Chicago. Shows, a sound promotion manager.

WLB Approves Wage Hike

APPROVAL BY the War Labor Board of wage and rate-range increases for technicians of KYW Philadelphia was granted after negotiations between American Communications Assn., (CIO) and station management, Richard E. Shipp, union secretary, announced. The rate-range increases the minimum from $45.50 to $75.50, and periodic increases were raised from $1.50 to $2.00 every six months.

FRANK M. SCHMIDT, formerly with tube and equipment advertising activities of the Radio Corp. of America, RCA Victor Division, has joined the Freed Radio Corp., New York, as advertising and sales promotion manager.

DONALD SHATTUCK has been named manager of the contract receiver section, specialty division of electronic department of General Electric Co. J. B. NELSON has been named sales manager of industrial tubes.

HAROLD BECKHOLT, chief engineer of WSPA-Spartanburg, S. C., is the father of a girl. BETTY CALDWELL, formerly of WCOA Pensacola, has been added to the WSPA-Spartanburg, S. C. transmitter staff.

GEORGE PEARCE, engineer of WPNP Philadelphia from Nov. 18 married CLAIRE REON.

LOUIS KIRKPATRICK, on the control staff of KYBC Austin, Tex., is the father of a boy.

FRANK O. ZIMMERMANN, formerly with Westinghouse Electric Elevator Co., has been appointed assistant manager of the Chicago sales branch of Federal Telephone & Radio Corp.

JOHN E. ROGERS, former sales manager of retailers stores for Galvin Mfg. Co., Chicago, has been appointed director of radio sales for General Television & Radio Corp., Chicago.

LT. LEE E. ELLIOTT, former control room operator at WRA Madison, is now serving as signal officer with an Army liaison team in Western Yunnan, China.

GEORGE W. CROWELL has been named Chicago sales representative of the radio division of the Stromberg-Carlson Co. He will contact dealers for the "after victory" line of Stromberg-Carlson radio, FM and television receivers.

NATE RAST, founder of General Television & Radio Corp., Chicago, has been added to Lear Inc., Chicago, as merchandising manager for home radio.

DAVE TASKER, sound effects operator of CBC Winnipeg studios, recently married NELL ITTERMAN at Winnipeg.

CHARLES FRITZ, formerly of WPIL Philadelphia, joins the engineering staff of WPNP Philadelphia, replacing WILLIAM ALDERS, who left to enter the armed forces.

FRANK GOODSON, former technician with Radio Central, Los Angeles, has joined KPAS Pasadena, Calif., engineering staff. LLOYD JONES, formerly of KFRO Riverside, Calif., has taken his place.

WALLY WHITMAN, chief engineer of WTBY New York, is the father of a boy.

L. M. LEEDS, former electronics consultant engineer at General Electric Co., has been named manager of the GE electronics labs, replacing W. C. WHITE, who has been appointed electronics engineer of the GE research laboratory.

WALTER SCHWALM, engineer with Zenith, Radio Corp., Chicago, for six years, will head a division concentrating on the development of the ultra-high frequency range. STANLEY JONES, engineer who has been with Zenith for three years will be in charge of the engineering department's special products division.

"Little Chief" says: WANT MORE IDAHO WAMPUM?
PROFITS Lie Where the Public's Heart Is

War, Love and Television share top honors in the talk of today. And you have the assurance of DuMont—acknowledged leader in Television—that public expectations will not be disappointed. A vast improvement over present-day video telecasting and reception waits only on the release of materials. DuMont's own contributions to this advancement are both fascinating and tremendously impressive!

War halted Television expansion but not DuMont research. Just as DuMont's refinement and mass production of the cathode-ray tube (the heart of a Television set) made Television commercially possible... so has the groundwork for early postwar profits in this great new industry been laid by DuMont pioneering in low-cost station construction and operation.

DuMont designed and custom-built 3 of the 9 Television stations providing service today. At Station WABD, New York, DuMont has kept "live talent" shows on the air steadily since 1940. DuMont collaboration with national advertisers has developed interesting and unusual commercial techniques. A complete pattern has been set for profitable station design and management...a pattern that is available to prospective station owners. NOW...is the "ground floor" era of this great new mass sales medium!

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation...and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. Dumont Laboratories, Inc.
... where PRECISION COUNTS!

Yes, precision really plays a most important role in a bombing mission, just as it does in spot radio advertising. WBIR gives precision coverage in a concentrated market. You can't miss!

75%

of the radio homes in nine counties surrounding Knoxville are within WBIR's primary coverage. These homes represent almost 90% of the buying power.

A "SUPER" FROM MR. HOOPER!

WBIR "B" "C"
8-12 A.M. 38.4 44.8 16.6
12-6 P.M. 29.2 43.7 27.0
C. E. HOOPER—Total calls 38,247
Oct. 1943 thru Feb. 1944

WBIR

A NUNN STATION
KNOXVILLE, TENN.
JOHN P. HART, Manager
BLUE MUTUAL

The Nunn Stations
WBIR, Knoxville, Tenn.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
Huntington, W. Va.
KFDA, Amarillo, Texas

Newspaper Issue Lurks In Klamath Falls Grant

THAT THE ghost of the newspaper ownership issue still lurks about the FCC was indicated last week when the Commission by a split vote granted the application of the Herald Publishing Co. for a new 250 w fulltime station in Klamath Falls, Ore., to operate on 1450 kc. Commissioners Walker and Durr dissented. The other three sitting members—Chairman Jett and Commissioners Case and Wakefield—voted affirmatively.

The Herald Co. publishes the Evening Herald and the News, the only newspapers in Klamath Falls. There is another station, however, KFJL. Presumably the minority felt the operation of a station by the publishers of the only newspapers in the community would be contrary to public interest. Majority owners of the newspapers are Frank Jenkins and E. R. Gilstrap, each owning 46%.

There also has been pending an application for a new station filed four years ago by Dorman Schaeffer, withdrawn because of the equipment freeze but recently reinstated. The petition to reinstate, however, has not been completed. The Schaeffer application is for assignment on 1400 kc, the facility originally requested by the Herald Publishing Co. which subsequently modified its application.

MAKIN' THE GRADE IN INCLINE (Ky.)?

If you haven't already found it out for yourself, it's darn tough goin' to make the grade in little towns like Incline (Ky.). But it's a glide in the Louisville Trading Area, where you have 57.5% of the entire State's buying power. ... As we may have mentioned before, WAVE is the only station that completely covers the Louisville Area at lowest cost! ... That's why more and more smart advertisers are concentrating on Louisville with WAVE. Want all the facts?

WTAD Is Acquired By Lee Syndicate

Approval Is Given by FCC To Sale of Quincy Outlet

ACQUISITION of WTAD Quincy, Ill., by Lee Broadcasting Inc., affiliated with the ownership of KGO Mason City, Ia., and KHMO Hannibal, Mo., and the Lee Newspaper Syndicate, for $487,500, was approved by the FCC last week by a 5-2 vote. At its meeting the week before, the FCC, by a 3-2 vote, had reset the application for hearing.

The seller was W. Emery Lancaster, broadcaster and attorney.

The meeting at which the new hearing had been scheduled was the last presided over by Chairman Fly prior to his retirement Nov. 15 who, along with Commissioners Durr and Walker, voted against approval. Commissioners Jett and Wakefield had voted for and Commissioner Case was absent. Overlap of WTAD with the Hannibal station, it was understood, then motivated the majority in rejecting the application for hearing.

At the meeting last Tuesday, Mr. Jett, interim chairman, and Commissioners Case and Wakefield, voted in favor of the transfer, while Commissioners Walker and Durr disapproved.

While the gross price was $487, 500, the net figure was understood to be approximately $100,000 less, taking into account cash surplus for distribution to purchasers of the stock of Illinois Broadcasting Corp., licensee. WTAD operates on 930 kc with 1,000 w and is a CBS outlet.

The new licensee of WTAD, Lee Broadcasting Inc., is a newly formed Illinois corporation in which majority stock is owned by Lee Radio Inc., operator of KGO. Minority stockholders of Lee Broadcasting are Lee P. Loomis, president and a principal stockholder of Lee Radio and director head of KGO, and Clifford Yewdall, New York certified public accountant.

PROCTOR & GAMBLE, Cincinnati, has bought title and rights to Road of Life, [10-10-15 a.m. (CWT) daily on OFC] [from Gail Wester and Irma Phillips for $75,000, effective Jan. 1. Agency is Compton Adv., New York.]

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BROADCASTING • Broadcast Advertising
Planning for New Equipment?
Consider These Gates Advantages:

- Heavy rugged construction combined with precision in its highest form...
- Uses 1/50 HP of inside rim drive. Proved choice of discriminating engineers...
- Inbuilt long life, for years of continuous service with minimum attention...
- Instantaneous speed change combined with "wow" free accuracy and regulation...
- Electrical reproducing set supplied for all popular playback requirements, with accentuating and high fidelity response characteristics...
- Designed for the hardest, most exacting professional usage...
- Ball bearing motor.

Engineered for Exceptional Performance
Designed for those who Demand the Best

Developed after months of experimentation with various synthetic rubbers that are imperious to oil and temperature, to provide an inside rim drive that is positive and "wow" free. The result is an efficient, yet handsomely designed, Turntable that is proving its sturdiness throughout the world under the most rigid wartime conditions—and here at home to the complete satisfaction of those who demand a trouble-free turntable for all recording and play-back purposes.

Available Now On Proper Priority
(Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' developments. Our post-war priority delivery system may be of interest. Write at once for details.)

Gates RADIO COMPANY
QUINCY, ILLINOIS, U.S.A.

A THOROUGH investigation into the dismissal of Upton Close as an NBC commentator (Broadcasting, Nov. 20) was demanded last week by Rep. Louis E. Miller (R-Mo.), member of the House Select Committee to Investigate the FCC.

Rep. Miller's announcement came on the heels of a statement from Niles Trammell, NBC president, branding as "completely false" earlier assertions that "cancellation of Upton Close as an NBC commentator resulted from governmental pressure or outside influence". Chairman Clarence F. Lea (D-Cal.) of the Select Committee earlier had said no formal complaint had been registered with the Committee.

"I have received about 100 letters from constituents and many personal calls, protesting the removal of Mr. Close from NBC," said Rep. Miller. "I have asked Chairman Lea to conduct a thorough investigation to determine whether Mr. Close's contract was cancelled because of pressure from the FCC or other governmental sources." Rep. Miller said he had been told that pressure was brought by Government agencies against Mr. Close.

Still on Mutual

"The NBC notified Mr. Close in October that it would not renew a contract with him which expires Dec. 10 of this year," said Mr. Trammell's statement, released Nov. 13. "This notice was given to Mr. Close as a decision of the NBC made during the summer months as a matter of network operations. We decided to use instead one of our fulltime staff commentators, Mr. Max Hill, former Tokyo correspondent for the AP, who more recently has been representing the Nazi party in the Mediterranean and the Near East and who has just returned to this country with a wealth of wartime experience."

Mr. Trammell pointed out that the decision to replace one commentator with another "does not involve in the slightest degree the principle of free speech which we have always upheld". He added that Mr. Close is heard weekly on a commercial program on "a competing network" (MBS).

"In connection with all commercial commentators on NBC facilities, it is a standing policy of the company which is understood by our clients, that the selection of such commentators rests with NBC inasmuch as the balanced presentation of news and comment is an obligation and responsibility of the broadcast station or network," said the statement.

"We take full responsibility for the cancellation of our contract with Mr. Close in accordance with its terms. We shall continue to exercise our best judgment in the selection of newscasters and commentators in order that the listening public be adequately served."

Prior to Rep. Miller's assertion that he would demand a full investigation, Reps. B. Carroll Reece (R-Tenn.) and Clarence J. Brown (R-Oh.), both members of the House Interstate & Foreign Commerce Committee, had called for a Congressional investigation of the Close contract termination.

Mr. Hill takes over the news commentary on Shaeffer World Parade (3-3:30 p.m. Sundays) on Dec. 17, with Mr. Close concluding Dec. 10. Former city editor of the Denver Post, he left the newspaper field a decade ago to become assistant director of public relations for Frigidaire Corp., a division of General Motors, in Dayton, but a short time later joined AP in New York as city editor. In 1940 he went to Tokyo as AP bureau chief, was taken into Japanese custody when war broke out and after six months in a prison camp returned to America on an exchange ship. During the past months he has covered the Mediterranean theatre for NBC. He was at Anzio and Cassino, spent three months in Ankara, visited Bucharest and covered the invasion of Greece with British Adriatic forces.

Utilities Sponsor

THE SUNDAY 4:30-5 p.m. period on CBS to be vacated after Dec. 10 by Coca-Cola Co.'s Pause That Refreshes will be taken by Electric Companies advertising program Dec. 17 when the utility group shifts Nelson Eddy and the Electric Hour to spot from Wednesdays 10:30-11 p.m., using approximately the same37 stations. Agency is N. W. Ayer & Son, New York.

Antolite Adds Two

ELECTRIC AUTOLITE Co., Toledo, (institutional) on Nov. 28 adds WTTM Trenton and on Jan. 2 adds WAZL Hazelton, Pa., to Everything for the Boys, making a total of 128 NBC stations, Tues., 7:30-8 p.m. (repeat 12-12:30 a.m.) and has added 10 Canadian stations to same program, Agency: Ruthrauff & Ryan, New York.

YOU GET ALL Coverage Audience Sales ON WMT Meet Iowa's rich corn country folks. Meet the people who are in a position today to buy YOUR product—people who will be here tomorrow, too.

Meet them through WMT. It's the station they listen to. It's the station with the coverage . . . with the audience . . . to get you SALES!

Largest Primary Area in IOWA

Represented by the Katz Agency BROADCASTING•Broadcast Advertising
There is no better measure of a station's sales power than actual sales!

In the past 18 weeks—without premiums or special programming—WNEW sold over 35,000 2-volume sets of a pictorial history to its listening audience of 3½ million families. *One out of every hundred bought nearly $9.00 worth of books!*

Here is one of the most successful sales records in radio history! Here is a record that proves beyond question—

*WNEW has the "listener confidence" that makes people buy WNEW products... sight unseen!*

How can you put this sales power to work for your product?

Call or write WNEW now. We will give you the complete details of how advertisers are reaping the powers of WNEW "impact"... *why more people listen to WNEW than to any other non-network station in the country.*

*This campaign is still on the air.*
Naming of Porter Presages Harmony

(Continued from page 18)

list Party national executive committee, in a telegram to Chairman Wheeler (D-Mont.), of the Senate committee. The Socialist Party said the protest was based on the "manifest improavity of elevation of publicity manager in bitter political campaign and also former counsel for a network to Commission controlling radio and other communications."

Sen. White (R-Me), acting minority leader and ranking Republican member of the Senate committee, declared last week while certain members of his party had commented that it appeared rather "strange" that the publicity director of the Democratic National Committee should be named to such an important quasi-judicial post, there were no formal protests. As far as he was concerned, Senator White said he had no objection to the appointment. Previously, Sens. Bushfield (R-S.D.) and Butler (R-Neb.) had called for an investigation of Mr. Porter’s qualifications. Sen. Gurney (R-S.D.), a member of the Interstate Commerce Committee and former operator of WNAX Yankton, said he was not disposed to oppose the Porter appointment and asserted he had been commended highly.

There were some questions raised about the second FCC vacancy. Designation by the President of Commissioner E. K. Jett as interim chairman until Mr. Porter qualifies, evoked no speculation as to whether the existing vacancy is Republican or Democratic. Mr. Jett, who was promoted from chief engineer to the Commission last February, was named as an Independent. At that time the question was raised by Senate committee members as to his political faith. The Communications Act specifies that not more than four members of the seven-man Commission shall be of the same political faith.

With Mr. Porter’s appointment, the FCC would comprise three Democrats, two Republicans and one Independent. T. A. M. Craven, who left the Commission last July 1, was a Democrat. Under normal procedures, that vacancy would be filled by one of the same political allegiance.

It was thought likely that no determination would be reached on the Craven successor until Mr. Porter’s confirmation and that views natural would be held. If an issue is made of the political balance on the Commission, it may have some bearing on the party affiliation of the Craven successor.

The NAB Board of Directors, by coincidence meeting in Chicago when Mr. Porter was nominated, unanimously expressed its approval. President J. Harold Ryan promptly extended congratulations to Mr. Porter and pledged active and constructive cooperation with him and with the Commission.

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Signal Flags used on a sea-craft were always looked upon by laymen as just a festive decoration. To our blue jackets, they tell the identity of the craft, where she is bound, and many details significant to the sea. The present system of maritime signalling was developed by the British Admiral Popham in 1861.

Today our convoys carry Signal Flags and every device known to science to protect their precious cargo. Among these are the electronic voice communication equipments which make every battle wagon complete. Universal is, indeed, proud of the electronic voice components they have produced for the allied armed forces.

Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
status of employees, or effectively recommend such action, constitute a unit appropriate for the purposes of collective bargaining within the meaning of Section 9 (b) of the Act.

We further find that all technical employees, wherever located, of the engineering department of Blue engaged in the operation of technical facilities used in transmitting, converting, and/or conducting audio, video, and/or radio frequencies for use in broadcast, retransmit, audition, rehearsal, recording, and/or "on the air" playback, including employees engaged in operations supervising television operations supervisors, station engineers at transmitter, and television engineers, engineers in charge and their first assistants, are employed in the common processes of radio facilities, audio facilities, development, and technical services; construction superintendents; engineers in charge of television; and all other supervisory employees with authority to hire and fire employees or effectively recommend such action, constitute a unit appropriate for the purposes of collective bargaining within the meaning of Section 9 (b) of the Act.

As noted above, the NABET represents a clear majority of the employees within each of the above units and appropriate in Section IV, supra. At the hearing, the Company, the AFM and Local 801 conceded the NABET’s majority status in each unit and also conceded the appropriateness of the units and consented to the certification of the NABET in the units without further proceedings. In the circumstances, we shall not directly entertain the objections to the certification procedure, but shall certify the NABET.

CERTIFICATION OF REPRESENTATIVES

By virtue of and pursuant to the power vested in the National Labor Relations Board by Section 9 (c) of the National Labor Relations Act and pursuant to Articles IV and V of the present contract-Series 9, as amended,

IT IS HEREBY FURTHER CERTIFIED that NABET has been designated and selected by a majority of all technical employees, wherever located, of the engineering department of Blue Network, engaged in the operation of technical facilities used in transmitting, converting, and/or conducting audio, video, and/or radio frequencies for use in broadcast, retransmit, audition, rehearsal, recording, and/or "on the air" playback, including employees engaged in operations supervising television operations supervisors, station engineers at transmitter, and television engineers, engineers in charge and their first assistants, and constitutes the exclusive representative of all employees for the purposes of collective bargaining and that pursuant to Section 9 (a) of the Act, the said organization is the exclusive representative of all such employees for the purposes of collective bargaining with respect to rates of pay, wages, hours of employment, and other conditions of employment.

Co-op Series on WBBM Renewed by 10 Sponsors

TEN SPONSORS have renewed participation on Paul Gibson’s HousesProtective League and Sunrise Salute on WBBM Chicago. Companies renewing effective Dec. 1 for 52 weeks are Lite Soap Co., Aurora, Ill. through L. W. Ramsey Co., Chicago; Beatrice Creamer Co., Chicago; Chicago Broadcasting (Dairy, Coal, and Tramwayer) and Versamart through Foote, Cone and Belden, Chicago; Armour Soap Works, Chicago (Chiffon Soap Flakes) through Foote, Cone & Belden, Chicago; Michigan Mushroom Co., Niles, Mich. through L. W. Ramsey Co., Chicago; Mar- tin Food Products, Chicago; (Lady Corinne Preserves) through Mac- farland, Chicago; United Wallpaper Co., Chicago, (Trimz Wallpaper) through Macfarland; Aveyard & Co., Chicago; Good Foods Co., Minneapolis, (Skippy Peanut Butter) renew for 13 weeks effective Dec. 1 through Garfield & Guild Adv. San Francisco and effective Dec. 11 G. N. Coughlan Co., West Orange, N. J. (Swee’d Dec; Sweet Dec) through Foote, Cone & Belden through Foote, Cone & Belden; Chicago; Michigan Mushroom Co., Niles, Mich. through L. W. Ramsey Co., Chicago; Mar-

Canada Licenses First Sunrise - Sunset Station

A SUNRISE to sunset station, first in the Dominion, is to go on the air early in 1946, at Toronto. York Broadcasters has been issued a license for a 1 kw station on 1050 kc by the Department of Transport, Ottawa. President of the new operating company is R. T. Ful- ford, president of C. K. Fulford Ltd., Toronto, manufacturers of patent medicines. Al Leary, former manager of CKRL, now CKRYO Toronto, is managing director of York Broadcasters, and Jack Part, president of United Tran- smitted Pictures and National’s United Advertising Agency, Toronto, is secretary-treasurer.

The new station, whose call let- ters have not yet been announced, will be equipped with a new North- ern Electric 1 kw transmitter, housed in a new building under construction northeast of Tor- onto. The antenna is a 250 foot vertical radiator.

Al Leary has been in broadcasting since 1927 when he was an adver- tising representative on the Toronto Evening Telegram, and brought the first NBC programs into Canada as a promotion fea- ture. He joined CKRL in 1931 as sportscaster and to handle special events. He was manager of the station in 1932, a post he held until the station was sold some months ago [Broadcasting, Aug. 28].

Socony Takes 'Info'

SOCONY-VACUUM OIL Co., New York, will sponsor Information Please on NBC Monday, 9:30-10 p.m. following the 8 broadcast. Last for H. J. Heinz Co., Pittsburgh, which has not renewed the program because of a change in merchandising plans. Raymond Gram Swing, currently sponsored by Socony-Vacuum Monday through Thursday on the Blue, had in- formed the oil company of his unwill- ingness to continue beyond his present contract and will make his final broadcast on Dec. 28. Agency for Socony-Vacuum is Compton Agency, New York; Maxine Inc, De- troit, handles Heint.

Varsity Program

COLLEGE and high school favorite tunes will be featured in a series of broadcasts this winter on Kampus-Korner, starting Nov. 27 on WHN New York.

FM Slide Rule

RCA is sending out an FM coverage calculator in the form of a slide rule, to help FM station planners determine potential coverage. It covers both transmitting and receiving conditions in a height of 100,000 feet, power ranging from 250 w to 50 kw and antenna heights. It may be seen at the RCA display shows both urban and rural coverage in radius from the transmitter and coverage in square miles. It was worked out by the RCA engi- neers and is based on data and materials available under wartime restrictions.

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WE Anniversary

WESTERN ELECTRIC Co., New York, marks its 75th anniversary this year with the release of a feature-length film "Heritage for Victory," depicting the history of the company from its start shortly after the Civil War in Rochester, N.Y. to its present status as producer of communications and electronic equipment for the armed forces. The film will be previewed by WE employs.

WNEW Plans Study of Research Plan

BELIEVING that the Broadcast Policy Enforcement Bureau presents special problems for independent stations, WNEW New York will conduct a study to find out whether the proposed ballot plan will give an exhaustive picture of station listening in a metropolitan area such as New York.

Dr. Paul F. Lazarfeld, director, Bureau of Applied Social Research, Columbia University, and one of the three research specialists retained by the NAB to study sample requirements of listeners, will also consult with WNEW, whose findings will be submitted to the NAB Research Committee.

A statement issued by WNEW last week indicated that the survey was inspired by some question as to whether the ballot system would be effective "in a metropolitan area where there are a great many stations and where foreign language groups and low-educated groups may have difficulty in remembering call letters and answering a written questionnaire." According to Dr. Lazarfeld, a variety of approaches through personal interview and mail will be tried. Specific economic groups will be covered.

Seeks Developmental CPs

THE COWLES Interests, which operate KNX KNX WHOM WCOP WOL, last week filed applications with the FCC for construction permits for five developmental broadcast stations, all to utilize 49,100 kc with 1,000 w power and special FM ERP. Stations would be located in Rochester, Des Moines, New York, Boston and Minneapolis, respectively. The Cowles group is seeking a new standard station through Northwest Broadcasting Co. According to the applications, the experimental program as proposed has for its objective the "qualitative determination of some of the factors governing very high frequency propagation and the quantitative evaluation of the effects of variations in the medium upon the performance of high frequency stations" using FM.

WSVA Control Shift

CONSENT was granted by the FCC last week to acquisition of control of Shenandoah Valley Broadcasting Co., licensee of WSVA Harpers Ferry, W.Va., by Frederick L. Allman, president, through purchase of 56 shares common stock (16.66%) from Charles P. Blackley for $7,000. Mr. Blackley wishes to devote fulltime to the development of the new standard station at Staunton, Va. for which he has filed application. Mr. Allman now holds 52% interest in WSVA.

WPB Action

(Continued from page 15)

on specific authorization. Producers and processors are not permitted to buy radio tubes except under the same conditions as affect war contractors.

The relaxations are contained in an amendment to Priorities Regulation 52, effective Nov. 14. The regulations now state that "applicants may now be made in accordance with specific regulations. List B, a new list, covers materials and products and enumerates conditions pertaining to export sales. Listed critical parts and components for sale or export require an AA-5 preference rating or better, but unlisted equipment and components may be sold on non-rated orders.

The amendment, WPB said, will aid the overall surplus picture by opening the export market and permitting the flow of the materials of civilian uses in an orderly manner.

KWSO, KMYR Shifts

KWSO Lawton, Okla., last week filed with the FCC an application requesting assignment of license from Willard Carver, deceased, and Byrne Ross to Mr. Ross and R. H. Drewry, a new partnership doing business as KWSO Broadcasting Co. Mr. Drewry purchases half-interest for $17,500 from the widow of Mr. Carver, who is unable to assume station responsibilities.

F. W. Meyer, sole owner of KMYR Denver, asks consent for assignment of license from himself and corporation in which he would hold majority interest (251 shares). Albert G. Meyer, station manager, who now holds 236 shares, has subscribed to 247 shares at approximately $100 per share. Remaining share is held by W. A. Alexander. Mr. F. W. Meyer, KMYR general manager, is president of the new company.

Glascock Case Closed

A CERTIFICATE of justifiable homicide was issued last week by Arlington County (Va.) Coroner W. C. Wellborn in the fatal shooting of a 20-year-old Negro by Mahlon A. Glascock, commercial manager of WBC Washington, the intruder, who had been accused of making "disturbant" and "unsanitary" proposals by telephone to Mrs. Glascock, had illegally entered their house when Mr. Glascock was in the back yard with his children. Mr. Glascock had not worked for several days because of the man's repeated threats and had asked police protection.

IT TAKES RDX to Spell DESTRUCTION TO THE ENEMY!

**KO A is the famous NBC Station in Denver and the only station here with:**

- Power (50,000 watts)
- Top NBC Programs
- Coverage (7 states)
- Dealer Preference (69%)*
- *Koss Federal Survey

The first in Denver KOA 50,000 watts

Represented Nationally by NBC Spot Sales

KOA, Inc., 1150 Seventeenth St., Denver, Colo.

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Walker, Avery Among Speakers at College Session

BY ARLENE SHOEMAKER
(Special to Broadcast)

THE BASIC problem of radio in the future will be to make it operate in the public interest, Commissioner Paul A. Walker told over 300 delegates at the final session of the Regional Radio Conference, held at Stephens College, Columbia, Mo.

Mr. Walker, introduced by Willard Ego1, NAB, foresaw great expansion in the radio art, a development that "will revolutionize and improve American industry."

Profitable Future

"This postwar expansion should be financially profitable to both industry and labor," Mr. Walker said. He pointed out that to be effective the new system of radio must have broadcasting station managers who are "more than dollar-minded and who want radio to bring maximum social benefits."

Emphasizing an increase in educational programs, Mr. Walker said, "We need more roundtable discussions and town meetings of the air which brings out facts and points of view on important public questions. We need programs to help the citizen solve his personal problems and give him a rational basis upon which to formulate opinion."

Theme of the Conference, which was attended by broadcasters, administrators and educators, was "Programming for the Home of Tomorrow."

Dr. Harry Summers, Public Service Division, Blue Network, started the three-day parade with "Programming for Tomorrow."

Summers predicted that new stations will drop more than 50% in volume after the war. "The whole question of commentators will undergo a tremendous revision in the postwar period. The commentators of tomorrow will be specialists in their particular fields," Summers said.

Dr. Tyler's Predictions

Dr. I. Keith Tyler, Ohio State U., and president of AER, was also among the headline speakers at the opening session of the conference. Speaking on "Radio Tomorrow," Dr. Tyler stated that radio, FM, and television will be in a position to offer the greatest visual and technological aids to education at all levels after the war. Dr. Tyler predicted the possibility of at least 100 AM stations, 3,000 FM commercial stations, 100 AM educational stations, 300 television stations in populous centers, 65% of the homes equipped with FM, 20% of the homes equipped with television and television theatres in all communities.

"The whole picture is dependent upon continuing a high level of national income," said Dr. Tyler. "The development of commercial FM depends upon ability of communities to support increasing numbers of stations and the development within schools means an educational revolution."

"The burden of a lasting peace is going to fall almost inevitably on the radio industry of the world," said John O. Rennie, head of the British BBC and British Broadcasting Service, speaking on "What the Individual Station can do to Promote International Friendship."

"International radio on a large scale will be as big a factor as penicillin or air transport," Rennie said.

Mr. Rennie presented three ways in which radio must appeal to the conscience of listeners. The first lies with the major networks and the international shortwave stations; second, the use of shortwave pick-ups and recordings transmitted by beam telephone; and the work which can be done by the individual stations in this country.

"The independent station must bulk large in any scheme for selling the idea of friendship with other countries," he said. He pointed out that popular American concepts of Britons are largely conformed to two stereotypes: the exaggerated Oxford "stage Englishman" who is ordinarily presented as a P. G. Wodehouse character, and the Cockney cab driver who is presented as the voice of the "little people". Mr. Rennie said, "If we proved one thing in this war in Britain it is that a dead earl looks very much like a dead plumber and there is no difference in either the nature or the degree of his sacrifice."

Bulgarian Radio

"The broken families or a shattered future are the same in York with the road to a new and better world has the same hills and turns in England or the Middle West. It is by the peculiar and intimate powers of radio that we are going to have to learn about each other." Miss AYA Johnson, former consultant to the Bulgarian government and now news analyst for KXEL Waterloo, Ia., gave a startling picture of the differences between radio in Bulgaria and America, addressing the conference on "Radio in Bulgaria."

"In Bulgaria they play to a better audience in assuming that the audience has a higher degree of intelligence. They don't play down to the audiences as we do here," Miss Johnson said. She pointed out that they have had this standard longer than we and as we move into an era when radio is becoming a national competitive field, those people are not going to acquire our tastes. She emphasized the importance of new programming for international radio.

Speaking on news broadcasting, Miss Johnson stated that Americans need a background to understand the slant of international news. "Of course the news is slant-ed," she said, "but Americans need to recognize this fact and realize that it varies according to where it is coming from."

Three experts in the field of television, Comdr. William C. Eddy, Chicago; Richard W. Hubbell, WLYC Cincinnati, and J. D. McLean, General Electric Co., Scheele, closed the first day of the conference with a panel discussion on "Television."

"None of the nine television stations have yet bought cash registers and general mass production of television equipment will not take place for several years," said Comdr. Eddy. "However," he said, "in spite of television being a problem child from the operation standpoint, it has already proven itself to be a practical medium of communication."

Video Projects

Mr. McLean told the group that already 90 television stations are planned for postwar construction to serve 67,000,000 people. Concerning advertising through television, Mr. McLean said, "It is by far the most powerful selling media ever developed."

The daytime radio serial as a medium for projecting the point of view of professional and service groups, as well as governmental agencies, was described by Irina Phillips, radio, author and supervisor, Chicago.

Citing the job now underway as an indication of what the daytime radio serial can accomplish in the world of tomorrow, Miss Phillips said:

"In no way should anyone discount or discredit what Government messages via the air have attempted to do in the giving of our daily programs; but no other vehicle has been qualified or equipped to do what the serial drama has done." Miss Phillips pointed out that the key to the introduction of important messages to the home lies in entertainment. She added:

"By listening to these serials..."
drama, the woman feels she's not alone in facing certain situations of the times. They help lessen the tension under which the homemaker is forced to live today.

In a panel discussion of children's programs held at the conference, Miss Gloria Chandler, Junior League Inc. of New York, stressed the importance of the local stations in the production of children's shows. "The local radio setup is the true laboratory for this type of program," she said. "Here there is more opportunity to test, plan and develop new ideas in new fields and it is the responsibility of the community and the station to join hands in developing radio shows for children."

Lew Avery Speaks

Speaking on "Station Advertising Problems," Lewis Avery, NAB Director Broadcast Advertising, told the several hundred representatives present at the conference that mass pre-selling of materials and methods may be necessary to solve postwar living problems. He emphasized the need of more creative intelligence in producing advertising.

Dr. Henry A. Bowman, head of the Marriage and Family Division, Stephens College, Missouri, said there is a great need for women's radio shows that would help women meet the increasing personal and social problems facing them in the postwar world, as well as how to mix a sunshine cake.

"There is a new aspect to homemaking beyond domestic skills," Dr. Bowman said. "We can receive domestic skills, personal appearance hints and escape from women's shows but more is needed. Personal relationships involved in marriage, for example, should be attacked through women's shows and long time planning for this is needed."

Also participating in the discussion of women's programs were: Judith Waller, NBC, Chicago; Dorothy Lewis, NAB, New York; Grace Johnsen, Blue Network, New York; Peggy Caw, KOA, St. Louis; and Mrs. Paul White, WOC, Minneapolis, Minnesota.

HE CAN'T GET AWAY from a microphone, even in the Army. Pvt. Vic Campbell, in civilian life production manager of WGY Schenectady, stands by in the GHQ radio section, Dutch New Guinea, to relay news of the Philippine landings to networks and press associations as stand-by announcer for the PRO radio section, news and periodical section, Gen. MacArthur's headquarters.

CBS Boosts FM Area

INSTALLATION of a new two- bay General Electric antenna, 800 feet above street level (850 feet above sea level) at 500 Fifth Ave., New York, has enabled WABC-FM, the station's second FM transmitter, to reach a much larger audience than before, according to CBS engineers. They said the three-kilowatt transmitter approaches maximum efficiency by making its program service available to 98% of the population within the coverage area specified by the FCC for an FM transmitter in New York. With the new antenna, the station's service area is extended from less than 60 miles to about 60 miles from the transmitter.

Dixon, WEND Chicago; Georgia Bowman, American Red Cross, St. Louis; Ann Hayes, KCMO Kansas City; Vicki Corey, KDKA Pittsburgh; Natalie Potter, WAVE Louisville; Nancy Sherman, KOKO St. Louis.

Canada Affiliates

NETWORK affiliations for stations in Canada's three Atlantic coast provinces, have finally been cleared for commercial programs, with the settlement arranged for stations in Halifax, effective January 1, 1945. The complicated structure in Halifax has been unsettled for some months, since the advent of CBI and CJCH, both now operating on 100 watts, in addition to CHNS, one of the oldest Canadian stations. Line-up effective January 1, 1945, gives CBC Trans-Canada network CBA Sackville, CBH Halifax, CJCR Sydney, CHSJ Saint John, CFB New Freeland; on the CBC Dominion network CHNS Halifax, CJCH Charlottetown, CKCW Moncton, CJFJ Antigonish, CKNB Campbellton, and CJLS Yarmouth.

Legislative Committee

Of NAB Meets Dec. 13

WITH THE organization of the new Congress ahead, the NAB Legislative Committee will meet in Washington Dec. 13 at the call of Chairman Don S. Elias, ABC Asheville. Consideration of plans for legislation at the next session will be the main topic. The pending White-Wheeler Bill (S-114) died with the adjournment of this session, which probably will end on Christmas holiday.


PULSE NOTES DROP FOR SMITH, BENNY

BOTH Jack Benny and Kate Smith declined in ratings for the year, under the respective 1944 averages, according to the Nov. 15 Radio Audiences, in which listening samples in New York, Philadelphia, Chicago, and New Jersey are analyzed by the Pulse Inc., New York. Miss Smith's rating dropped from her 1944 Pulse average of 33.9% to 17.7% for October, while Mr. Benny's rating declined from an 18.4% average of 37.6 to 31.7. Raising the question as to the 7:30-8 p.m. program choice of listeners, who formerly tuned in both programs, before they were shifted to the 7 p.m. Sunday night hour, the Pulse concluded that Miss Smith's rating rises from 10.8 for the first half-hour of her show, to 15.1 for the second half. In her former spot she lost listeners during the latter half hour.

The Jack Benny show is heard on NBC, 7-7:30 p.m. and the Kate Smith program on CBS, 7-8 p.m. Sundays.

Parker Plans Campaign

PARKER WATCH Co., New York, in its first major radio effort is starting a series, These Are Our Men, Saturdays 2-3:30 p.m. on NBC for 12 weeks starting Dec. 2, as the opening gun of a campaign to start the first of the year. Plans for 1945 include a spot campaign of chainbreaks and time signals on as many stations in Parker's 75 markets as can be supplied the time. Berne W. Wilkins, radio director of Sterling Adv., New York, which handles the account, plans a cross- country trip to line up the schedule. Parker previously confined radio to placements by local dealers. The series, in behalf of War Bonds, will dramatize the lives of high ranking U. S. military leaders, starting with the President.

Walters Missing

CHARLIE WALTERS, former WBT announcer, has been reported missing in action and is thought to be a prisoner of war inside Germany. The War Dept. notified his wife last week.
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
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**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**NOVEMBER 20**

**Decisions . . .**

**FREQUENCY MEASURING SERVICE**

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**Tentative Calendar . . .**

**NOVEMBER 27**

**Oral Argument**

Promulgation of Rules & Regulations under SEC. 117 of Communications Act.

Consolidated Hearing

1230 kc-New-Berkford H. Zuerer et al. Waco, Tex.—CP 250 w unlimited.

1450 kc-KDNT Denton, Tex.—CP 1450 kc 250 w unlimited.

1455 kc-New-Truss Greenville, Tex.—CP 250 w unlimited.

1230 kc-WACO Waco, Tex.—CP 1230 kc 250 w unlimited.

Consolidated Hearing

580 kc-Colorado Springs, Colo.—CP 580 kc 1 kw unlimited DA.

640 kc-New-Queen City Broadcasting Co., Bozeman, Mont.—CP 250 w unlimited.

640 kc-New-Iowa Broadcasting Co., Des Moines, Iowa.—CP 250 w unlimited.

McClatchy Broadcasting Co. (KJM) is consolidated.

1589 kc—New-Harold H. Thomas, Durham, N. C.—CP 1 kw unlimited DA.

Oral Argument

640 wc-WOL, Annapolis, Md.—Special service authorization 640 kw 5 kw 6 a.m. to local community.

Consolidated Hearing

1478 kc-KPLC Lake Charles, La.—CP change assignment to 1470 kc 1 kw unlimited.

DEC 1

Further Consolidated Hearing

1450 kc-New-Bertrum Lines, Jr., Meridian, Miss.—CP 250 w unlimited.

New Consolidated Hearing

1520 kc-New-Radio Air Ways Inc., Eugene, Ore.—CP new standard station 1 kw unlimited.

4436 kc-New-Evanesse on the Air Inc., Greenswood, Ind.—CP new developmental station, 5 kw, special emission (dissolved at request of applicant).

Consolidated Hearing

Channel 6-New-WENK Providence, R. I.—CP new standard station 250 w unlimited.

1440 kc—New-Times Publishing Co., Erie, Pa.—CP new standard station 250 w unlimited.

1440 kc—New-WJW Denver—CP new commercial television station, KRKX 2400.


1510 kc—KWHO Lawton, Okla.—Assignment to WACO, Lawton, Okla., H. D. McWane, W. A. & S. Broadcasting Co.


1510 kc—KWHO Lawton, Okla.—Assignment to WACO, Lawton, Okla., H. D. McWane, W. A. & S. Broadcasting Co.


1440 kc—New-Wayne M. Nelson, Charlestown, Tenn.—CP new experimental high frequency station, 1 kw, AS-FM emission, amended to change class to developmental station.

1450 kc—KTRI Sioux City, Ia.—Transfer control from Tribune Co., to Eugene H. Kelly, Ogden F. Kelly, and John C. Kelly (125 ab 50%).

44,500 kc—New-KWHO Boise, Idaho.—CP new FM station, 1,484 800 kw, $11,600 estimated cost.

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**Pillsbury Plans**

PILLSBURY MILLS INC., Minneapolis, announced the appointment of both McCann-Erickson Inc., Minneapolis, and Leo Burnett Co., Chicago, to assist in a post-war products advertising campaign, according to H. W. Files, vp in charge of sales and advertising. McCann-Erickson will continue its present campaigns for the firm with the addition of Pillsbury's Farina which will be handled by Leo Burnett Co.
Mr. Flamm "anything comforting" pending the sale.

Mr. Roberts said Mr. Flamm was "afraid of the FCC" and that the Commission would do "and that half the things I told him would frighten anybody to death. . . . I was on the inside of that and I'm just telling you it was a hoax. If I did not participate in this conspiracy, Mr. Flamm today would own WMCA."

He told the Committee he knew the FCC "can't be interested in it" in the case, that David K. Niles, executive assistant to the President had nothing to do with it and that stories of FCC pressure allegedly told Mr. Flamm were false. He testified that he dictated a proposed "affidavit" to file with the FCC after Mr. Flamm filed petition asking the Commission to vacate its order granting transfer to Mr. Noble. The statement, read into the record by Mr. Sirica, was taken from an exchange of a civil action pending, according to the Committee general counsel.

Questioned by Rep. Hart, Mr. Roberts said part of the statement was true as parts false, that he had no intention of filing it, but wrote it to "scare" Mr. Flamm. He asserted that it had been planned to have it made in the middle of BROADCASTING but said the machine was "not involved." Several times, both during his testimony and while he sat in the audience, Mr. Roberts objected to not being questioned. Rep. Hart demanded to know with whom the witness conferred during the noon recess. Mr. Roberts said he conferred with Chairman Leon, Messrs. Sirica, Barker and Handelman. He denied he has had any business connection with Mr. Flamm since he left his employ just prior to the transfer.

Noble Denies Allegations

He testified that Mr. Dempsey told him to tell the Solid Tainoff, editor of BROADCASTING, and have him "put the fear of God in Flamm." Mr. Flamm, on the stand, said Mr. Tainoff talked to him about the case but only as a reporter seeking news. Mr. Tainoff, called to the stand later, testified that he had heard of the proposed affidavit, that Mr. Roberts had called him from New York, but that he had never seen such an affidavit. Chairman Lea asked the publisher if he had been called into conference by a Commissioner regarding the WMCA investigation. Mr. Tainoff said he hadn't.

Mr. Noble categorically denied the accusations made by Mr. Roberts and Mr. Sirica, adding that he had never met Roberts until the day of the transfer; that Thomas G. Corcoran had nothing to do with his employing Mr. Sirica, and that he felt $580,000 was a "fair price" for WMCA in view of its gross billings and physical assets, and that the station actually cost him $940,000.

At one point, Mr. Sirica asked: "Isn't it a fact they (the attorneys) told you they scared Flamm into selling?" Mr. Noble replied: "You know that's not true, Mr. Sirica." The Committee counsel replied: "Certainly I know its true—just as true as I'm prosecuting this case."

"I hope you're not prosecuting this, Mr. Sirica," projected Rep. Hart. Mr. Sirica explained his expression resulted from his former practice in the attorney general's office.

Mr. Noble said it was Mr. Flamm who insisted on approval by the FCC by Dec. 31, and that Mr. Flamm called the late Thad Brown, former Commissioner, from Mr. Hart's apartment and told Mr. Brown he was "happy with the deal and wanted everything rushed through."

Mr. Noble said the original legal bill from Dempsey & Koplowsky was for $75,000, and admitted that he had "torn it up."

Hearings were adjourned until today (Nov. 27) at 10 a.m.

OFFALON, BISHOP
GET DENVER MUZAK

ELECTRON NETWORK, a new company formed by Eugene O'Fallon and Frank Bishop, respectively owner and general manager of KFEL Denver, has obtained the Muzak franchise for that city and environs and about the first of the year will begin a wired program service to entertainment and industrial establishments in the Denver region.

Company will offer a dual service, Mr. Bishop said, comprising a straight musical service to restaurants, bars, etc., and a special service to industrial plants comprising music and announcements of each. The industrial service begins with light music early in the work day, becomes musically stimulating as the day goes on to overcome increasing fatigue.

Material for both services is taken from the back of the Muzak library of 600 recordings, comprising some 3,000 musical selections, which cost $1,100 in national recordings, released monthly, billed at $2 each. With an investment of approximately $8,500 in equipment for a central studio from which programs are sent out by telephone wires to subscribers, the initial investment will total about $10,000, Mr. Bishop said.

St. Louis Criticism

NEWSCASTS and daytime serials were criticized at the first hearing last week of the Radio Council of St. Louis which was organized as part of a national movement to improve broadcasting. Donald Lewis, NAB coordinator of Listener activity, addressing the 75 representatives of the radio industry and civic and listener groups said daytime serials "are altogether too melodramatic and tríumphalistic. Paul Beach, manager of KSD, criticized interruption of news by middle commercials and said the programs should be sponsored only by the most reputable advertisers.

Ready for Video

PLAN for a theater that provides for the installation of large-screen television apparatus have been filed in New York, Chicago and San Francisco. The first time a television installation has been planned as a definite part of the theatre, the video equipment has been ordered, according to Elliott A. Daftz, president of the 35th Street Theatre Corp., which will erect the theatre at that address.

Blue Encouraged

By FM Response

Only One of 111 Questioned
Not Applying for License

OF 111 Blue affiliate stations replying to the questionnaire sent Sept. 25 by Keith Kiggins, Blue vice-president in charge of station relations, asking for their FM plans, three are already operating FM stations, 35 have filed applications for FM stations with the FCC and 65 definitely intend to file applications. The other eight replies include seven from broadcasters who aren't sure what they are going to do and want to see what happens before they decide. Only one of the 111 said that he was not going to apply for an FM license.

Each response is definitely encouraging to the Blue which lacks the high-powered clear-channel stations that give NBC and CBS an advantage in selling facilities and looks forward to FM as a chance for all networks to start on an even footing, with programs, promotion and merchandising becoming the vital factors in determining which network will be the better buy for advertisers.

Encouraging Response

The Blue, which itself has applied for FM transmitters in New York, Chicago, Los Angeles and San Francisco, is encouraged, by the fact that this response came without any pressure from the network, which is just now preparing the first follow-up letters asking for replies from the stations which have not yet sent them in.

In addition to the replies from its own affiliates, the Blue has received four letters from FM applicants asking if they can become Blue outlets when their stations are ready to begin broadcasting

A number of Blue affiliates who have not yet filed FM applications have asked the Blue for engineering assistance and for information about FM transmission equipment announced by various manufacturers. Some stations have also asked the network for assistance in deciding what type of FM coverage they should apply for. The network has received several requests for help in getting the Government to give permission to stations to lease mountain locations within National Parks to them as FM transmitter sites. Other stations have asked for programming aid, with one affiliate asking the Blue to persuade the FCC to permit permanent duplication of AM and FM programs.
WWJ Bans Disc Announcements

(Continued from page 13)

agreeable to follow Mr. Bannister’s lead?"

Industry reaction was varied, with most broadcasters priding the aims of WWJ’s general manager, but suggesting modified methods of attaining them. Dr. Harold Ryan, president, NAB, stated:

"The new WWJ policy is an interesting evidence of the constant care that individual stations are exerting over program and programming in the public interest."

‘Worthy of Study’

George W. Smith, general manager WWA Wheeling and vice-president of Fort Iron Co., said:

"I think the move is worthy of study by both advertisers and stations. I believe something mutually satisfactory could be worked out. However, I believe those concerned should sit down and discuss the problem constructively. Perhaps NAB could appoint a committee to promote such a discussion."

Norrine Watters, general manager WCPO Cincinnati and vice-president of Scripps-Howard Radio Inc.:

"I disagree with Mr. Bannister— not with the spirit which motivates his action, but with the method he’s employing. In my opinion, some of these transcribed announcements are more obnoxious than live copy would be. If there’s progress to be made in producing better spot copy, I believe it lies with station management making a determined effort to raise the standards of copy. There has been a great deal of criticism of singing commercials, but I don’t think they’re so bad."

Nathan Lord, general manager WAVE Louisville:

"In my opinion, live copy can be just as bad as transcribed copy and I believe in eliminating all transcribed announcements is the way to clean up the situation. I believe it’s up to individual management to exercise selective judgment."

Trammell Interested

Niles Trammell, president of NBC, commenting on the action of Mr. Bannister’s station, said: "J shall watch with a great deal of interest the developments in the plan for handling spot announcements which has been inaugurated by station WWJ Detroit. In my opinion, transcribed announcements are much more in themselves. However, the other hand are live announcements necessarily good for broadcasting. I believe that the broadcasting industry can do a much more intelligent job of handling one-minute and chain-break announcements than has characterized their use during the past several years."

"If a station feels that chain-break or one-minute announcements are essential to its financial welfare, such announcements should be utilized in reference to the part each announcement will play in the development of the entire program and the stations the audience. Careful thought should be given not merely to the product advertised during the preceding or following program but to the merits and theme of those programs. A singing commercial, no matter how clever it may be, following on the heels of a symphony program, may be wrong in the extreme, and does neither the station nor the announcement sponsor much good.

"The day may well come when in the interests of good programming broadcasters will reject all chain-break announcements and will incorporate the one-minute announcements in program periods specifically designed for that purpose. Whether such announcements are transcribed or made live is of secondary importance if the station directs itself to a proper concept of good programming."

Dr. Frank Stanton, president of CBS, compared the policy of CBS’ key station WABC New York to that laid down by Mr. Bannister for WWJ. Dr. Stanton said: "WABC for the past nine months has not accepted any station break announcements. We carry time signals, service announcements on weather, war effort announcements, and spots calling attention to following CBS programs, at the station’s break. We build programs to carry the one-minute announcements, and we exercise careful discrimination in the acceptance of all announcements, live and transcribed."

Disc Viewpoint

A spokesman for one of the major transcription firms in New York, who asked that his name not be used, said that while his company as a service organization would record announcements as long as advertisers and agencies ordered them, the total loss of this sort of business would not seriously affect the transcription industry. "In fact," he added, "the elimination of recorded spots might lead to an increased sale of tailor-made commercial programs which call for the cutting of a new master for each broadcast. That would more than compensate. We are, of course, willing for the loss of re- corded announcements, which are used over and over again."

WWJ’s edict may have the effect of stimulating the agencies to win the program” certain transcribed announcements by giving them more appeal, possibly adding music, and generally putting more money into them, according to Robert Clark, a director of the talent division of the Columbia Recording Corp.

Mr. Clarkson suggested that the issue might develop into a “record- ing battle” between the stations and the agencies, with the latter "conceivably threatening to pull out their half-hour programs from those stations refusing the spot discs."

Agency Observations

Agencies generally differed sharply with Mr. Bannister’s method of improving spot announcements.

Linnea Nelson, chief buyer, J. W. Thompson Co., New York, said: "Stations would use far better sense if they accepted advertising on the basis of copy content, and not whether they are live or transcribed.

"I would be inclined to drop from an advertising schedule a station with WWJ’s policy rather than switch to live copy, unless there was no allocation of the station in the market," she added.

Describing Mr. Bannister’s motives as laudable, Blayne Butcher, radio director of Newell-Emmett Co., posed the question: "Can he reproduce as entertainingly with local stations the caliber of announcements he can get in transcription?"

Defeats Its Purpose

"I heartily approve of a station picking and choosing which discs to use," Mr. Butcher continued, "but to knock them out completely is very short-sighted.”

The only advertiser placing transcribed spots through Newell-Emmett at the present time, Mr. Butcher said, is Pepsi-Cola. He said this account was on practically every station in the country. Pepsi-Cola was a pioneer in sponsoring singing commercials. "Such a policy defeats just what it is trying to achieve—good quality announcements," in the opinion of Reggie Schuebel, radio director and time buyer for Jones Co.

"In a normal period," Miss Schuebel said, "a station wouldn’t dare do this."

Spokesmen for Donahue & Co., New York, which handles a volume of transcribed announcements, expressed the belief that advertisers would resist the WWJ policy and that it would result in a loss of business for the station.

Franco’s Views

Mr. Franco, commenting on the WWJ move, said: "If we can depend on all stations to do the job WWJ is doing, there’s no need for transcriptions," Mr. Franco added. He said, however, that there are only several hundred stations in the nation equipped to perform as WWJ. He said that his agency would be willing to provide copy for live spot announcements on WWJ, adding that he admired Mrs. Bannister’s stand.

Only move comparable to that of WWJ’s was taken by WQXR New York last spring [Broadcasting, April 8] when the station adopted a plan of refusing singing commercials, after an unsuccessful attempts to re-produce such spots in a fashion tailored to the WQXR program policy.

Before the show could go on, a sponsor was required. Weed & Company locates a prospect with a budget and a problem—and a Weed man was there first.
Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts, and strong sales ability. Give complete information in first letter. Our entire staff is familiar with this advertisement. All applications will be kept in strict confidence. Box 619, BROADCASTING.

Operator—annoncer wanted by station in Rocky Mountain State. See classified snapshot, and three references. Men only. First-rate license. Box 876, BROADCASTING.

BROADCASTING CASTING.

WANTED—Continuity-writer.

WANTED—Announcer. 8 years in radio, and 12 years in program announcing, all phases. Sober, talented, capable of work at any time of the day. Box 551, BROADCASTING.

Radio engineer desires position as chief of one or two stations. Experienced all phases. Box 903, BROADCASTING.

California wants to return to his native state. Seven years experience as program director, writer, and announcer in both New York and California stations. Experienced in producing and directing. Box 897, BROADCASTING.

Engineer, first class. Wide experience in home and studio. Ideal for small station where we plan to open studios. Box 902, BROADCASTING.

Wanted—Announcer-program director who can write continuity. Salary plus overtime and special shows. Station location in New England. Box 915, BROADCASTING.

Major market CBS regional station (midwest) is looking for a high caliber erudite 16th birthday party announcer. Station is known for its roll call morning show plus others. Must be able to address large city audience, handle public service affairs. Good salary and commission. Permanent position. Send full details and picture to Box 899, BROADCASTING.

Announcer, one class operator by Blue Network, 200 watt station. Deep south. Box 607, BROADCASTING.

Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 watt midwest regional network station. Box 929, BROADCASTING.

Announcer-operator-wanted. Must have first class radio knowledge and experience of advertising and use of announcing and commercials. Give experience. Box 911, BROADCASTING.

Three top announcers and one top disc jockey, one top announcer and one class B announcer, wanted. Box 929, BROADCASTING.

Two announcers experienced in news commercials and production. Honorable discharge. Desire location together with permanent affiliation. Box 909, BROADCASTING.

You've found your announcer-script writer. Experienced writer with good program ideas. Desires writing position with NBC network where she can combine writing and announcing. Employed now. Box 605, BROADCASTING.

Announcer—29, Naval discharge, good voice. Will work hard for small station. KDKA, Pittsburgh, Pa. Phone 4-4202.

Announcer—Commercial writer, 3 years experience, good voice, wants position with NBC network. Box 604, BROADCASTING.

WANTED—First or second class operator. Car necessary. Write FM station WBCA, 406 Lake Street, Schenectady, N. Y., New York.

WANTED—A.M., has an opening for an automation engineer. Must be capable, with moderate, but constant salary, talent fees, permanent. No floaters wanted. Send transmission.

Classified Advertisements

PUBLICATION INFOPAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted $1.00 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 3 words for blank box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted

Program Director—Announcer. 8 years in radio, and 12 years in program announcing, all phases. Sober, talented. Box 551, BROADCASTING.

Station promotion director thoroughly experienced in publicity, advertising and production. Box 897, BROADCASTING.

Radio engineer desires position as chief of one or two stations. Experienced all phases. Box 903, BROADCASTING.


Newswriter-announcer. Experienced, also ad billing and specialty shows. Box 921, BROADCASTING.


Newswriter—Man, now on staff well-known 5 kw. 5 years experience news, commercials, Fireland, 901, 11/2 KILOWATT AM.


Newswriter—Man, experienced news, ad, life, turntables, control board. Prefer Chicago, St. Louis. Married, honorable discharge. Whate you offer? Box 900, BROADCASTING.

Newswriter, long press association background. Draft exempt, available February 1st. Box 907, BROADCASTING.

Newswriter—Better than average man with excellent sales and personal record. Seeks connection with progressive station offering better than average opportunity for well done. Salary, 5 feet tall, intelligent radio sales, family man, A-1 references. Regional, local experience. East or west preferred. Box 928, BROADCASTING.

You've found your announcer-script writer. Experienced writer with good program ideas. Desires writing position with NBC network where she can combine writing and announcing. Employed now. Box 500, BROADCASTING.

Announcer—33, Naval discharge, good voice. Will work hard for small station. WDAM, Memphis, Tenn. Phone 40-4202.

Announcer—33, Naval discharge, good voice. Will work hard for small station. WDAM, Memphis, Tenn. Phone 40-4202.

WANTED, married, honorable discharge. Box 926, BROADCASTING.

Commercial Radio Equipment Co. 370 High Street West, Columbus, Ohio. Box 223, BROADCASTING.

Radio engineer wants position with NBC network. Desires location with NBC network where she can combine writing and announcing. Employed now. Box 605, BROADCASTING.

Newswriter—Man, experienced news, ad, life, turntables, control board. Prefer Chicago, St. Louis. Married, honorable discharge. Whate you offer? Box 900, BROADCASTING.


Announcer—24 1/2 years of experience at an outstanding broadcasting college. Young, congenial, hard working, college man. Please state college, class, 1st, 2nd or 3rd. Draft exempt. Box 914, BROADCASTING.

Newswriter—Young, attractive, loyal, capable, with moderate, but constant salary, talent fees, permanent. No floaters wanted. Send transmission.

Chief engineer, 4 years experience, 3 years with top station, 2 years with NBC. Permanent. Box 900, BROADCASTING.

Situations Wanted (Cont'd)

Script writer, Drama, news, commercials. Good, academic background, quickly traveled, bilingual. Will accept position with radio station, preferably Chicago. Samples, references, and immediate request welcome. Box 935, BROADCASTING.

Wanted to buy—Antenna, frequency monitor, disc jockey, monitors, other complete equipment for 250 watt station. Box 900, BROADCASTING.

Wanted—One (1) Wostin 300 Voltmeter to 1.5 KV or 0 to 2 KV complete with moveables either new or used. Box 906, BROADCASTING.

WANTED—Or two turntables, new, used, or rebuild. What have you? Cash arrangement. Box 911, BROADCASTING.


WANTED—Frequency monitor and modulation monitor. Phonat Central 8695, collect, Chicago, Mr. Clifford.

WANTED—Any type vertical antennas. Phonat Central 9296, Chicago, Mr. Clifford.

Radio man, honorably discharged from Army, wants to buy interest in or control of 250 watt station. Box 918, BROADCASTING.

HELP WANTED

Platist: Able to do double Hammond Organ and Novachord. Excellent permanent job with nationally known 5 kw midwest station. Give full particulars.

Box 901, BROADCASTING.

Radio Salesman Wanted

This is directed at a radio salesman who wouldn't usually answer an ad. We are a basic network station in a prominent midwest city, and feel there is a fine opportunity for a man who can service and sell radio. Good money, nice associates, place to grow in responsibility and earnings. Box 919, BROADCASTING.

November 27, 1944 • Page 77
Kesten Stresses International Broadcasting on Return to U.S.

CBS V-P Sees Great American Opportunity In Postwar Radio, Video Development

"DESPITE the best job of reporting that any nation at arms has ever received, America is not getting and for the single reason, the real story of its men in action and its machines in action as long as military secrecy is vital."

Paul W. Kesten, CBS executive vice-president, said last week in a statement issued after his return from a trip to England, expressing determination that his story "shall not be lost after the war, as it was in large part after the last war." Mr. Kesten said that CBS is already planning a post-war series, tentatively titled Decemnaire, to tell that story.

Expressing a conviction that the "United States should maintain fully the international broadcasting facilities that have been expanded during the war," Mr. Kesten said that even a few weeks spent outside this country are sufficient to show the importance of American news, American affairs and American entertainment to foreign listeners. Pointing out that the most popular network programs are available today both in England and on the continent, for civilian listeners as well as our troops, he continued:

"Some indication of the vital importance abroad of American thinking and planning was evident in the fact that the United States attitude toward international aviation and world shipping received more limelight from NBC newscasts than any other single item in 24 hours of world news, although it was totally eclipsed in American news broadcasts by events on the war front. There is no question in my mind of the increasing importance to the United States of international broadcasting from this country after the war."

French Television

Commenting on television progress in France, where shortly after the liberation "they were able to demonstrate actual pictures which make our prewar television standards look wholly obsolete," Mr. Kesten declared that "the leverage of this French development on American television planning cannot be ignored." He expressed the opinion that, in view of the larger number of prewar sets purchased in England, that country may resume television broadcasting before standards, but that the British may emerge with a television system which might set the pace for the rest of the world, except for the single American advantage of color.

Heinz Drops 'Info'

H. J. HEINZ 2 Co., Pittsburgh, after two years sponsorship of Information Please on NBC, Mondays, 9:30-10 p.m., will discontinue the show Feb. 12. According to a spokesman for Maxwell Inc., New York, the show is being discontinued because of a new advertising setup, calling for concentration on regional advertising. Quiz program, the agency said, was impractical for regional cut-in commercials. Indications are that the 9:30 p.m. spot will not be retained, with specific future radio plans to be determined at agency-advertiser conferences.

Royal Head Videos at NBC; Brooks Is Named Successor

SHIFT in NBC's executive lineup making John F. Royal, vice-president in charge of television and placing the network's international relations and foreign office personnel, previously directed by Mr. Royal, under the supervision of William F. Brooks, director of news and special events last week by an executive order issued by Frank E. Mullen, NBC vice-president and general manager.

The move puts Mr. Royal, whose former duties as head of international relations and new developments included supervision of television, exclusively in charge of the latter service. It was made because of plans now being formulated to develop and expand NBC's video activities, the announcement stated. After 18 months in which NBC's telecasts had been limited to films, the schedule was expanded in the fall of 1943 to include sports events, operas and variety shows. Recently WNBTC, NBC's television station in New York, started twice-weekly boxing bout telecasts under sponsorship of Galileo Safety Razor Co. WNBTC has picked up several football games this fall.

Ray Kelly, manager, program production facilities; John T. Williams, business manager of the television department; production directors Edward Sobol, Paul Alley

NAB Group to Aid Capital Reporters

Correspondents and Officials Meet to Discuss Activities

A COMMITTEE to cooperate with the Washington Radio Correspondents Assn. in promoting better facilities for broadcast newsmen covering the Capitol has been appointed by J. Harold Ryan, president of NAB.

The committee includes L. Spencer Mitchell, manager of WDAE Tampa, and H. K. Carpenter, manager of WHK Cleveland. It will serve as a subcommittee of the NAB, Radio Correspondents Committee, of which Karl Koerper, manager of KMBC Kansas City, is chairman.

Plans for the committee's activity were to be discussed at a meeting Nov. 27 between President Ryan, C. E. Arney Jr., secretary-treasurer of NAB, and Earl Godwin, public relations director and "capitol reporters' assn. and William Costello, CBS Washington correspondent. A third correspondent, Richard Harkness of NBC, serving with Mr. Godwin and Mr. Costello in parleys to be held with NAB officials, was unable to attend.


and Ernest S. Colling and their staffs will report to Mr. Royal under the new setup.

On how directs all of NBC's international relations with foreign broadcasting agencies, such as the BBC, in addition to those involving news and special events. Recently returned from Pearl Harbor, where he and the news heads of the other major networks conferred with Admiral W. Nimitz on Pacific war coverage, he plans to leave shortly for London, Paris and Rome to confer with NBC international personnel and to expand the network's international organization.

Fred Bate, manager of NBC's international shortwave department, in charge of all broadcasts originated by NBC for transmission abroad in cooperation with the Office of War Information and the Coordinator of Inter-American Affairs, continues in that post but now reports directly to Mr. Mullen instead of to Mr. Royal.

Berle Show to CBS

EVERSHARP Inc., Chicago, manufacturers of pens and pencils, on Dec. 21 will sponsor Milton Berle's Let Yourself Go from the Blue Network, Tuesday, 10:30-11 p.m. to CBS. Wednesday, 10:30-11 p.m. Latter spot is being vacated Dec. 10 when electric companies shift Nelson Eddy to Sunday, 4:30-5 p.m. Eversharpen also sponsors Take It or Leave It on CBS, Sundays, 10-10:30 p.m. Agency is Blowy Co., New York.
Advertising Must Help Create Many New Industries

Advertising faces many responsibilities—and opportunities—in the Distribution Decade, after Victory. Among these will be the creation of new markets for new industries. And after these markets have been opened, Agency men must assume the task of accelerating Distribution.

For, after Victory, the Nation must not only produce, but sell 40% more than in 1940. Money, manpower, production facilities and materials will be plentiful. Distribution—making possible the speedy conversion of goods into dollars—will be the problem.

Just as all forward-looking Agency men are actively studying this problem, we are examining its application to the great 4-State market that is WLW-land. We'll have some interesting things to report to you when the time comes.
Where Does Radio Mail Come from?

This and many other questions answered by this new study!

primarily, it is a study of radio listening in Oklahoma, the first and most comprehensive statewide study ever made, providing for the first time authentic answers to questions which radio people and time buyers most frequently ask.

WKY is especially eager for time buyers and advertisers to examine this study closely because it adds conclusive proof to WKY's oft-repeated claim to decisive dominance in Oklahoma. This fact shouts from page after page.

So, if you are choosing a station to do your selling job in Oklahoma, if you want to know the listening habits or program preferences of Oklahoma listeners, you'll find the information you want in "The Oklahoma Radio Audience of 1944". Send for a copy, if it is not already in your files.