IN 5 MINUTES
this book can tell you more
about IOWA RADIO than
you could learn in a YEAR
of personal investigation

The 1944 Iowa Radio Audience Survey

answers practically every question you could ask
if you should set out to interview representative
numbers of listeners in every Iowa county, to
decide which stations, what programs, what times
would give you utmost radio results in this State.

Compiled from many thousands of interviews
and questionnaires, conducted by Dr. Forest L.
Whan along recognized sampling patterns, the
1944 Iowa Radio Audience Survey gives you the
whole, authentic picture of Iowa listenership.

It includes maps, charts and Pictographs which
give you the answers at a glance. It does not
require hours of laborious study. It will become
one of the most constantly-used and informa-
tive books in your radio library. It is a

MUST for every fact-minded advertising or mer-
chandising man who has any interest in Iowa
radio.

It's difficult to advertise the 1944 Survey with-
out sounding too enthusiastic. But just take our
word that it's all we say, and write for your copy
today or ask Free & Peters. You'll be glad you
did. It's free, and there is no obligation, of course.

WHO
for IOWA PLUS!

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

FREE & PETERS, INC. . . National Representatives
Hear are the REAL facts of Radio Listening in Oklahoma

Up until now there were no authoritative, comprehensive data on radio listening in Oklahoma; no complete picture of station coverage; no impartial measurement of listener preference; no thorough knowledge of program preferences. Local or sectional studies, such as there may have been, could give only fragments of the complete story which program people and time buyers must know to do the best possible job in Oklahoma.

Today there is an encyclopedia of radio listening information: “The Oklahoma Radio Audience of 1944.” It is authoritative and impartial, based on 6,422 interviews in cities, villages and on farms all over the state. The study was conducted and results tabulated under the direct supervision of Dr. F. L. Whan of the University of Wichita whose work in radio research and listener measurement is widely and favorably known in the industry.

While this study sifted out hundreds of interesting and valuable facts, the one big, outstanding fact which overshadows all others is the decisive dominance of WKY in the listening habits of Oklahoma people.

This is the one big fact which should interest advertisers who want to do the best possible job of delivering their sales messages to Oklahoma listeners.

The facts of listening in Oklahoma are yours, if you have a copy of “The Oklahoma Radio Audience of 1944”. Send for a copy.
Good Fishing ANY Time

Eager for the latest news . . . anxious for the best in entertainment, thousands of people in Middle Tennessee and Southern Kentucky tune to WSIX for choice programs selected from the BLUE Network and the MUTUAL Broadcasting System.

There is good fishing in this gigantic pool of listener interest for advertisers doing business throughout the Nashville market. Never before have WSIX listeners had so much money to spend for the things they want. It's wise to fish when the fishing is good, so be sure you are casting in the right direction . . . in the center of the rich middle Tennessee section. For availabilities and rate information, write or wire to WSIX or

THE KATZ AGENCY, INC., National Representatives
ANN: (With Emphasis) TIME BUYERS ... DO YOU KNOW THE

3 REASONS WHY W L I B IS PAYING OFF ON THE CASH REGISTER?
FIRST... Latest Hooperatings give W L I B a 20-percent
greater share of New York's audience since January!

BIZ: CASH REGISTER RINGS
SECOND... "Pulse of New York" finds 69-percent of W L I B's
listeners are middle-income ... 75-percent are women... and
66-percent are over 30 years old. W L I B's audience gets a
big rating for buying power!

BIZ: CASH REGISTER RINGS
THIRD... This audience is not consistently reached by other
stations. "Pulse" finds 61-percent of W L I B's listeners
do not tune in any other station 15-minutes before or after
listening to W L I B... because they know that only W L I B
consistently gives them distinctive programs of the "Popular
Classics with a Blend of the Modern".

BIZ: CASH REGISTER RINGS
SO, TIME BUYERS, THOSE ARE THE 3 REASONS WHY W L I B IS PAYING
OFF ON THE CASH REGISTER... 1- GROWING AUDIENCE... 2- WITH
MORE BUYING POWER... 3- NOT REACHED BY OTHER NEW YORK STATIONS.

BIZ: CASH REGISTER RINGS 3 TIMES
TO INCREASE YOUR LISTENING AUDIENCE USE NEWSPAPER SPOT ANNOUNCEMENTS

Radio directors, agency executives and publicity men agree that to win new listeners, a network show needs pre-program build-up. Why not use Newspaper Spot Announcements (Reader Notices) to announce stars, to remind the audience of time and station, and in general to height-light the program.

Reader Notices are not only effective, but are economical. For example, if you have a program on CBS, NBC, Blue or Mutual, you can buy a three line reader notice in every daily Newspaper in the basic cities for the following:

- **CBS**: $764.96, 71 Newspapers
- **Blue**: 802.61, 98
- **Mutual**: 842.39, 98
- **NBC**: 754.75, 69

18,731,012 Circulation
19,910,278
21,043,452
19,232,488

**SPOT ANNOUNCEMENTS** focus Reader Attention, because of their location adjacent to or immediately following important news stories.—Advt.
When You Think of NEW ORLEANS

... You Think of

The Air Capital of the South

CHICAGO & SOUTHERN

DELTA

EASTERN

NATIONAL

PAN-AMERICAN

... AND

WWL

NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
"Here’s Your Fan Mail Soldier—"

And it was really mail, too . . . 300 letters the first day and 500 letters the next . . . but let’s start the story at the beginning.

There was a lonesome soldier returned from the front for hospitalization. A West Virginia soldier he was, and the State of Washington is pretty nice, but he was lonesome for the hills of West Virginia. He wrote his Sis in Malden, W. Va. about it . . . she told a friend who wrote WCHS . . . Miss 580 told her listeners that very afternoon at 4:30 and two days later a Nurse said to that homesick West Virginian . . . "Here’s your fan mail, soldier". It must have made that lad feel pretty good because he thought the "Women’s 580 Club" should be changed to the "Sunshine Club" . . . "because of the sunshine those letters brought me."

A little story . . . but another example of audience response.

WCHS

CHARLESTON, W. VA.
5000 on 580 • CBS

JOHN A. KENNEDY, Pres.
(on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

Represented by the Branham Co.
The Case of

Walter (National Institution) Winchell

[IT PROVES A POINT THAT STATISTICIANS CAN ARGUE ABOUT FROM HERE TO BREAKFAST]

The newest Hooper report lists no "first 15" for the period ending November 15: it seems there was an election.

However, Mr. Hooper lists as the "first 4" in his preceding report:

- Bob Hope (NBC) . . . 25.8
- Fibber McGee and Molly (NBC) . 23.6
- Walter Winchell (Blue) . . 23.3
- Lux Radio Theatre (CBS) . . 23.1

Some folks whose interests don't lie in promoting the Blue Network have been known to suggest that Mr. Winchell is a radio "freak." His consistent appearance near the top of the heap is rumored to be the result of a combination of circumstances likely to happen about as frequently as the blooming of a century plant.

All of that, Gentlemen, is just smoke in your eyes.

The truth of the matter is that Walter Winchell proves a very potent point for the Blue Network.

The point can't readily be disputed.

The point is that in the major markets of the nation, where radio competition is keenest, Walter Winchell proves the Blue can do as well as any network.

Research men, reach for your coverage maps! Physicists, snatch pencils and start to calculate! Geographically-minded salesmen, cook up things about topography! But bear in mind that no matter what you "prove," there sit the listeners to the Blue on Sunday at 9 PM-5½-million families of 'em.

Now look at these figures from the last CAB report. This covers 81 towns of 50,000 and over—a mighty big chunk of the U. S. market.

- Bob Hope (NBC) . . . . 23.5
- Fibber McGee and Molly (NBC) . 22.3
- Walter Winchell (Blue) . . 19.7
- Charlie McCarthy (NBC) . . 18.9
- Joan Davis—Jack Haley (NBC) . 18.2
- Lux Radio Theatre (CBS) . . 17.6

You know what that means? It means that almost as many folks are gathered around radios in these 81 towns listening to a Blue Program as listen to NBC's best. More than listen to CBS's best. These are listeners. People. People who buy things. Not statistics, not topographical aberrations, not electronic phenomena—but people. More than you can reach by any means but radio, and as many as any radio network can reach in these vital markets.

Well, it proves again that the Blue can do it. The facilities are there. In the last analysis the only thing that divides the major market audiences of the three top networks is the twist of the dial. That means programs. So—GIVE US THE SHOWS. WE HAVE THE FACILITIES TO DELIVER YOU THE LISTENERS—FOR LESS MONEY. WE DO IT WITH WALTER WINCHELL. WE DO IT WITH DREW PEARSON (IN SPITE OF YOU KNOW WHAT). WE DO IT EVERY WEEK-DAY MORNING.

See what we mean?

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.
AS PROVIDING THE BEST ELECTION DAY COVERAGE IN NORTHEASTERN OHIO

Pretty "Electionettes" distributed election score cards in downtown Cleveland with the compliments of The Friendly Station, reminded listeners that WGAR and CBS would air the election news in a newer, easy-to-understand style.

Governor-Elect Lausche was interviewed by WGAR special-events broadcaster Sid Anlorn immediately after election had been conceded by Mr. Lausche's opponent.

Frances P. Bolton, re-elected asCongresswoman from Ohio's 22nd district, thanked voters in a remote control pickup from WGAR's mobile unit which visited the candidates.

Busy broadcasters were Carl George and Dave Baylor, part of the staff of 48 WGAR people who were on duty from 15 to 20 hours at a stretch collecting, editing, analyzing and airing returns.

Manager John F. Patt of WGAR personally directed his staff in coverage of national and state results, a performance that listeners praised as the most informative and understandable election broadcasting in Northeastern Ohio.

Re-elected by Ohioans, Congressman George H. Bender found a WGAR microphone on the desk and Tom Armstrong and Bob Folk of The Friendly Station at his headquarters, ready to carry his comments the moment the vote total showed him the choice.
At Deadline . . .

EDWARD R. MURROW, CBS European chief and president of the Assn. of American Correspondents in London, arrived in New York last Friday for a sabbatical and conferences with CBS officials.

INCREASE of 10% in announcers’ fees for local commercials, retro-active to Nov. 1, was agreed upon last Friday by AFRA and five major Chicago stations, WBBM WMAQ WENR WLS WGN, subject to approval by the WLB.

NOV. 30 Hooper ratings: Bob Hope, first; Fibber McGee & Molly, second; Radio Theatre, third; followed respectively by Mr. District Attorney, Abbott & Costello, Bing Crosby, Joan Davis with Jack Haley, Charlie McCarthy, Jack Benny, Screen Guild Players, Dinah Shore, Walter Winchell, Eddie Cantor, Bob Burns and Aldrich Family.

SELLERS of SALES

NORMAN ERNEST HEYNE, among the top Chicago time-buyers, has excelled at producing, singing, writing, piano playing and running. At one time it appeared more likely that his professional career would be spent behind a pulpit than behind a desk.

He forsook the ministry, for which he had completed five years study at Concordia Junior College, to enter Northwestern University—ostensibly for an education, but more intently concerned with his future as a football player.

Concordia offered Mr. Heyne little outlet for his physical energies and these he determined to expend for the glory of the Purple. Northwestern’s coach and Mr. Heyne differed on this point, and after several leisurely games on the bench, Mr. Heyne took up track.

He became so proficient an athlete that he was called upon as a campus personality to lend his charm to certain social functions. Among these was a college night entertainment at the Sherman Hotel’s College Inn. Mr. Heyne was selected to sing “Penthouse Serenade”.

He stood squarely before the audience—and uttered not a sound. Mike fright.

Mr. Heyne accepted this reverse with reluctance. He decided to overcome Mike fright. He organized a College Night program at the Blackhawk Restaurant and, as part of the evening’s festivities, produced a vocal trio—with Heyne as tenor.

This trio attracted the attention of bandleader Hal Kemp who retained it to front his orchestra and although it’s a long way around Robin Hood’s barn, that’s how Mr. Heyne became a timebuyer.

For two years after graduation from Northwestern (1932), Mr. Heyne and his fellow trio members worked as professional entertainers.

In 1935, Mr. Heyne left the trio to join Schwimmer & Scott, Chicago, as copy writer. In that same year, he married his childhood sweetheart, Mildred Chisholm. He remained with Schwimmer & Scott until 1943, then moved over to Ruthrauff & Ryan, as radio director.

Mr. Heyne likes his commercials simple and direct. (“Mommy, I want a Salerno Butter Cookie!”) He believes television will be more generally accepted in a shorter period than it took radio to make the grade, once the wartime restrictions are lifted.

For Ruthrauff & Ryan, Mr. Heyne handles, among other accounts: Quaker Oats, Griesedieck Brewery, Garrett Wine, Bendix Home Appliances, Consolidated Biscuit and Roundy, Fechham and Dexter Co.
Bill Hinds, Bette Smiley, Paul Shannon, Bernie Armstrong and his Orchestra... and a variety of supporting acts make this 45 minute, 5-day-a-week strip on KDKA (12:15-1:00 P.M.) a show that every advertiser should know about... and use!

We can't tell the whole story here, but "Brunch with Bill" is different! One-minute announcements are pointed-up and presented on a fabric of exquisite background material.

Basic, time-tested fun combinations are shot through with enough frantic antics to insure a smart show in today's tempo, yet the commercial is given straight, with sincerity and punch.

Don't let our pictures fool you. There is a fair amount of expert fooling (the high-rating kind) but every minute is rehearsed and the entire 45 minutes is produced... That, and 50,000 watt coverage is why "Brunch With Bill" produces consumer demand for any product.

Proof and details from your NBC Spot Salesman.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KYW • WBZ • WBZA • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES
“Frankly, Miss Love, I would never have taken 5:30 a.m., if F&P hadn’t vouched for it!”

- When any F&P Colonel recommends something to you, you can bet your bottom dollar it makes sense. Not that we’re little angels who are too good to be true—it’s just that most of our business is repeat orders, and we’d be downright foolish to sell you any junk.

We know that in spot broadcasting, as everywhere else, honesty is really the best policy.

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

EXCLUSIVE REPRESENTATIVES:
WOX-7 WBBM  BUFFALO
WCKY  CINCINNATI
KOAL  DULUTH
WDAY  FARGO
WISH  INDIANAPOLIS
WKZO  KALAMAZOO
KABC  KANSAS CITY
WAVE  LOUISVILLE
WTSN  MINNEAPOLIS-ST. PAUL
WAMB  PEDRIA
KSO  ST. LOUIS
WFBL  SYRACUSE
WHO  DES MOINES
WOC  CANAVANPORT
KMA  SHENANDOAH
WCBM  BALTIMORE
WESC  CHARLESTON
WIS  COLUMBIA
WFTF  RALEIGH
WBDJ  ROANOKE

SOUTHEAST:
WCBM  BALTIMORE
WESC  CHARLESTON
WIS  COLUMBIA
WFTF  RALEIGH
WBDJ  ROANOKE

SOUTHWEST:
KOB  ALBUQUERQUE
KCBS  CORPUS CHRISTI
KEXY  HOUSTON
KOMA  OKLAHOMA CITY
KTLJ  TULSA

PACIFIC COAST:
KBCN  FORT WORTH
KCTV  SEATTLE
KFar  FAIRBANKS, ALASKA

CHICAGO: 180 N. Michigan
NEW YORK: 444 Madison Ave.
SAN FRANCISCO: 111 Sutter
HOLLYWOOD: 6331 Hollywood
ATLANTA: 322 Palmer Bldg.

FRANKLIN 6373
Plaza 5-4130
Sutter 4353
Hollywood 2151
Main 5667

Page 12 • December 4, 1944

BROADCASTING • Broadcast Advertising
WJZ Bans Chain-Break Spots, 8-10 p.m.

New Policy, Effective Now, Follows
WWJ Move Against Transcriptions

WITH THE no-transcribed spot edict of WWJ Detroit still ringing in their ears, radio advertisers and agencies are being notified by WJZ, Blue Network key in New York, that all chain-break announcements except time signals will be eliminated from the peak evening listening period between 8 and 10 p.m.

Coming on the heels of the announcement by Harry Bannister, WWJ manager, that the station will remove all transcribed announcements from its schedules Feb. 1, John McNeil, WJZ manager, looked another block buster in the commercial cleanup campaign with disclosure of new standards of program acceptance. It is presumed the WJZ action, which will cost the station between $150,000 and $200,000 annually, will be followed by other owned and operated stations of the Blue and probably permeate major market stations on a gradual basis, as commercial commitments permit.

Higher Standards

Mr. McNeil said elimination of the chain breaks other than time signals between 8 and 10 p.m. is effective immediately, with present sponsors in those time brackets to be asked to vacate on two weeks' notice.

Along with the chain-break cancellation WJZ also is inaugurating new and higher standards of acceptance for chain-break announcements at all other times of the broadcast day, Mr. McNeil informed all WJZ department heads in a memorandum issued last week. Announcement to agencies and clients was expected last weekend.

Meanwhile, there were repercussions aplenty to the WWJ reaction, supplementing the deluge last week [Broadcasting, Nov. 27]. Mr. Bannister reported the new policy had met "with enthusiastic acclaim from everyone excepting a few advertising agencies and a few broadcasters". Other reaction to the move, however, has been varied, with many agency executives running quite a temperature. Others applauded the spirit that motivated WWJ, but deplored the method.

Mr. Bannister has accepted an invitation to discuss the new WWJ policy before the Chicago Radio Management Club during a luncheon meeting Wednesday. Fireworks aplenty are expected, with an open session in which questions will be put to the WWJ manager.

The action was a lively topic wherever broadcasters congregated. Misgivings were expressed by perhaps a majority of the broadcasters over any policy which would result in a wholesale loss of business. There were some expressions of fear that spot business might be diverted to other media, while others felt the move was healthy because it should tend to replace many spot accounts with programs, transcribed or live.

Mr. Bannister reported that aside from trade reaction, audience reaction was "little short of terrific". The public generally, he said, enthusiastically applauded the move publicized in the Detroit News, parent of WWJ.

Alluding to agency and broadcaster criticism, Mr. Bannister said it followed the same general line—that it would be better to discriminate and select as between "good" and "bad" announcements, rather than to draw a sharp line between live and transcribed announcements.

"These people all overlook the fact that supposedly all worthwhile radio stations have always employed selective standards," he said. "They have accepted what was regarded as good and rejected many bad announcements, and it has been under such a policy that present stations have developed, so quite evidently our problem is not one to be solved by discrimination and selectivity. Nor is it a permutation as to whether or not, as many of them do, that live announcements can be just as bad as some transcriptions.

"Our decision to accept only live copy announcements does not mean that we'll hesitate to turn down live copy if it is in bad taste or contrary to public interest. I feel that the elimination of transcribed announcements will return to WWJ the full control over announcements which every station should have if it is to function under our present laws as Congress intended. Having that full control, the station can then see to it that only public interest broadcasting is included in its schedule."

Chain-Break Requirements

In his memorandum to WJZ department heads, Mr. McNeil stated:

"Each chain break will be scrutinized by the WJZ program department and accepted only if it meets with the following requirements:

1. They must be in harmony with adjacent programs.

2. They must be pleasant to hear.

3. They may be moved or dropped at any time in the interests of good programming.

The above terms are purposely left somewhat vague, because

(Continued on page 88)

Swezey, Carlin Named MBS V-Ps

Kobak General Manager
And President With
Swezey Aide

IN HIS FIRST moves toward reorganization of the Mutual high command, Edgar Kobak, president and general manager, and Philip Carlin, former program vice-president of the Blue, to a similar post with Mutual. Mr. Carlin takes over Dec. 11 and Mr. Swezey the following week.

While the Carlin appointment came as no surprise, Mr. Swezey's designation had not been forecast. Although general counsel of the Blue and on the legal staff of NBC prior to the separation of the networks, Mr. Swezey had been active in operating affairs of the Blue. In his Mutual post, he will be engaged entirely in operations and will forego legal activities. Emanuel Dannetti is New York general counsel of Mutual.

Mr. Kobak, who assumed the Mutual helm Nov. 20 after having served consecutively as executive vice-president of the Blue, has taken the title of general manager along with the presidency. Thus, Mr. Swezey will function as his chief assistant and as second man in the organization.

Mr. Swezey served as both counsel and secretary of the Blue from its organization as an independent entity in February 1942. He will move to Mutual as soon as he has finished several pending legal matters for the Blue, such as the WJZ-KOB hearing on the 770 kc channel, now scheduled for Dec. 11 in Washington. Before joining NBC, he had served with various Government departments, including the RFC and Federal Home Loan Bank Board. A 1928 graduate of Harvard, and a Harvard Law School graduate of 1931, he began his private practice in Boston with the firm of Warner, Stackpole & Bradlee.

Mr. Carlin resigned his Blue post last month as vice-president in charge of program operations, a post he had held since the Blue was separated from NBC two years ago. Hubbell Robinson Jr., Young & Rubicam radio executive, previously had joined the Blue as vice-president in charge of programming and production. Adolph Opfinger continues in his capacity as program director of Mutual, functioning under Mr. Carlin.

In addition, John Whitmore, news chief, and Tom Slater, director of special events, will report to Mr. Carlin.

In his first conference call to affiliated stations last Tuesday, Mr. Kobak said no other changes in the Mutual executive structure are planned.

December 4, 1944 • Page 13
Two Firms Cancel Vitamin Schedules

Move Believed Isolated; Others Readjust Radio Plans

WITHDRAWAL of two widely advertised vitamin products (Stams and Stan-B) from the market by Standard Brands and removal of the Frank Sinatra Show from CBS for Lever Bros.' Vimms, along with unconfirmed reports that this product might also vanish from the advertising picture, are being termed isolated cases, with no indication that they foretold a sudden or general retrenchment of production and advertising of vitamins for consumers via radio.

Check on several major national vitamin advertisers, including Standard Brands, McKesson & Robbins, Grove Labs., and Vitaplus division of Vick Chemical Co., does reveal, however, that in some cases there has been a gradual readjustment of broadcast advertising, including shift of emphasis to other products of the companies during the past year or so. Many brands were introduced and ballyhooed at top speed.

Bad Publicity Blamed

Whatever changes have been effected are firmly attributed to increased production, distribution, seasonal policy or technique. While admitting that vitamin sales have generally decreased, one spokesman denied that this or such factors as the recent Duke U. and other instances where vitamins' effectiveness has been challenged, had or would affect advertising programs. Sales decline was attributed variously to "bad publicity" for vitamins, indifference of druggists with too many lines to sell, low standards of potency for certain brands, the impression that "ethical" products are superior to advertised brands, and to a natural levelling off of sales after the abnormally high peak first attained.

Lever Bros., Cambridge, on Dec. 26 will discontinue sponsorship of the Frank Sinatra Show for Vimms on 143 CBS stations, heard Monday, 8:30-9 p.m. Produced and owned by Mercury Corp. of America, New York, show has a Hooper rating of 11.5 in its new spot. Firm is understood to be dropping all advertising for Vimms and may possibly discontinue marketing of the product because of poor sales. These reports, however, were denied by an agency, Walter Thompson Co., New York. Lever Bros.' promotion of Vimms in addition to sponsorship of Frank Sinatra since January 1948, has included several spot campaigns conducted in 1942 when BEDO, New York, handled the account.

J. Walter Thompson last week would make no statement on Vimms and the program or possible sponsors. One report was that Standard Brands might sponsor the Sinatra Show for yeast, replacing One Man's Family on NBC, Sunday 7-9 p.m. Kenyon & Eckhardt, New York, are said to have the account for Standard Brands.

Lever Bros. for Swan Soap, will shift Burns and Allen on Jan. 1 from its current spot on CBS Tuesday, 9-9:30 p.m. to the Monday night Vimmis period, but will retain the Tuesday night time, which may be filled by a new show, according to a spokesman for Young & Rubicam, New York, agency for Swan Soap.

Spots on Regular Program

According to a spokesman for Standard Brands, who said that radio vitamins, placed through Stams had been discontinued, air advertising for Stams, handled by Ted Bates Inc., has been confined to the past six months. There will be no further announcements on the company's regular program for coffee on NBC, Charlie McCarthy, and on network positions for future shows. CBS. Shift from initial concentrated spot radio drive took place last June with achievement of national distribution. The Changing World goes off CBS Dec. 27, with no replacement planned. Stan-B, handled by H. W. Kastor & Sons, also shifted last summer from initial announcements to announcements on regular Standard Brands network schedules. New spot radio test had been inaugurated recently in Chicago and New York.

There are no plans for decreasing promotion for Grove Labs.' radio vitamins, placed through Donahue & Coe. Schedule was reduced last September because of shortages of certain materials, and decreased distribution only, the agency for primary promotion on Mutual and Blue time, and kept a radio schedule of spots and programs on 50-60 stations. Defenders shifted to hit-and-miss secondary promotion locally and one newspaper shifting to four-and-five day-old tablets. According to Russell M. Seeds Co., Chicago, promotion of Grove vitamins handled by that agency will continue as herebefore.

Spokesman for Vitaplus division of Vick Chemical stated emphatically that there were no plans for withdrawing the product from sales or cuttin advertising. Vick dropped Dr. I. Q. on NBC last March in favor of spot radio and is now on about 18 stations with every fourth commercial devoted to this product. There are also trailers on Prince Matchabelli Perfumery's Sirodissi Orchestra program on NBC. Vitaplus agency is Morse International.

"We are continuing to expand as promotion as we have in the past and may possibly accelerate," a spokesman for McKesson & Robbins said. Spot radio schedule, placed through Ivey & Ellington for Bax was to be discontinued last week until Jan. 15, but this is a season practice to avoid competition with holiday gift advertising, he said, and has nothing to do with the sales piece. As advertising handled by J. D. Tarcher & Co., will continue on Joe E. Brown's Blue program and locally on some 64 stations.

WNNH Takes the Air

WNNH New Haven, Conn., newly licensed local outlet slated to take the air Dec. 2, is represented by William Rambeau Co., Chicago. Programming of entire day is on behalf of War Bonds. Station is owned by Elm City Broadcasting Co., assigned to 1340 kc with 250 w unlimited.

United Auto Workers FCC Application Requests Six Educational FM Stations

Six "educational" noncommercial FM stations for Detroit, Flint, Chicago, Newark, Los Angeles and Cleveland are sought by International Union, United Automobile, Farm Implement Workers of America, UAW-CIO in a sheaf of applications filed with the FCC last week.

Proposing to concentrate on educational features, "including the arts, literature, economics, political and social sciences," the CIO states the history and current problems of the labor movement will be included as part of the educational program and also that "both industry and consumer will receive adequate representation in thorough discussions of their mutual problems".

The applications state that all groups and classes will be afforded such a "freedom of speech and opportunity for discussion as to be unparalleled" in the history of radio. In addition to the educational programming, the applications include approximately 25% of the programming, news, discussions, music, sports, interfraternal and other features would be presented.

Almost completely lacking in technical information, facilities as requested for the various cities were listed as follows: Detroit—43,100 kc 22,750 sq. mi.; Flint—45,900 kc 8,045 sq. mi.; New York—43,500 kc 14,600 sq. mi.; Newark—43,100 kc 18,750 sq. mi.; Los Angeles—43,900 kc 32,100 sq. mi.; Cleveland—45,100 kc 17,500 sq. mi. No estimate was given as to cost of the proposed stations.

Harold N. Graves Named KIRO V-P

Official of Revenue Bureau Station Financial Head

SECOND high Government official within a month to accept a position with KIRO Seattle, Harold N. Graves has resigned effective Dec. 15, as Assistant Commissioner of Internal Revenue, to become vice-president in charge of finance and personnel of radio station.

Paul Appleby, Assistant Director of the Bureau of the Budget, resigned effective Dec. 4 to become vice-president and general manager of the Queen City Broadcasting Co., which owns KIRO.

36 Years' Service

In acceptance of his resignation, President Roosevelt wrote, "I wish to commend you for the excellent service you have rendered the Government and for the splendid job you have held in the Government service and for your outstanding achievements as assistant commissioner of internal revenue.

I have been in Government service 36 years, beginning as a school teacher in the Philippines in 1908. He was born in Meade, Ore., June 3, 1897 and studied at Illinois College, Jacksonville; Knox College, Galesburg, Ill. and George Washington U., earning an A. B. and an LL.B.

Before taking his present position July 1, 1943, Mr. Graves was assistant to Secretary of the Treasury Morgenthau. He also was acting Commissioner of Internal Revenue after Robert E. Hanneken resigned.

Ford Starts Series

FORD MOTOR Co., Dearborn, Mich., will begin a musical series featuring new and young music on Dec. 8 on 182 Blue stations, Friday, 8-8:15 p.m. Titled Stars of the Future, new program will have permanent stars, Lawrence Brooks and Frances Greer, singers, as well as guest stars each week. Robert Russell Bennett, music director, will direct and arrange the series. Ford will continue Early American Dance Music, Sunday, 11-11:30 p.m. and the Greenfield Village Chapel Service, Sunday, 8-8:45 p.m. Program on the Blue is agency J. Walter Thompson Co., Chicago.

KGW Renews on WQXR

KGW Portland, Ore., which began station promotion on WQXR New York last August, has renewed its deal with thin-shines and Recent Announcements for 13 weeks. Arden X. Pangborn, KGW managing director, in a letter to H. K. Bloie, vice-president of sales of WQXR, has commented the station for its successful promotion of KGW.
World to Syndicate Name Talent Discs

10 Features Ready For Release to Stations

ENTRY OF World Broadcasting System, pioneer transcription service, into the direct field of syndicated program production offering recorded name talent for national, regional or local sponsorship, will be announced this week. The new service will be known as World Features.

A year in the making, the innovation grows out of World’s association with Decca Records Inc., of which it became a subsidiary in July 1943. Announcement will come with the release to stations, agencies and advertisers of an illustrated brochure setting forth the nature of the service and first offering of a group of 10 complete features ready for release.

Available first to World library subscribers in each market, each series will be sold on an exclusive market basis. Where World library stations do not subscribe for a particular series, it will be offered other stations or advertisers and agencies. Non-station purchasers will be sold subject to prior station sales, for broadcast in uncontracted markets within the same price ranges.

Based on Market Size

The World Features rate will be based on market size. It is understood the rate structure provides for a scale ranging from $70 to $200, based on market size, for a 26-time, 5-minute open-end series. For a series covering 156 quarter-hour programs, the range is from $425 to $1375.

The new service will not disturb the WBS operations in the transcribed program library and tailor-made transcription fields, in which it has pioneered since 1929. WBS library service has some 300 subscribers, of which 250 are in the United States.

P. L. Deutsch, WBS president, said it had been his conviction for a long time that there is “a need for high caliber, transcribed radio shows that would fit even limited advertising budgets of national, regional and local advertisers.” With World’s Decca association, he said, it is now able to draw on the years of experience Decca has had in gauging public performances in entertainment.

Breaks With Tradition

Citing Decca’s success in “breaking away from outmoded traditions” and in “discovering public preference,” Mr. Deutsch said that with this experience to draw on, World Features has been planned with the listening audience in mind. “We feel strongly that while a radio show must obviously meet the requirements of advertisers and the radio industry, our first obligation is to the listening public.”

Work on the new service was begun immediately after World’s acquisition by Decca, he said. Through this association, World has been given access “to an impressive array of star talent, top-flight writers, directors and producers—a direct result of Decca’s widespread operations in the field of entertainment.”

A. J. Kendrick, vice-president and general manager of World, is directing World Features activity. Bernard Zisler is production manager of World Features and George DePue Jr. is in charge of sales.

All of the first 10 features are complete and ready to broadcast. The features now being released are of two types. Several are open-end programs and others in the form which World has labelled “Andi-Flex”. The latter are those for which the recorded music is accompanied by pre-prepared scripts and which through their flexibility permit introduction of commercials at any time during the broadcast.

Examples are Casa Cugat, Latin American music with the Cugat orchestra, chorus and vocalists; Jam Session, authentic jazz by 116 top performers in the jazz world; and Songs of Praise, devotional music by the Hamilton Quartet, with George Broadbent at the organ. World has produced 156 quarter-hour programs in each of those series.

The open-end 15-minute programs include 156 episodes of Mandrake the Magician, radio adaptation of King Feature Syndicate adventure strip, sponsored in 412 newspapers; 26 Rhythm Range programs of cowboy music presented by Cottonseed Clark and his cowpunchers; 25 regular and 13 special holiday programs of song and story by Irene Wicker, the Singing Lady; 13 programs based on the Hix United Feature Syndicate newspaper feature Strange as It Seems, now appearing in 200 newspapers.

Specific Projects

Open-end features also include three series of five-minute shows: 104 of Art Baker’s biographies of famous folk under the title Footprints on the Sands of Time; 26 Firebird Tales, exciting stories dramatized by Frank Graham; 26 stories told by Maureen O’Sullivan, motion picture star.

In addition to its own features, World Features promises its development of a plan for “the economical production of special open-end shows patterned to the individual requirements of advertisers or their agencies for specific markets.” Through syndication of such programs in all other markets, World said it absorbs part of the cost, “combining the advantages of tailor-made shows with the economy of a syndicated feature.”

Mr. Deutsch stated World now has other features in production in addition to the ten now ready. “We have made far-reaching plans for the future,” said Mr. Deutsch.

With this world of experience and our unexcelled studio facilities and, now the almost inexhaustible reservoir of talent, writers, directors, and producers made available to us through Decca, we are in a position to produce each new World Feature as a continuing operation. Our effort will be to supply varied, top talent programs designed along the lines of popular appeal and priced within the budgets of all advertisers.”

Electronic Corp. Expands

Electronic Corp., of America, New York, as part of its promotion for postwar radio sets, on Dec. 4 was to start William S. Galmor, commentator, in a five-week program on WJZ New York, having shifted him from WHN New York. Firm, which also supports Johannes Steele on WMCA New York, plans to add other stations to its list early next year. Agency is Shappe-Wilkes A/P, New York.

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December 6, 1944 • Page 15
Sirica, Charging 'Whitewash', Resigns

By BILL BAILEY

FINIS to the Congressional probe of the FCC in effect, if not in fact, was written last week when the House Select Committee to Investigate the FCC voted 3-2 to terminate public hearings into the sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network chairman. The inquiry continued, however, behind closed doors.

John J. Sirica, Committee general counsel, in open session Tuesday, denounced the Committee action and resigned, declaring he could not live with his conscience were he to be a "party to this whitewash," and followed the Committee, by a 3-2 vote, postponed hearings in the WMCA case pending litigation in the New York Supreme Court.

Hearings Slowed Down

Chairman Lea (D-Cal.), immediately upon Mr. Sirica's resignation, designated Robert B. Barker, chief investigator, as acting general counsel. The Committee on Friday formally appointed Barker general counsel, effective Dec. 1.

After the Committee went into executive session the hearings slowed down considerably, it was reported, compel the members to taking more active part in examination of witnesses and divulging in to minute details. Only two witnesses were heard by the closed chamber Tuesday, William Weisman, former general counsel for Mr. Flamm, and Irwin Steingut, New York State Assemblyman and Committee member, who requested that he be allowed to have complained to the White House about the WMCA sale.

Other witnesses heard behind closed doors included Col. Telford Taylor, former FCC general counsel who was flown from the European Theatre of Operations to testify; Charles R. Denny, present FCC general counsel; Mr. Flamm; Leslie E. Roberts, former public relations counsel of WMCA who has told the Committee a story of "conspicuity" to "frigidity" Mr. Flamm into selling his station, and Marion K. Gilliam, Asbury Park, N. J., former 50% owner of WMCA and Mr. Flamm, who sold his interest to the Flamm in 1932.

Reports gained circulation on Capitol Hill that the new Congress would demand a "thorough and exhaustive" investigation of the FCC. The witnesses, however, felt that the closing probe accomplished little except bring about a reduction of $2,000,000 in the 1945 appropriation. Those sources inferred that Mr. Garey would be brought back to Washington to conduct the job he had from Rep. Wigglesworth (R-Mass.) in opposition to Reps. Hart, Priest (D-Tenn) and Miller (R-Mo.). Rep. Miller's action was the biggest surprise inasmuch as he had pronounced the majority members for what they termed a "whitewash" and had taken the fight to the floor of the House.

The committee chairman, who voted with Reps. Hart and Magnuson (D-Wash.) last February to discontinue hearings last week, has heard the job by Rep. Wigglesworth (R-Mass.) in opposition to Reps. Hart, Priest (D-Tenn) and Miller (R-Mo.). Rep. Miller's action was the biggest surprise inasmuch as he had pronounced the majority members for what they termed a "whitewash" and had taken the fight to the floor of the House.

In the session last Tuesday Rep. Miller charged that the investigation had become a "private fishing expedition" and that he was not convinced "by the showing made thus far" that the inquiry into WMCA related "materially to any constituent of the ACC".


"I agree with the recent statement of the chairman to the effect that a vote to terminate public hearings at this time may well create a national scandal," said the Committee manager, who for three years has pressed for a complete probe of the WMCA sale, both in Appropriations Committee hearings and in the Select Committee.

Mr. Wigglesworth charged that the Committee and its staff, since the probe began, have "met with constant obstruction, intimidation and underhanded tactics from those high in places in the attempt to suppress the facts and suppress the truth." He asserted that every time the Committee had attempted to take up the investigation wily pressure has brought to bear from Administration and other sources in the attempt to suppress the case entirely or to postpone indefinitely the presentation of the facts to the Congress and to the people.

"Every time that pressure has proved successful in withholding from the Congress and the people unsavory facts said to involve high Administration officials and the press, it has proved successful. The strength and character of this pressure is in itself the strongest possible prima facie evidence, in my judgment, that there is something of the 'Denmark' which cannot stand the light of honest investigation."

Counsel Praised

Statements came thick and fast both during the brief open session before the doors were closed and following the Committee members made statements, in addition to Mr. Sirica. Others included Mr. Noble, Philip Handelman, attorney for the Flamm, and FCC Chairman E. J. Jett. During the upheaval Mr. Handelman and Mr. Denny attempted to make statements but were overruled by Chairman Lea.

In his parting words Mr. Sirica paid tribute to Chairman Lea, whom he said, had been accused of "whitewashing." I can say that I never believed you wanted to whitewash," said the retiring general counsel. "I certainly and by my conscience that John Sirica is a party to any whitewash," Rep. Miller objected to what he termed an "impertinent remark," but Mr. Sirica continued, addressing the chairman, "I want to thank you publicly for the trust you have placed in me. I can agree with the majority of the Committee, therefore I am tendering to you today my resignation."

Rep. Hart paid his respects to the general counsel as a "highly honorable gentleman," asserting that he regretted "the decision he has made" and hoped that Mr. Sirica was wrong. He denied any "suppression of facts" and declared that "nobody has attempted to intimidate me; nobody has attempted to exert pressure on me."

Rep. Priest, who was appointed (Continued on page 66)
Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent . . . but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good . . . but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales results per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-I-T-H for you to look at . . . before you buy any time in Baltimore. We'll be glad to show them to you.

WITH
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
December 4, 1944  Page 17
Bill to Curb Petrillo Before Senate

Gets Unanimous Vote; Sympathy Strike in Nashville Sought

THE FIRST legislative boomerang to James C. Petrillo's victory in the recent radio strike got under way this week when the Senate Interstate Commerce Committee unanimously reported out a bill (S-8977) by Sen. Vandenberg (R-Minn.) to prohibit the AFM leader from interfering with the broadcasting of noncommercial cultural programs by educational and school stations.

Action on the bill, which had lain dormant since its introduction last May, was a surprise even to the author of the legislation. It is understood that committee members were moved by the public reaction to surrender of the recording companies to Petrillo's demands, and that they wanted to take the position that Congress must act now and for all to stop the musician leader's operations.

Will Seek Action

Sen. Vandenberg announced he would press for action on the bill before the present session of Congress expires on Jan. 3, 1945. In view of the Senate committee's unanimous action and the letter in the New York Times earlier this week and the message by the Senate and later by the House was anticipated by its supporters.

The Congressional development followed within less than a week the National Labor Relations Board decision which prevents Mr. Petrillo from carrying out his make-work plans to force radio stations to hire musicians to play records. The Board safeguarded the jurisdiction of the National Association of Broadcast Engineers & Technicians (NABET) which had opposed the efforts of the AFM to take over the bargaining for the jurisdiction of the technicians at NBC and Blue-owned stations. Mr. Petrillo was permitted to retain his jurisdiction in the interest of the several other professional groups and labor considerations [Broadcasting, Nov. 27].

Meanwhile, Mr. Petrillo continued to make news on other fronts. An effort of the Washington, D. C., local of the AFM to terminate the 60-piece band of the Metropolitan Opera House and to prevent the authorization of a $11,000 appropriation for maintenance drew a strong attack on Mr. Petrillo from Rep. F. Edward Hebert (D-La.), a member of the House District Committee.

"If James Petrillo and his musicians' union get away with this, then any window-dressing in the Nation's capital is not worth the resin of the country's municipal halls become victims of the union," he warned a subcommittee holding hearings on the authorization.

When Mr. Hebert was accused by Paul Schwartz, president of the local, of having "hated" for the AFM, he replied: "No, I do not. There is no one stronger for the union than I am. I am a great believer in collective bargaining but I'll be damned if we'll tolerate racketeers in unions."

For the union, Lee Potter, a Washington musician, suggested that members of the subcommittee might be allowing their "hard feeling" against Petrillo to prejudice their attitude toward the local. Referring specifically to the recording case and its attendant publicity, he asserted that some retail stores raise their prices slightly to provide for benefits to employees and that customers do not mind this because they are sympathetic to the merchants who take care of their help. But because of the antagonism which has been built up against Petrillo, he contended, there is resentment on the part of consumers to paying a few cents more per record to provide benefits for the musicians "who have been kicked around" and have been compelled in peace time to take jobs even in shoe parlors to earn a livelihood.

The subcommittee unanimously reported the bill to the full committee with the recommendation that any amendment which the union wished to offer could be submitted to the full membership. Members of the subcommittee, in addition to Rep. Hebert, were Rep. John L. McMillan, chairman, (D-S. C.), Thomas D'Aleandro Jr. (D-Md.), James C. Aulchincloss (R-N. J.), and Sid Simpson (R-Ill.).

Nashville Strike

In Nashville, Mr. Petrillo's aid was enlisted to resume a strike of transmitter engineers which had put WSM off the air for three days. The walkout, which occurred a week ago Thursday (Broadcasting, Nov. 27), was called by the International Brotherhood of Electrical Workers (AFL) as the result of a dispute over wages and hours. It was reported that the management had recovered transmitter equipment missing when the engineers walked out and had obtained non-union workers to operate the station.

D. M. Morris, representative of the Radio Broadcast Technicians' branch of the IBEW, announced he had called on the international headquarters of the IBEW to appeal to Mr. Petrillo to call a sympathy strike at the station. According to Morris, the station refused to hire a fixed quota of musicians, Mr. Petrillo threatened a strike of musicians in the entire Mutual network, forcing the system to discontinue musical programs to WSIX. As a result, the station had no music, other than recorded, for weeks until the dispute was settled.

Approved by Fly

On the NLRB platter-turning decision, Mr. Petrillo apparently had nothing to say, officially, at least, although he was reported to be "mad as hell.” A network spokesman simply declared: "Now that the NLRB has rendered its decision in the platter-turning case, we are starting to negotiate with NABET for a new contract."

These negotiations will begin Tuesday at NBC headquarters in New York City.

NABET's contract with NBC and Blue expired June 1 but continued under its terms until July 27 when the union gave 30 days' notice of termination to reopen contracts, calling for higher wage rates and guarantees of jurisdiction and work turntables. Since Aug. 27, operations have continued on a day-to-day basis, awaiting the NLRB decision on jurisdiction.

The Vandenberg bill, an outgrowth of hearings held before the Clark subcommittee of the Senate Interstate Commerce Committee on the Petrillo ban, would amend the Federal Communications Act of 1934 in its purpose, according to the author, to keep James C. Petrillo "off the backs of the school children of the country."

The Committee, in reporting the bill, authorized an ear date before the Senate and House judiciary committees, Monday, Dec. 1, 1944, from former FCC Chairman James Lawrence Fly in reply to a request from Chairman Burton K. Wheeler (D-Wisc.) for comment. Mr. Fly wrote:

"It appears that the proposed amendment was designed to give the Federal Communications Commission the power to prevent the occurrence of incidents similar to that which occurred last August, a few years ago. At that time, as you will recall, a network of NBC stations and the National Labor Relations Board, on the basis of the NLRB's decision in the case, permitted amateur broadcasts by amateur musicians might be produced by broadcast engineers professionals. Insofar as the proposed bill is an attempt to prevent the recurrence of such an incident, it represents a desirable objective and merits consideration by your committee.

Text of Bill

The bill provides:

That the Communications Act of 1934, as amended, is hereby amended by adding section 329, of such Act, a new section as follows:

"Sec. 329. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, and prevent, delay or in any manner hinder, obstruct, delay, or in any manner obstruct, or threaten or intimidate any other person or persons for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational or cultural programs, unless such interference with and preventing by group action is part of a general action for other purposes in connection with and broad in nature or purpose than to prevent or interfere with the broadcasting of such noncommercial educational or cultural programs:

"Provided, That such radio station or stations have agreed to broadcast such program or programs and that no service, money, or other valuable consideration is directly or indirectly paid, promised to, or charged or accepted by such station from any person for broadcasting such program and no service, money, or other valuable consideration is directly or indirectly paid, promised to, or charged or accepted by such station from any person for broadcasting such program from or by any radio station, and that it shall likewise be unlawful for any person or persons, or any group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational or cultural programs, unless such interference with and preventing by group action is a part of a general action for other purposes in connection with and broad in nature or purpose than to prevent or interfere with the broadcasting of such noncommercial educational or cultural programs:

"Provided that any radio station or stations have agreed to broadcast such program or programs and that no service, money, or other valuable consideration is directly or indirectly paid, promised to, or charged or accepted by such station from any person for broadcasting such program and no service, money, or other valuable consideration is directly or indirectly paid, promised to, or charged or accepted by such station from any person for broadcasting such program from or by any radio station, and that it shall likewise be unlawful for any person or persons, or any group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such programs:"

"DEFINITION—To construe, for the purposes of this section, the following terms to have the following meanings, and, in addition, with others, to hold meetings for the purpose of discussing or inquiring into the propriety of the act of any person as a result of a plan or purpose such as united in restraint of trade, commerce, or industry, or to write communications urging interference with and hindrance to the operation of any broadcasting station to the purpose of interference."

BEAMING APPROVAL of Buster Brown show, broadcast Saturdays on NBC from 6 to 7 p.m. eastern standard time (1 to 2): Arthur Jacobson, NBC central division production manager; Frank J. Cornwell, advertising manager of Brown Shoe Co., sponsor; Norman LeVally, account executive of Loe, Connell, agency; Frank N. Martin, Brown Shoe Co. sales representative; Ted Schrobot, music director; Joe McKelvy, general sales manager of Brown Shoe; R. B. Brown, director of sales for Brown Shoe.
"GIVE ME LIBERTY...."

From old St. John's Church in Richmond Patrick Henry's challenge of "Give me Liberty . . .
or give me Death" went ringing through the pages of history. Today, 169 years later, the bells of this same church ring in Sunday morning services on WRVA. Such associations form the character which makes WRVA a living and breathing part of Virginia . . . an institution unique and great in radio.

50,000 WATTS . . . NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK
Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
Mr. Kaufmann, executive head of Gimbel Bros., Philadelphia, evolved the idea of a vocal salute to Philadelphia industries in appreciation for their unerring and invaluable contribution to the war. RCA Victor, SKF Industries, Philco, and Bendix Aviation are among the companies which have been or will be saluted in "Gimbel's Victory Caravan." In this article, Mr. Kaufmann describes the format developed for the first "Victory Caravan" salute to John G. Pew Jr.'s Sun Shipbuilding & Drydock Co.

By Arthur J. Kaufmann
Executive Head
Gimbel Bros., Philadelphia

COOPERATION of the Sun Shipbuilding & Drydock Co. in promoting our first Victory Caravan was readily obtained after I wrote John G. Pew Jr., Sun Shipbuilding president, outlining the idea for the series and inviting Mr. Pew's plant to be the first saluted. The Sun Shipbuilding personnel relations manager, was quick to see the value in promoting goodwill among Sun workers, particularly as the talent would be composed of Sun employees.

Mr. Kaufmann

The production staff of WIP acts as a clearing house in the screening of talent from the employee staff of the war industries saluted on the Caravan. Every employee who wishes to try out for the show is given a fair opportunity for an audition. A surprisingly high quality of entertainment has been screened thus far by the WIP production staff.

Many Attend

To accommodate a larger audience, after the Aug. 9 Sun Shipbuilding premiere proved successful, we decided to move the Victory Caravan from the WIP studios, where only a limited number of persons could be seated, to the Gimbel Store Auditorium where we could see 700 or 800 people. The promotion department of WIP supplies tickets each week to the industry participating.

WIP has prepared a special promotion kit consisting of color display cards for theatre lobbies showing Sun personnel participating in the program, payroll envelope stuffers for plants paying in cash, copy for the plant PA system, talent pictures and copy of the house organ editor. In addition, advertisements are run in Philadelphia papers, as well as in local papers in the communities in which employees participate in the show live.

Some plants request special promotion not included in the WIP kit, as did SKF Industries when the Victory Caravan saluted the large ballbearing company. SKF wanted a special advertisement made up for the back cover of its house organ. WIP forwarded a complete plate to the SKF Industries house organ editor.

When Cramp Shipbuilding participated in one of our "salutes," the company utilized 12,000 attractive payroll envelope stuffers.

The local newspaper promotion angle has worked out quite satisfactorily for us, as local editors are quick to see the value of an item about a local resident being on the radio. Two papers which have given us outstanding cooperation in this regard so far are the Corned Courier and the Norristown Times-Herald.

One of the most important rules to follow in getting out our type of promotional material is to deliver the promotion pieces to the industrial plant in ample time for advance display. The best way to build a good sponsor-station-plant relationship is to make certain that the busy plant executive is not bothered by the mechanics of your promotional campaign.

Plants saluted are utilizing transcriptions by WIP, playing the discs over the PA system in each plant, so that all employees may hear them.

KQV MANAGEMENT PLANS EXPANSION

OPERATION of KQV Pittsburgh, basic Blue Network outlet there, by the Allegheny Broadcasting Co., was announced last week. New business offices are in the Union Trust Bldg. in downtown Pittsburgh, and plans are being made to construct new studios and install new equipment as soon as material is available.

The new owners, four Pittsburgh businessmen [BROADCASTING, Aug. 21], have given the new vice-president and general manager of KQV, G. S. (Pete) Wasser, authority to expend considerable funds on an audience promotion campaign. Mr. Wasser has named James Murray, formerly of KDKA Pittsburgh, and more recently sales promotion manager of WJZ New York, as KQV sales manager, and Ben Edison, formerly with KMPC Hollywood, as publicity director and head of the special events department of the newly acquired Blue outlet.

Until the new studios are in operation, KQV will continue operation from its present quarters in Pittsburgh's Chamber of Commerce Bldg.

NRDGA Course

THE RETAIL advertising course of the National Retail Dry Goods Assn. has been accepted for use by servicemen's rehabilitation centers by the office of the Surgeon General, which offers specific facts for the beginner on radio advertising and other media, has been distributed in several cities. More than 2,000 textbooks, 60 film strips together with an art course are to be distributed to the general hospitals for use in the education reconditioning program.

WJW'S MR. BLANK*

Mr. Blank is our cliche exterminator. Someone, early in radio history thought up a lot of ways of saying things and everybody got in the habit of saying them that way as though they were gospel.

We got tired of hearing things said in the same dull old way, so we hired Mr. Blank to weed out our surplus cliche. He's made remarkable progress in our flowering garden of words.

He swept out all our old, dead words, and supplied our announcers with a bright new shiny set.

We think our shows have a new sparkle as a result.

"Words, words, words," says Mr. Blank. "Amazing, the things you can do with words."

One of the things Blank does with them is called showmanship. Another one is called salesmanship for your product.

* Mr. Blank has a word for everything but himself.
BY July of next year, the facilities of Denver's 33-year-old rubber plant, the sixth largest in the U. S., will have been nearly doubled. A $6,000,000 expansion program, originally planned over a 4-year period will be crowded into one year. The post-war market for the products of this plant—tires, tubes, hose, belts, and countless moulded rubber goods—will most certainly keep it out of the museum of industrial war relics long after peace comes.

Denver's rubber industry is just one of many fixed assets of this region which account for its stability and economic soundness. Mining, agriculture, livestock raising, manufacturing, and the tourist industry are all permanent and sound assets of this region which make it a sound market in which to invest sales effort both for immediate and future profit.

The soundness of KLZ as a sales-promoting medium in the Denver market is decisively indicated by the fact that more advertisers, local and national, buy more time on KLZ than on any other Denver station. With this significant fact in mind, you may lay all other data, charts, and facts end to end... and leave them there.

KLZ • DENVER
CBS Network • 560 Kilocycles
Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City
REPRESENTED NATIONALLY
BY THE KATZ AGENCY

KLZ
Delivers the
DENVER MARKET
Radio’s Part in Sixth Loan To Exceed All Other Drives

Treasury Officials Laud Stations and Networks
For Initiative, Response to Bond Problems

Radio’s contribution to the Sixth War Loan Drive will far exceed that of any previous campaign in dollar value or otherwise, it was predicted last week by Robert J. Smith, chief of the Radio Section, Treasury War Finance Division.

He commended broadcasters for their initiative and willingness in offering facilities, talent and personnel toward solution of War Bond sales problems posed by the Treasury Dept. for the Sixth Loan.

CBS Day Dec. 7

"This is evidenced by the interest and spontaneous manner in which broadcasters on their own have come to us with programming and promotion ideas for their station or network, in answer to our statements of objectives for the Sixth Loan," said Mr. Smith. He also commented that the ratings for the kickoff network programs Nov. 19 "compared favorably" with their competitive programs and that their cumulative effect brought ratings on the President’s message which are higher than any of those for his addresses during the political campaign.

Plans for the network Bond day of CBS on Dec. 7, as proposed last week, call for Sixth Loan promotion on every program of the day, with most of the copy woven into the regular scripts. Worldwide pickups are slated for "Finish the Job, Sixth Loan," promotion on every program of the day, with production and directed by Robert Louis Shayon who also did some of the writing along with Bob Shaye.

Broadcast will present a chronological survey of the war up to the present with wounded servicemen and families of servicemen killed in action participating. Same evening, 11:30-12 CBS will broadcast "And Some Shall Return," built around the poem "What Did You Do Today, My Friend?" written by Dean Chatlain, former Army lieutenant who amputated his own foot while under enemy fire in Tunisia. Musical setting of poem is to be sung by Lawrence Tibbett. The man who has received as many awards as Gen. Douglas MacArthur, Capt. Maurice Britz, also will be on the program.

The following day CBS plans to air "The Devil Tell No Lies," 7:15-7:30 p.m., drama stressing the seriousness of war, and on Dec. 15 a drama is scheduled by Mark Yanofsky. Time for the latter has not been set.

Now being sent by the WFD Music Promotion Unit to stations on the West Coast is a new recording "Buy a Bond for a Soldier for Christmas," presented by Renzo Cesana, and sung by Bob Hannon with music of Dave Broekman's Treasury orchestra.

Mutual on Nov. 30, 4:30-4:45 p.m., presented a special St. Andrews Day program for the Sixth Loan featuring the Marine Corps Bagpipe Band, organized in Londonderry, Ireland, on a bet that the Marines "couldn't do it." Band consists of 27 members and is under direction of Field Music Sgt. Carleton E. Hyland. Dorothy Thompson's program, heard 4 p.m. Sunday on the Blue, during the Sixth Loan will center about questions concerning War Bond sales.

WLS Chicago reported that its activities for Independents Bond Day, Nov. 25, included a series of 15 one-minute War Bond announcements by station talent and heads of various WLS departments, promotion on nearly every program and station break of the Sixth War Loan exhibits at the Chicago Navy Pier, and a Sixth Loan edition of the daily noontime Dinner Bell program which featured a wire recording of the U. S. Marine Corp "Mock Invasion of Chicago" made the previous Sunday and an interview with Col. A. Pierce, officer in charge of the Marine exhibit. Also Julian Bentley's 12:30 p.m., 2:45 p.m. and 6:30 p.m. newscasts were originated in behalf of the Drive from the Radio Electronics Exhibit at the Navy Pier.

Eight members of the Treasury Dept., representing Sixth War Loan committees, were to compose New York and Chicago teams on the Dec. 3 Quiz of Two Cities show.

Prosperity from Industry

Reason for this tri-state area's rise in prominence and continued prosperity over a period of many years is its great diversity of industry. A listing of the various industries would include petroleum, natural gas, lumber mills, iron and steel foundries and chemical plants. As a result of the war, plants and refineries have been constructed for producing ammonia, plastics, butadiene, aviation gas, ordnance items and precision instruments. Add all these together and you have a market possessing tremendous selling possibilities—a market you can cover completely and effectively with one single medium—KWKH.
Hires Replacing Heidt

CHARLES E. HIRES Co., Philadelphia, will discontinue its annual "Hiest Time for Hires" on 136 Blue stations Monday, 7-7:30 p.m.

A new program, featuring Don Prindle, scriptwriter, and Wendell Niles, freelance announcer, as a comedy team will serve as a replacement, either continuing in the same spot, or moving to another period on the Blue. Horace Heidt's program will go off around Jan. 15.

Agency is W. N. Ayer & Son, New York.

TWENTY-TWO YEARS ago when Sydney R. Montague was a Royal Canadian Northwest Mounted policeman stationed in the Far North where mail reached him only once a year he formed lifelong indebtedness to an announcer who delivered messages and letters via a special KDAW-WXAX program.

Now an internationally known lecturer, Mr. Montague finally found that announcer when he recognized the voice of E. D. Harvey of the WKY Oklahoma City production staff with whom he is rehearsing WKY's Sixth War Loan video show.

FCC Pleas Filed For KROW, KPAS

Transactions Seen Eliminating "Duopoly" Interests

APPLICATIONS for the sale of KROW, KPAS and KPAS Pasadena, by Wesley L. Dunn, controlling stockholder, for $250,000, and his acquisition of a 25% interest in KPAS Pasadena, now are pending before the FCC, whose staff and its facilities to help raise the county quota. School representatives participated in an interview recorded inside a window studio.

Committee on war funds to help.

Sixth Loan.

Keying

Lasting a day and night.

Total

KROW, independent operating on 960 kc with 1,000 w fulltime, would be sold by stockholders of Educational Broadcasting Co., to stockholders of KPAS Inc., who include Sheldon F. Sackett, Oregon publisher, and broadcaster, who acquires 65% and Philip G. Lasky, vice-president and general manager of KROW for the past five years, who procures 35%. The price of $250,000 set forth in the application is exclusive net quick assets on the transfer date set by the Commission.

Duopoly Transfer

Mr. Dunn, who is the principal stockholder, also of KSFO San Francisco, has contracted to purchase the 25% interest in KPAS held by J. Frank Burke for about $100,000. Loyal K. King, general manager of KPAS and a stockholder in the station, will continue in that capacity. He is a son-in-law of Mr. Burke.

The transactions were devised to eliminate "duopoly" interests of both Messrs. Dunn and Burke. By divesting himself of his KPAS interest, Mr. Dunn would operate only KSFO and the two national shortwave stations KWID and KWXI, in the San Francisco-Oakland area. Mr. Burke also operates KFVQ Los Angeles and is required to divest himself of his interest in one station or the other under the FCC's multiple ownership regulations. KPAS operates with 10,000 w on 1110 kc unlimited time.

Mr. Sackett is principal stockholder of KVAN Vancouver and KOOS Coos Bay, Ore. He is also editor and publisher of the Coos Bay Daily Times. Mr. Lasky, prior to becoming general manager and shareholder in KROW, was for five years manager of KSFO and for eight years prior to that manager of KDYL Salt Lake City.

Canadian Stations

NEW low-powered Canadian stations have been authorized to operate by the Radio Branch, Department of Transport, Ottawa. CFCF Windsor, N. S., has been licensed to Averd M. Bishop, to operate with 100 w on 1450 kc; CJGO Sorel, Que., to Henri Gendron and Arthur Prevost with 100 w on 1400 kc; CKPA Port Alberni, B. C., to Neil Jordan with 250 w on 1240 kc and CJEM Edmundston, N. B., to Edmundston Radio Ltd., with 200 w on 1240 kc.

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Capper Publications, Inc.

NEW YORK 17: 420 Lexington Avenue

MONTREAL 4: 9380

SAN FRANCISCO 4: 1207 RUSH STREET

CHICAGO 1: 190 NORTH MICHIGAN AVENUE CENTRAL 957

DALLAS 2220

KANSAS CITY 6: 300 WALTER BUILDING VICTOR 3064

Page 24 • December 4, 1944

Broadcasting • Broadcast Advertising
THE ONLY SINGLE MEDIUM

Completely

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by
LOUIS WASMER, INC.
National Representatives: Edward Petry & Co., Inc.

Hop Picking—Streamlined Model. Modern methods replace slow, tedious, hand picking—
one reason why Bank Transactions soared to $1,636,289,742 for the first 9 months of 1944,
an increase of 10.2% over the same period in '43. Streamlined to Inland Empire needs, KHQ
completely covers this rich area at the cost of just one medium.
FCC Approves Sales of Six Stations, Three Under Multiple Ownership Rule

SALES of a half-dozen stations for an aggregate of approximately $886,000 were approved by the FCC last week. The transactions included:

KEX Portland, Ore. (1190 kc, 5,000 w, Blue outlet), from the Oregonian Publishing Co. to Westinghouse Radio Stations, for $400,000, a duopoly sale by virtue of the Oregonian's ownership of KGW Portland. Commissioners Durr and Walker favored a hearing, but cited no reasons.

Bitner Gets WFEA

WGL Fort Wayne (1450 kc, 250 w, NBC outlet), by Westinghouse to Farnsworth Television & Radio Corp., for $235,000, a duopoly sale by virtue of Westinghouse ownership of WOWO Fort Wayne.

WFEA Manchester, N. H. (1370 kc, 5,000 w, NBC, Yankee, New England networks), sold by Mrs. Adeline Rines for $150,000 to H. M. Bitner, principal owner of WFBM Indianapolis and publisher of the Pittsburgh Sun-Telegraph. Commissioners Walker and Durr favored a hearing, presumably because of the absentee and newspaper ownership aspects.

WORD Spartanburg, S. C. (1400 kc, 250 w, Blue outlet), by Spartanburg Advertising Co. to J. M. Bryan, vice-president of Jefferson Standard Life Insurance Co., Greensboro, N. C. and Smith Davis, newspaper and station financier of Cleveland, as co-partners, for $58,500, a duopoly transaction because of Spartanburg Advertising Co.'s ownership of WSFA.

WCAP Asbury Park, N. J. (1310 kc, 500 w ½ time, independent), transfer of control from Georgia A. Burley through sale of 55.3% of stock to Charms Candy Co. of Bloomfield and Asbury Park, for $4,075 cash, plus assumption of liabilities, making an aggregate of approximately $55,000. Approval was subject to whatever determination the Commission might make on pending renewal and modification of license in view of increased time applications of WCPA, WCAM Camden, and WTNJ Trenton, all sharing on the same frequency.

KROS Clinton, Ia. (1340 kc, 250 w, independent), acquisition of control through transfer of 36.2% of outstanding capital stock from Peter Matzen to W. S. Jacobsen, former Iowa Congressman, for $5,500. Mr. Jacobsen has owned 33%, thus increasing his stock interest to 69%.

The Commission also granted voluntary assignment of the license of KLMP Minot, N. D., from John B. Cooley to himself, his wife and Carroll W. Baker, a newly formed partnership. No monetary consideration was involved.

Also approved was transfer of KORE Eugene, Ore., on an involuntary basis, from the late Frank L. Hill and Violet G. Hill Motter, administratrix of the estate of Mr. Hill. There was no monetary consideration.

Spot Sales Plans

JAMESON E. BRINKMEYER, formerly with WTMV East St. Louis, Ill., and with the Chicago sales staff of World Broadcasting System, has joined the Chicago office of Spot Sales Inc. Company reported this as "the first step in the reorganization of our Chicago activities", stating that "other developments will be announced as negotiations now taking place are concluded". Conversations between Donald Davis of WEB Kansas City and Loren Watson of Spot Sales are understood to have resulted in an agreement, to be formalized as soon as contracts have been drawn, whereby Mr. Davis will become a stockholder in the representative firm which then adds WHB to the list of stations it handles.

CAB Adds Seven

WTMJ’s position as Wisconsin’s number one radio station is not confined to any single program, or any one part of the day. Morning, noon and night, most of the listeners most of the time are tuned to WTMJ. In many cases, WTMJ has more listeners than all other stations combined.

This listener loyalty is traceable to WTMJ’s intense local programming, full schedule of NBC programs, and its outstanding service to the community.

You, as an advertiser or agency representative cannot plan on doing a radio job in Wisconsin, without WTMJ, for WTMJ delivers most listeners per program, most listeners per dollar.
GILLETTE SAFETY RAZOR Corp., Boston, again will sponsor four of the major New Year's Day football events on three networks using 1,400 broadcast station hours during the day. A network of more than 200 stations will carry the Cotton Bowl games from Dallas at 2 p.m. Bill Slater will handle the play-by-play and Charles Jordan, South- west sportscaster, the color. Gillette also will sponsor the Shriner's East-West College All-Star game from San Francisco on more than 200 stations, 4:45 p.m., with Ernie Smith describing the Western classic and Mel Venter handling color.

The Orange Bowl game in Miami will be carried on 125 CBS stations at 1:45 p.m. Ted Husing, CBS sportscaster, will be assisted by Jimmie Dolan. From New Orleans, the Blue will cover the Sugar Bowl event on 191 stations, Harry Winer handling play-by-play, and Bill Brenner the color. Agency is Maxon Inc., New York.

Decca Dividend
DECCA RECORDS Inc., New York, at a meeting of the board of directors last week declared an extra dividend of 30c per share on common in addition to the regular quarterly dividend of 30c per share. Both are payable Dec. 22 to stockholders of record Dec. 9 of this year.

KTRI Interest Sold
APPLICATION has been filed with the FCC for transfer of control of Sioux City Broadcasting Co., licensee of KTRI Sioux City, Iowa, to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly through purchase of 125 shares common stock (50%) for $17,375. Reason for the shift is liquidation of the Tribune Co. of which John C. Kelly is president, Eugene H. Kelly, secretary-treasurer, and Eugene F. Kelly, vice-president. Both John C. and Eugene F. Kelly are also vice-presidents of the Journal-Tribune Co., publisher of the Sioux City Tribune. Eugene H. Kelly, president of KTRI, would receive 63 shares of the stock. John C. Kelly, KTRI vice-president and director, would receive 31 shares, as also would Eugene F. Kelly. Other 50% interest in KTRI is held by Dietrick Dirks, general manager.

Pond's Expands
POND’S EXTRACT CO., New York, expanding stations using transcribed records and chain-break spot announcements for face creams last week added KNX KMBR KPSR KJSB to its list, emphasizing for the first time, Pond’s society-beauty endorsements, used in newspaper and magazine advertising, with promotion varying from nine to 36 times weekly per station. Current station list includes: KGO KFRC KMOX KWK WSMB KBDO KFRC KJSB KXOK KSD KMPK KFJ KMTR KMGK KPO KQW KSFO KEX KGW KIRM KGA HQ. Agency is J. Walter Thompson Co., New York.

Correction
DR. MATTHEW N. CHAPPELL, who became consulting vice-president of Elliott-Raynes, Toronto, on Dec. 1, will divide his time between there and New York, where he continues as a consultant to C. E. Hooper Inc. in the field of radio audience measurements and as an associate of Carl W. Drepperd in psychological research in the field of printed media and is not moving to Canada as was reported erroneously in last week’s Broadcasting.

KFUN Las Vegas, N. M. has announced the appointment of the William G. Rambeau Co., Chicago, as station representative.
The act of knitting does not require conscious thought.
It's an acquired habit.

The people of Southern New England have acquired the habit of relying upon WTIC because WTIC supplies them with the type of radio entertainment they like.
And, it's important to please these people because they possess a buying income that is 60% in excess of the national average. They have the ability to buy your product.
You can reach them—and sell them—through the medium of WTIC's 50,000 WATTS.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC
Terror Encouragement music appreciation, weekly half-hour Symph- ony for Youth will be broad- cast over 250 Mutual stations for 13 weeks starting Jan. 6, Saturday 1-30-2 p.m. (SWF). Originating from Los Angeles Philharmonic audi- torium, full 55-piece orchestra will be used with Alfred Wallenstein conduct- ing. With questions supplied by chil- dren, a five-minute participating inter- nude will be added feature. Mr. Wallenstein will act as musical moder- ator. Study material and program information is to be supplied musical superintendents in each city by MIS. Broadcast of series was arranged through cooperation of Harvey S. Mudd and Wilfred Davis, president and general manager respectively of Southern California Symphony Assn., and Lewis Allen, Weiss, vice-president and general manager of Don Lee Broadcasting System.

Potential Announcers

ASPIRING radio announcers are au- ditioned in new program, So You Want to Be a Radio Announcer now heard on WMNE New York. Participants in the weekly quarter-hour program, Tuesday 7-45-8 p.m., are required to read news reports, give commercials, pronounce difficult names of classical composers and, as a high- light, give an ad-lib account of a news event or a cartoon on a small screen in the studio.

Junior League Series

IN CO-OPERATION with the Junior League, WPTF Raleigh, N. C. is scheduling a 13-week series titled Books Bring Adventure, quarter-hour transcribed dramatizations of adven- ture stories. Resumes of the programs have been put into an illustrated leaf- let mailed to all PTA groups in the WPTF coverage area.

Oaks Proposals

IN RESPONSE to a general request from the U. S. State Department for wide circulation of the Dumbarton Oaks proposals for international or- ganization, World Wide Broadcasting Foundation is devoting a half-hour or more programs to the topic in its quarter-hour recorded series Beyond Victory. Programs are being aired on the 73 stations, carrying the regular series offered free as a public service by WMRF in cooperation with the Carnegie Endowment for International Peace, and the Commission to Study the Organization of Peace. First pro- gram broadcast on most stations last week presented Dr. James T. Shot- well, Commission chairman.

Family Names

NEW SUSTAINING program aired weekly by CKAC Montreal presents history of family names, tracing back to earliest times story behind various names. To promote new half-hour show, CKAC notifies by mail all those persons listed in the phone book hav- ing names being dramatized the fol- lowing week.

Community Fun

SERIES titled Community Fun starts this month on the Trans Canada network of the CBC and will include talks on better ways to pro- mote community activities such as Christmas parties, young people's clubs, commu- nity centers, story hours, celebrations.

Which is the Better Station?

You can’t judge a station’s effective- ness by looking at its tower—or its “potential market.”

Many stations in huge markets have fewer actual listeners and a higher cost-per-listener than WDBJ in Roanoke and Southwest Virginia. Because most huge markets have several stations that divide the audience—but WDBJ is the ONLY station that satisfactorily covers Southwest Virginia.

Write for all the facts—or ask Free & Peters!
WHY PORTLAND, OREGON PEOPLE PREFER KGW

WAYNE MORSE

UNITED STATES SENATOR FROM OREGON

SAYS...“Radio has become a great factor in American politics. It helps make Democracy work, both in its role as medium of information prior to the election and as a vehicle for the quick dissemination of eagerly awaited news as the ballots are counted. As I have observed it, station KGW gives its listeners splendid service in both of these important departments.”

All KGW station facilities and all hands were devoted to getting the big story on the air, accurately and fast, the night of November 7. Above, right, KGW Election News Editor Don Kneass scans some new totals brought in by Newscaster Bob Thomas from the tallying room of The Oregonian, great newspaper of the west. Below, Tom Swafford, production manager, Arden X. Pangborn, managing director, and H. Q. Cox, assistant manager, check national ballot figures.
Latest Hooper Ratings Reveal Steady Daytime Listening Gain; Sets-in Use Up

NOVEMBER listening averages on daytime programs released by C. E. Hooper Inc., New York, while showing a drop from last year's report, show an increase from the most recent report on three counts — audience ratings; sets-in-use and available audience. Figure for the latter classification stands at 70.5, up 0.8 from the last report, down 1.4 from a year ago. Sets-in-use rating is up 0.7 from the last report, down 0.3 from a year ago, and the average audience rating of 4.6 is up 0.33 from the last report, down 0.3 from a year ago.

Breakfast at Sadie's (Kellogg) places first in the list of "Top Ten" weekly programs, followed by When a Girl Marries, second and Ma Perkins (CBS), third. Right to Happiness ranks fourth followed by Young Widdie Brown, Big Sister, Pepper Young's Family, Portia Faces Life, Stella Dallas and Life Can Be Beautiful.

Life Can Be Beautiful has the largest number of women listeners per set (1.37); Bokkage Talking the most men (6.52) and Jack Armstrong the most children listeners (1.35).

Top ranking programs in terms of listeners per listening set are as follows:

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
<th>Children</th>
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<tbody>
<tr>
<td>Terry &amp; Pirates...</td>
<td>95</td>
<td>30</td>
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<tr>
<td>Jack Armstrong...</td>
<td>87</td>
<td>26</td>
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<tr>
<td>Let's Pretend...</td>
<td>88</td>
<td>26</td>
</tr>
<tr>
<td>Tom Mix...</td>
<td>79</td>
<td>26</td>
</tr>
<tr>
<td>Blunderbuss Hollywood</td>
<td>73</td>
<td>19</td>
</tr>
</tbody>
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Bob Hope ranked first with a 30:1 rating and Fibber McGee & Molly second (25:2) in a special interviewing survey conducted by Hooper on programs broadcast after 8 p.m. Nov. 14 to make up for previous cancellation of Nov. 7 ratings because of election coverage.

Top-ranking Saturday shows, not included in the weekday list are Theatre of Today, first, and Stars Over Hollywood, second. Aunt Jenny has the highest sponsor identification index—70.8.

10% Increase Granted By Nets to Coast AFRA

WITH concessions made by both sides on minor provisions, the American Federation of Radio Artists and the major networks, after a three-day Hollywood session, signed a two-year agreement covering 11 Western stations.

Providing an increase of 10% in all wage brackets for local and regional commercials, the schedule allows a retiming to Nov. 1, subject to War Labor Board approval. AFRA receives full re-hearsal pay for audition, but reduces its demand for a national scale applicable to local and regional stations. Working conditions follow closely of the national AFRA contract recently consummated in New York [Broadcasting, Nov. 13].

Hurlbut to Inspect Radio in Pacific

TO COORDINATE Marine battle broadcasting operations in the Pacific, 1st Lt. James W. Hurlbut, USMC, former publicity director of WISV (now WTOP) Washington, is on his way to that theatre for an indefinite period. Lt. Hurlbut, who has been attached to the public relations division, Marine Corps headquarters, Washington, will inspect combat broadcasting facilities throughout the Pacific.

Maj. Robert Payne and Capt. Larry Hayes, former radio producers of the Halls of Montezuma program, now on Marine outposts, will confer with Lt. Hurlbut in establishing teams to go in with Marine forces. To expedite these battle broadcasts film, wire and Presto recorders are being sent to the field along with power units for their operation.

"Mopping Up" Recordings

RECORDINGS of "mopping up" operations on an island in the Marianas were flown to Marine Corps headquarters in Washington last week. Sgt. Alvin M. Joseph Jr., Marine Corps Combat correspondent, formerly with WOR New York, Transradio Press and OWI radio branch, made the recordings on film. Moving with the Marines as they blew up a cape harboring Japs, and tracked down the stragglers through jungles and swamps, Mr. Joseph made a series of recordings describing the operations and catching the action on film. Also included are interviews with Marines who had encounters with some of the Japs left on the island. The recordings have been made into a 15-minute recorded broadcast.

United Fruit Campaign

UNITED FRUIT CO., Boston, Mass., last week started a 62-week campaign in radio and press to promote the good taste and care of bananas in some 40 markets, using one-minute and chain-breaking transcribed singing jingles, 15 times weekly, on 150 stations. Campaign is the largest radio advertising United Fruit has undertaken to date. Plans call for a continuous increase of stations. Discs were made by Muzak Transcriptions Inc., New York. Agency is BBDO New York.

Distinguished World Figures Have Been Coming to Worcester

The parade continues of United Nations celebrities to Worcester. History making "Yes! We can do it!" leitmotif standard. As one of the Danish representatives to WTG's "Worcester and the World" programs, Mr. C. H. W. Hasselriss, chief of the Danish Information Office, of Friends of Denmark, Inc., summed up this already famous series of broadcasts as the most outstanding radio presentation ever attempted by a station in this country, to build a better understanding of the different United Nations. The press all over the world has hailed "Worcester and the World". OWI bases a number of short wave broadcasts on WTG's weekly programs.

Mark WTG for the calibre of its producing talents—for its far-in-front hold on the major Worcester Market as verified by high Hooper ratings. Worcester is the key to this major Central New England market, stable because of its great diversity of industry and well prepared, therefore, for reconversion to peace-time manufacturing at continued high wage earning levels. There's but one entrée to this responsive, active audience, and that's from the INSIDE—through WTG.

PAUL H. RAYMER Co National Sales Representatives at

WTAG • Boston

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Page 32 • December 4, 1944

BROADCASTING • Broadcast Advertising
In Birmingham, WAPI is the station with the PERSONALITIES

There is nothing people like more than people. We learned that truism a long while ago and we’ve built our entire program planning around it. Today, the WAPI program schedule is packed with interesting, colorful personalities. Their unusual talent and skill at entertaining, informing and helping our listeners have established even more firmly WAPI’s long reputation as the station in Birmingham.

Live talent predominates on the WAPI local program schedule—live shows carefully patterned to meet the listening tastes of Alabama audiences. Shows like the Alabama Hayloft Jamboree, with Ralph Rogers; the Model Electric Kitchen, with WAPI’s hostess, Delmar Bradley; the inspirational talks of Dr. Henry M. Edmonds; Jimmie Willson’s Organ Quiz, with Stanleigh Malotte behind the console—these are all built around well-liked WAPI personalities, followed day-after-day and week-after-week by WAPI listeners.

Backing up these personalities are the fine studio facilities and production skill of the WAPI staff, pitched to the same high standards as those of the Columbia Network—whose voice in Birmingham WAPI is proud to be.

Small wonder that Alabama listeners instinctively think of WAPI as the leader in Birmingham radio—or that we consistently do a better job for advertisers. That’s why both local and national clients show an unwavering preference for WAPI. (We’re the only station in the city patronized by all six of Birmingham’s biggest department stores. And national advertisers give us more spot business than any of our competitors.)

WAPI personalities, programs and reputation are ready to go to work for you. Just how well and how soon, you can find out by getting in touch with us or Radio Sales.
CKWX Joins Net
CKWX Vancouver, joined the Mutual network Dec. 1, becoming the first western Canadian regular United States network outlet. Congratulatory programs were aired over the station from MBS and Don Lee-MBS networks, and reciprocated by program from CKWX to the MBS network. While all American networks have for years been piped regularly into Ontario and Quebec stations, 21-year-old CKWX is the first Canadian station to carry American network programs in western Canada as an affiliated station. CKWX is soon to increase power to 5 kw.

WHOM ELIMINATING FOREIGN PROGRAMS
A MAJOR change in programming goes into effect at WHOM Jersey City, under the new Cowles ownership beginning today (Dec. 4) when foreign language broadcasts will be reduced from about 90% of the overall schedule to 50% as a preliminary step towards gradual elimination of all but English-language programs. The move clears the late afternoon and evening period starting at 5 p.m. for news, women’s shows and musical replacements.

Main program of the early evening hours will be a two-hour Sunset Roundup, 6-8 p.m., featuring Lee Mortimer, columnist and amusement editor, N. Y. Daily Mirror; Joe Cresser, PM sports editor and columnist and Alida Havrilla, former NBC announcer. The revamped section opens at 5 p.m. with Bug Roads to Romance participating program conducted

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LOCATING the Optical Axis of Raw Quartz above through the eye of the Conoscope, prior to preliminary cutting operation, is the First of Series of Exacting Steps in CRECO's Manufacture of Precision Crystals for War Service. CRECO applies this same Faultless Formula to any Radio-Engineering Problem that requires Utmost Accuracy . . . and CRECO is Ready Now to Process a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Porter Bldg.  
KANSAS CITY, MO.

EVERT L. DILLARD, General Manager
International Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"

BROADCASTING • Broadcast Advertising
Paris & Pearl Plans

PARIS & PEARL, New York, last week secured radio options on Father Brown, a G. K. Chesterton character, for a proposed network series with either Walter Huston or Spencer Tracy in the title role. F&P also is preparing a network series based on Preston Sturges' "Great McGinty," possibly with Erna Flynn. Announcement as to sponsors of both programs is expected to be made shortly.

Dept. Store on KYW

STRAWBRIDGE & CLYDE, Philadelphia, has started sponsorship of Harmony Hall on KYW Philadelphia for 52 weeks. A variety program, 65 artists participate in the show which consists of classical and popular music. Show is under direction of Dr. Herbert J. Tilly, president of the department store.

Pheasants Awarded

HELEN GILL, timebuyer of Kenyon & Beverly, New York, won three pheasants last Wednesday through a drawing at the conclusion of a pheasant brunch given the New York advertising fraternity by the combined clubs of North Dakota press, radio and outdoor advertising media and the state's Chamber of Commerce. Sponsoring group included KDLR KFPR KILO KFPR WDAY, all North Dakota, and the North Central Broadcasting System. Colorful motion picture of the state's resources was shown, with comment by Ralph K. Weeks, agricultural agent. Some 500 New Yorkers attended the two luncheons at the Waldorf-Astoria.

Ad Men Discuss Video

APPROXIMATELY 25 art directors of Chicago advertising agencies met Nov. 30 at WBBK Chicago to study television post-war advertising and to view four quarter-hour video shows. Harold Jensen, president of the Art Directors Club of Chicago, explained to the group that television will present many new problems when used as an advertising medium. Among them will be the methods of presenting 15-minute pictures instead of only one or two as usually are used in present advertisements.

WMOR Progress

WMOR Hamilton, O., one of the country's newest stations, during the first three months of operation carried 75 separate remote broadcasts and is now airing 25 live talent shows weekly, with many of the programs scheduled for daily broadcasts.

Bakery Sponsor

MERRITT BAKERIES, Memphis, has begun sponsorship of "Hollywood Gossip" with Miss MacKenzie twice weekly on WMPS. Program features and gossip about Hollywood personalities is written and produced by Miss MacKenzie, assistant public relations director of the station.

WBS Bonus

WORLD BROADCASTING System has distributed to stations subscribing to its music library a year-end bonus of Christmas recordings, including three narrations by Charles Laughton, actor, with musical accompaniment.

Revised Listing

BRANHAM, New York, station representative, has issued a revised edition of his chart listing telephone numbers and addresses covering the advertising trade.

UNUSUAL use of radio is being used by RKO to produce the "Master Race" in Philadelphia. To create a mass attitude in the public mind that would bring the "master race" problem to the fore in advance of the party opening, RKO is using six 15-minute roundtable discussions on WCAU Philadelphia involving questions dealing with the "master race."

Carnival Test Three

CORNING GLASS WORKS, Corning, New York, two weeks ago started a market test campaign for Pyrex ware on WIBX WAGE WFAS, using a musical variety afternoon show and two women's afternoon programs. Test will continue for 13 weeks. Agency is BBDO New York.

To Advise Industry

INDUSTRIES COUNSEL Assoc., New York, with offices at 280 Madison Avenue, was organized last week to service industry in the field of public relations, market and product research, product design, engineering analyses of plant facilities, the development of sales and distribution systems and labor relations. Rupert S. Stern, president of the firm, formerly was a member of McNeil, Stern & Co., New York, public relations firm which was dissolved in 1943. Other officers include Leon Loebl, vice-president; Waldo Schraubstader, vice-president; Jean Stewart, secretary and treasurer; and Jeanne E. Ritzen, executive secretary.

Retail Session Deferred

JOINT CONFERENCE of the Store Management and Display Groups of the National Retail Dry Goods Assn., originally scheduled for Dec. 7 & 8 at the Barbizon-Plaza Hotel, New York, will be held instead as part of the annual four-day conference of the association, Jan. 8-12 at the Hotel Pennsylvania. As previously arranged, an entire day will be devoted to the role of television in displays.

Boston

Television Studio Production Facilities Are Available Now

Be Prepared

THE GENERAL TELEVISION CORPORATION invites you to use its complete television studio and viewing room facilities for television production work Mondays through Fridays.

Agencies—Learn Television Production Technique

Advertisers—Learn to adapt your product or service to the new art

Theatrical Agencies—Audition your talent now

Schools—Teach your students practical television in our studios

For studio and viewing room facilities

Phone Commonwealth 6410-6411

70 Brookline Avenue, Boston 15, Massachusetts

"First In New England"

Thompson L. Gueresser, Pres.
We keep the chairs \textit{nailed down}!

\textbf{We've} done it out of necessity, you understand, not choice. And all because of radio's most entertaining and erudite program, \textit{Author Meets the Critics}.

Every week* we invite the author of one of America's newest and most controversial books to the WHN studios at the Hotel Great Northern. We also invite three critics... not literary critics necessarily, but three people well versed in the topic of the tome. First the critics voice their opinions. After that the author has his say. And then the four of them set to it hot and heavy. That's why we had to nail down those chairs!

We could say it's all in fun, but it isn't. \textit{Author Meets the Critics} is really a serious literary program... designed to perform a real service to WHN listeners by bringing them current opinion of current books... but one on which anything is liable to happen.

That's what makes \textit{Author Meets the Critics} another of WHN's "programs with ideas".

\textsuperscript{*}Mondays at 8:00 P. M.
Perhaps you have wondered -

WHAT HAS "FORT INDUSTRY" TO D

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!
WITH RADIO BROADCASTING?

The answer is—"MUCH!"

BACK in 1927, when new pioneers were struggling to establish broadcasting as a means of public service and a medium of effective advertising, George B. Storer and J. Harold Ryan combined courage and cash to establish Radio Station WSPD at Toledo, Ohio, as the spearhead of an important broadcasting company. In choosing a name for the new company, Messrs. Storer and Ryan selected a famous Northwestern Ohio landmark—Fort Industry.

Fort Industry is symbolic of American courage, of American progress, of American skill and of American integrity. Guarding as it did, in the pioneer days, a land rich in opportunity and garrisoned by a sturdy, courageous and honest company of fighting Americans, Fort Industry was responsible in a large measure for the phenomenal Northwestern Ohio and Southern Michigan development as it is known today.

And so the Fort Industry Company has grown because of the skill, courage and honest effort of the men and women within its ranks—grown to a seven-station organization that listeners and advertisers alike respect and support for their intelligent broadcasting service to the United States of America.

WWVA
50,000 Watts
Wheeling, West Va.

WAGA
5,000 Watts
Atlanta, Georgia

WSPD
5,000 Watts
Toledo, Ohio

WHIZ
250 Watts
Zanesville, Ohio

WMMN
5,000 Watts
Fairmont, West Va.

WLOK
250 Watts
Lima, Ohio

WFTL
10,000 Watts
Miami, Florida
Eugene L. Garay
John J. Sirica

TO DATE, the House Select Committee to Investigate the FCC must be recorded as the most abysmal bust of the Congressional session. It has worn out its second, and probably last, general counsel. John J. Sirica, like his predecessor, Eugene L. Garay of New York, has resigned practically on the same note—avowed refusal to "whitewash" in the WMCA transfer case. Only three of the five original members are sitting, and there have been staff changes galore.

It is hard to see where any good has come of this inquiry, which has run through $110,000 of taxpayers' funds during its nearly two-year tenure. The hearing has been abortive on both sides, with pressures from within and without. Efforts of Chairman Lea to straighten things out now have proved futile.

Any difficulties in FCC stewardship which might have been uncovered are more than offset by the acrimony, mud-slinging and bad public odor. The Committee has now decided to go underground, in executive session.

Evidently the plan now is to take testimony until this Congress adjourns prior to the Christmas holidays. Then, we assume, the Committee will issue a report, and curl up and die.

The big mistake was the effort to prosecute individual cases, pursuing a Philo Vance technique of finding where the bodies were buried. The probable answer is that there were no bodies. The Committee could have centered its inquiry upon broad issues and matters of policy; cases wherein the FCC had denied license privileges on one set of standards and granted them on precisely the same ones. It could have uncovered contradictions in FCC practices and loopholes in the law, looking toward legislation.

The House inquiry has been heeded from the start. It isn't stretching it to say that it began as a sort of personal feud between Rep. E. E. Cox, fiery Georgia Democrat, and James Lawrence Fly, equally militant FCC head. First Rep. Cox resigned as chairman of the Committee. Months later Mr. Fly resigned. Thus, the two original duelists are out.

This inquisitorial fiasco gives eloquent testimony to the futility of select committee inquiries. It gives equally eloquent support to long-pending proposals that Congress reorganize and staff itself with experts who know intimately the functions of executive agencies. The report of the Smith Committee of the House, which investigated Federal agencies, points to vague and ambiguous laws as an open invitation to "bureaucrats".

There is the Maloney-Monroe resolution of last session, already passed by the Senate, for a bi-partisan joint committee to survey Congressional methods and recommend improvements.

That is the right tack. Members of Congress can't be experts on everything—particularly when it comes to so complicated and technical a field as radio. They should have their own experts on the permanent rolls. Only in that way can Congress, which writes the laws, keep abreast of the executive agencies, which should administer them.

Page 40  •  December 4, 1944

BROADCASTING  •  Broadcast Advertising
KOIN’s Million Dollar Club members...each responsible for at least $1 Million in War Bonds...still on the job...finishing the job! Let’s look at the record after 96 consecutive broadcast meetings:

1st WAR LOAN Victory Harvest—11 great SRO shows in 11 Oregon cities—makes Oregon War Bond conscious.

2nd WAR LOAN People’s Payroll Party “sold” Oregon workers on value of consistent payroll savings for War Bonds.


4th WAR LOAN KOIN Million Dollar Club again originates kick-off to statewide radio network. KOIN-CBS Day reaps $8½ million in personal pledges. Closes drive with headlined “over-the-top” broadcast from state capital.

“D-Day Plus 1” broadcast spurs Oregon listeners to backing the Invasion with War Bonds. Special broadcast from Hood River, Oregon, saluting Million Dollar Club members who made Hood River nation’s leading county in War Bond purchases.

The KOIN Million Dollar Club membership of 220 holds pace-setting meeting of state and county chairmen and figures who organize the Sixth War Loan. Throughout the drive, the Club’s Tuesday night broadcasts are again doing their part in keeping Oregon on top nationally in War Bonds!

TED GAMBLE
.....National Director
War Finance Division
United States Treasury
and Member of KOIN
MILLION DOLLAR CLUB
says...

“KOIN’s Million Dollar Club is one of the finest War Bond radio shows on the air in this country. Week in and week out, it has brought the urgent message of war finance to the people of the Northwest. By providing the talent and absorbing the expense for a first-rate War Bond program, KOIN has set an outstanding example of patriotic service for other radio stations to follow.”

KOIN
PORTLAND, OREGON
FREE & PETERS, Inc., National Representatives

This is the ear-appeal of the Million Dollar Club—KOIN’s own troupe of 27 artists who beam variety, music and bond reminders to Oregon bond buyers!
Our Respects to
Continued from page 40
years, the Shell Oil Co. has sponsored him in two daily 15-minute newscasts.
Jim has coined a phrase which has become popular in the Islands. In ending his news programs he rhymes a bit of Hawaiian and English to make a catch closing theme. An Island listener can be positive he has been listening to Wahl when he hears the familiar, "And that's 'pau' for now." Translated, "pau" means, "that's all, there ain't no more."

Jim is really a triple-threat man in radio circles. In addition to his NBC and KGU work he is an instructor in radio broadcasting at the U. of Hawaii.

Once Dug Ditches
He broke into radio with station KJOY while attending college in Phoenix, Ariz., in 1932. It was also in 1932—the depth of the depression—that Jim decided to go to Hawaii for radio work. At the time, radio in the Islands was in its infancy—both Honolulu stations were on the air only part of the day. Jim got a job, but it wasn't in radio. He joined a local stock company which featured Leo Carrillo and Gladys George. The company's tour was short-lived, and Wahl soon found himself unemployed. He plagued the radio stations and finally saw the KGU station manager, Marion A. Mulrony. Mulrony had a full staff; so Jim left an application. He later telephoned Mulrony to say, "If you have an opening you'll find me at the Honolulu Gas Company—I'm digging ditches for gas mains."

Two weeks later KGU put him to work and ended his dig-digging career.

Jim's first NBC, nationwide broadcast was Hawaii's 1934 birthday greeting to President Roosevelt. Jim stood on the shore of world-famous Waikiki Beach and described a Hawaiian surfboard rider coasting over the waves to the beach.

When Wahl isn't wearing his war correspondent's uniform, a studio visitor will find him in his colorful Aloha shirt. His bachelor apartment, high atop Honolulu's Alewa heights, is decorated in typical Hawaiian style and overlooks the city and the blue Pacific.

Although a Californian (Jim was born in Soutia, Cal.), he has caught the Hawaiian lackadaisical spirit and yet has retained enough mainland "drive" to keep him on his toes.

When at 2:10 a.m., March 4, 1942, a lone Jap bomber decided to offer Hawaii a return engagement, Jim displayed his quick thinking and concern for wartime security. At the time, he was in the KGU newsroom completing final arrangements with NBC in San Francisco for an early morning world-wide news round-up. The plane dropped its bomb on Tantalus heights above Honolulu. With the circuit open, San Francisco heard the crash and asked what it was. Not permitted to tell what the noise really was, Jim answered casually, "Oh, it was just the studio door slamming."

That's Hawaii's Jim Wahl, who, at 38, rapidly is becoming one of the best known men in Pacific radio. Next time you hear the inimitable "pau' for now", you can be certain it's Jim at the "mike" in Hawaii.

ROY P. THOMPSON, general manager of WFRG Altona, Pa., has been named president of the Altona Kiwanis Club.

HOLLISTER - CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1921
BROADCASTING - Broadcast Advertising
When the United Press on the first of the month started service to stations in Arizona, it became the first agency to supply radio news to all 48 states.

This is in key with the primacy and consistent advancement which have distinguished the record of United Press since it entered the radio field in 1935, the first major news service to do so. Every month since then its list of clients has increased. Today, both in the United States and abroad, U. P. supplies news to more stations than do all other agencies combined. First to start, U. P. is still, and more clearly than ever, first in its field.

Why this is so is shown in a new catalogue of the U. P. radio news service, including its many sparkling features. If you would like a copy, just ask the nearest U. P. bureau—giving your name and position in your company—or notify United Press headquarters, 220 East 42nd Street, New York 17, N. Y.
Mowrey Named Blue Supervisor of Television

Paul B. Mowrey, formerly assistant supervisor of WOR, has been named Blue Supervisor of Television at WOR, overseeing the network's activities.

HUGH CONOVER, freelance announcer handling Right to Happiness on NBC radio, has been named Blue Supervisor of Television, reporting to Mr. Mowrey.

SANDFORD MEYER, formerly assistant director of Network Television and a Broadway producer for ten years, has been named Blue Supervisor of Television, reporting to Mr. Mowrey.

HELEN FARRAR MOUNT, formerly a female announcer and director of NBC's Radio Division, has been named Blue Supervisor of Television, reporting to Mr. Mowrey.

BILL SHERMAN, formerly executive director of the network's eastern music department, has been named Blue Supervisor of Television, reporting to Mr. Mowrey.

The accolade of "the sweetest music this side of heaven" has just been given the Lombardo group. The Royal Canadians, subscribing to the playing of popular music in a slow, unobtrusive manner, have recorded many BMI-licensed tunes. Featured with the band are Carmen Lombardo and Rose Marie Lombardo.

**EMBROIDERY**

**Dec 3699**
**Dec 3999**
**Dec 4087**
**Dec 4264**
**Dec 4199**

**NEW YORK**

**CHICAGO**

**HOLLYWOOD**

**BROADCASTING** • Broadcast Advertising

(Continued on page 48)
You Can Buy This Amplifier TODAY

Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4\% distortion, measured by the inter-modulation method. Feedback circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s.± 1 db. (2) NBC orthoacoustic recording response. (3) World-AMP lateral recording response.

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

Buy Bonds. Keep on Buying.
Keep 'Em Flying.
Announcing

the limited presentation edition of the mural wall chart

THE STORY OF ADVERTISING
IS THE STORY OF HUMAN PROGRESS

PUBLISHED BY STANDARD RATE & DATA SERVICE
IN COMMEMORATION OF ITS SILVER ANNIVERSARY
1919 - 1944

Advertising is more than a profession;
it is more than an art;
it is a service to mankind.

To mark the 25th anniversary of Standard Rate & Data Service, we have sought to portray this conception of advertising in graphic and historic form which will serve as a permanent record of the part played by advertising . . . especially American advertising . . . in world progress.

By adopting this decorative wall chart design, in which art, romance and history, science and trade are interwoven, we believe the facts have been set forth in a way to interest the greatest number of people and to impress upon them the vital importance of advertising in the American Way of Life.

E. Willis Jones, nationally known art director and authority on typographic design, was commissioned to design and to collaborate in the production of the chart. The handsome mural-like illustrations were created by the artist, Joseph Feher, widely known for his ability to combine decorative effect with clarity of detail. The "story" was provided by Alexander McQueen, long a student of the romance of advertising, who scanned the records of five hundred years and almost a thousand books in many languages.

The thorough research, experimental designs and production took almost a year.

One of the many interesting aspects of the chart is the presence of famous names in history connected with advertising's early days. Shakespeare, Franklin, Washington, Paul Revere, P. T. Barnum, James Whitcomb Riley and many others played a part in the cavalcade of human progress portrayed in "The Story of Advertising."

The chart is organized into seven eras beginning about 1400, and is arranged to help the reader note advertising's relationship to progress in transportation, freedom of the press, advances in science and invention, progress in national education, and a wealth of other interesting facts.
THE STORY OF Advertising

In every age and land—notably in our own—advertising has led to the enjoyment of more of the good things of life by more of the people. Here chronicled in pictures and in words are signs of progress through five hundred years. Advertising events charted above are history made for each period.

GIFT COPIES of this limited edition are now being sent to STANDARD RATE & DATA SERVICE subscribers and advertisers. A gift copy will also be mailed to any advertising or media executive whose request is received before our limited reserve supply is exhausted.

OTHER COPIES. Standard Rate & Data Service has published this special limited edition as a 25th anniversary gift presentation to its subscribers and advertisers.

It was early indicated that this limited edition would be insufficient to take care of an unknown, but probably large number of requests for extra copies and also to meet the demand for the chart which would exist among large groups outside Standard Rate & Data’s field but who are allied with, or otherwise interested in advertising.

To make additional copies available to anyone who might desire them at a nominal price, another edition was printed simultaneously. That edition, together with all distribution rights, has been turned over to the chart’s designer, E. Willis Jones, 75 E. Wacker Drive, Chicago, who will place it on sale in leading bookstores.

Standard Rate & Data Service will not benefit financially in any way from this extra distribution. It will however, in company with all in the advertising business, benefit greatly through the increased interest and appreciation of advertising which it is hoped this general distribution of the chart will accomplish.
Robert Hamilton Howell

ROBERT HAMILTON HOWELL, 39, scriptwriter, died of a heart attack in New York Nov. 23. Mr. Howell was the son-in-law of Tom Howard, m.c. of It Pays to Be Ignorant on CBS for Philip Morris & Co. Program was originated and written by Mr. Howell and his wife, who also wrote Sammy Kaye's Tangye Serenade, sponsored on the Blue by Geo. W. Lofts Co. Mr. Howell is survived by his wife.

NICK ALLEN, former bureau manager of KMO Tacoma, and Bob LEVYN, former advertising manager of H. S. Crocker Co., San Francisco, are new staff writers in the KGO-Blue San Francisco newsroom. FLETCHER AUSTIN, formerly of WBT Charlotte, has been commissioned a lieutenant in the Civil Air Patrol.

PAMLA HAMILTON has been appointed continuity editor of KELZ Denver replacing BARBARA FETTER, who has joined the writing staff. GLEN BROMWELL, of KYR Colorado Springs, has joined the KELZ announcing staff.

DICK JOY, with medical discharge from U. S. Navy, has rejoined Blue Hollywood as an announcer and is assigned to Heidt Time for Hires.

WEHR WITMER, announcer of KPO San Francisco, is the father of a girl.

STU MAN, former owner of WGGY Minneapolis, has joined WGL Minneapolis. JEFF DOWELL, formerly with KSYS Mankato, Minn. and WGGY Minneapolis, has joined the WGL sales and promotion department. DARYL LAUB has been added to the announcing staff.

WALTER CONWAY, assistant sales promotion manager for NBC central division, has resigned effective Dec. 3 to join Esquire Inc., Chicago, as radio director.

WATSON HUMPHREY, former production manager of KGO San Francisco, has been shifted to the network production manager's pool.

DICK BRONSON, chief announcer of WHTD Hartford for two years, has been named program director. BARBARA HIRING, former traffic manager of the station, will assist her. BOB MOONEY, former radio director for the Connecticut War Finance Committee, will be promotion manager of WHTD.

SAM CAREY has been promoted from production supervisor to production manager of WRVA Richmond. MRS. JOHN D. RAIDABATCH, recently publicity director of WDNC Durham, N. C., has joined WRVA in a similar capacity.

LOU COLE, program director of WWL Weekend, Long Island, has been appointed director of the station's foreign language service, and is replacing BOB MANN, formerly on the announcing staff. DICK JESSEN, formerly of WFPF Baltimore, has joined the WWL announcing staff.

Murray Adds Four

ARTHUR MURRAY School of Dancing, New York, with 42 local branches throughout the country, on Dec. 3 added WERF WAAF, WCFL and WBBM Chicago to an expanding list of 22 station promoting local classes, and dancing instruction by mail. Under the supervision of Huber Hoge & Sons, New York, Murray branch managers for the first time are placing their own advertising, using one-minute live and transestered spot announcements, five-minute and quarter-hour musical participating programs at varying intervals throughout the week.
Nancy Craig, WJZ's "Woman of Tomorrow," sure sells the women of today—everything from hosiery to postwar kitchens! Currently selling for a list of participants that includes B. Altman, leading New York Fifth Avenue department store; Berkshire Hosiery; Minwax; Hercules household products and others, Nancy has built sales for more than fifty sponsors in her six years on WJZ. And here's what they say about her:

"...consider her our top salesman..."
"...a privilege to have her as a spokesman..."
"...the response was really overwhelming..."

In a recent offer of a free booklet describing tomorrow's kitchens, Nancy pulled inquiries at a cost of only 15¢ per! In another offer, more than 13,000 requests swamped a sponsor after Nancy's first few announcements! Her own mail has frequently topped 40,000 a month.

Can you beat it? We think you can—with Nancy Craig selling your products, because WJZ's stronger, clearer signal now raps louder on some 7,000,000 additional doors for "The Woman of Tomorrow!" And because WJZ's new plug with subway car cards reaches 162,000 riders a month!

For full details on your participation in Nancy Craig's selling show, contact BLUE SPOT SALES or the Sales Department of

KEY STATION OF THE BLUE NETWORK

WJZ
770 On Your Dial

Your Strongest VOICE in the World's Richest Market
KENNETH E. MOORE, former advertising manager of Plantation Co., has joined Fuller & Smith & Ross, New York, as account executive.

MYRON ELGES, for the past five months account executive of Hillman-Shane-Breyn, Los Angeles agency, has rejoined Blue Hollywood in a similar capacity. He replaces GEORGE GRANT, resigned.

AL RINKER, Hollywood producer of the Big Boy Co., is the father of a girl.

LOD JACKSON, former staff producer at WNIR Chicago and freelance producer, joined J. Walter Thompson Co., Chicago, to handle local productions.

MARGARET GREENAMER, former production manager of Vogtry-Vogtry Adv., Chicago, is now with Goldman & Gross, Chicago.

LIA V. VARRELL, former executive assistant to the advertising manager of Sterling Products, International Division, Newark, is now with National Export Adv., New York, as account executive.

DOROTHY LAWRENCE, copywriter, formerly of Kenyon & Richardi, New York, has joined McClain-Erickson, New York, where she will handle food copy.

CLIFFORD LUBKENT has rejoined the voice of Mississippi and New York, as talent director, following honorable discharge from the Army. While in service he completed advanced communications courses.

JAMES SHIELDS, formerly of the Blue production staff, has joined the Blue (New York) office of the late Bernard Lichtenberg. Previously Mr. Shiel was a vice-president and director of public relations of Commercial Investment Trust Corp., New York. No successor has been named for Mr. Shiel as yet.

JAMES D. ALBERGER, former assistant professor of English at Fordham U., has been appointed assistant account executive and copy writer at Donahue & Co., New York.

DUNCAN N. MURRIS, formerly of the Montreal office of J. J. Gibbons Ltd., has been appointed associate, advertising, in the Montreal office of Cockfield Brown & Co.

JACK SMOCK, Los Angeles executive of Foote, Cone & Belding on the Union Oil Co. account, has been named an agency vice-president.

DON CLARK, for the past two years a Hollywood producer of Rutherfurd & Ryan, has joined BBDO as Hollywood supervising producer.

DOUGLAS CARLSON, who formerly did timing and script work for William H. Weintraub & Co., New York, has joined Sterling Adv., New York, as assistance radio director. She also has been associated with the Bow Co., New York, in time-buying and production capacity.

ALEXANDER (Sandy) SCHNITZER, with Young & Rubicam, New York, since 1935, has been named talent supervisor of the radio department, reporting to Mr. REEDY, executive head of the talent department.

TOM FIZDALE Inc., publicity and public relations firm, has announced that its offices on 48th Madison Ave., New York, to larger space in the Lincoln Pl. 48 East 42nd St. (New York 17). Telephone is Murray Hill 2-5666.

NBC for the eighteenth consecutive year will broadcast play-by-play account of annual Rose Bowl football game from Pasadena, Calif., on Jan. 1. Bill Stern is sportscaster.

BREAKFAST PREMIERE of NBC Alber Homemakers Hour found this sponsor-agency-network sextet in high good humor after initial broadcast. Albers Bros. Milling Co., Seattle, sponsors five-weekly series on NBC Pacific stations. Program enthusiasts (1 to 1) are Sidney N. Strotz, NBC National Division vice-president; E. B. Walberg, district sales manager for Albers Bros. Milling Co.; Don Belling, board chairman and Los Angeles manager of Foote, Cone & Belding; Bert Izzard, Richard McKee, advertising manager and vice-president, respectively, of milling firm; Elliott Bogart, San Francisco account executive of FC&B.

New York Merger

DORLAND INTERNATIONAL and Pettingell & Fenton, New York, last week merged into an agency handling domestic and export advertising, concentrating on the latter. New firm, with headquarters at 247 Park Ave., New York, has 44 foreign offices and branches. Newly-elected officers of Dorland International-Pettingell & Fenton, include Howard S. Hadden, chairman of the board; Atherton Pettingell, president, Fleur Fenton, executive vice-president; Walter S. Mau, executive vice-president; Charles B. Smith, vice-president; Arthur E. Connolly, vice-president; Esther K. Fagan, treasurer and Mary Zales, secretary. Included among the accounts are A. S. Beek Shoe Co., New York, and the export advertising of E. R. Squibb & Sons (dental cream) and American Safety Razor Corp., Brooklyn. Telephone is Eldorado 5-2688.

Byron Keating

BYRON KEATING, 59, president of the Cincinnati advertising agency bearing his name, died of a heart attack Nov. 24 at his summer home near Oylowon Springs, Miss., where he had been on vacation. In Cincinnati, Harold Klaus, vice-president of the Byron Keating Co., said there was no immediate statement on the future of the agency, since its control had rested solely with the founder. Mr. Keating, whose 35-year career in advertising included service with Lord & Thomas, founded the agency two months ago. There are no immediate survivors.

Radio's Longest List of Satisfied Sponsors:

Noble's Bread ... WRVR
Carroll's Bread ... WCJRL
New Oke Bread ... WJJS
Hi-Lo Bread ... WGOA
Rubel's Bread ... WHRC
Bangor Bread ... WLBZ

(KO TO BE CONTINUED)
ESMERALDA COPE HAS TWO JOBS...

Esmeralda Cope is one of many hundreds of women workers in the Detrola Radio Division who now are building land mine detectors, FM signal generators and other electronic war equipment. This job continues until Victory. But without detracting from this primary task, many of these workers are being acquainted also with their post-war assignments on the same production lines. Thus they will be ready to build hundreds of thousands of fine radio receivers, automatic record changers, television receivers and other products to enrich the life of a world at peace. Yes, Esmeralda Cope has two jobs. And International Detrola’s creed of highest quality rules them both.

BUY WAR BONDS TILL VICTORY
POINTER THE WAY TO

greater sales

WHOB

BOSTON'S BLUE NETWORK PLUS STATION

National Sales Representatives • SPOT SALES, INC., New York • Chicago • San Francisco

DEWRIGHT EDWARDS Co., San Francisco. 1150 (coffee), has begun weekly newscasts on KQW San Francisco. New York station. Account was placed by Harry E. Foster Agencies, San Francisco.

SALERNO-NOWICKI Biscuit Co., Chicago, Nov. 26 to start spot program. List includes KFBK, Los Angeles; WOC, Des Moines and other key spots.

CONSOLIDATED BROADCASTING, Chicago (Kron Plumber's Parade), Nov. 26 to 28, 30, 31, 1, 3, 5, and 7 P.M., 4:30 to 5 P.M., 6 to 6:30 P.M., 8 to 8:30 P.M., 9 to 9:15 P.M., 10 to 10:15 P.M., 11 to 11:15 P.M., with participation of the Chicago & Northwestern Railroad and the Chicago Park District. Account is handled by the agency.

G. W. ONTHANK Co., Des Moines, has appointed George F. Bennett, New York, to handle advertising for Yachas Coffee. Spot radio has been used from time to time. Future media plans have not yet been formulated.

TRADE SALES Division of Interchemical Corp., Fairlawn, N. J., has appointed Sherman K. Ellis & Co., New York, to handle advertising for Safeguard Cylindrical Paint and Mi-Du-Rid. Media plans include spot radio.

FELIX M. COSTE, vice-president in charge of the advertising of Coca-Cola in New York, has moved his New York office from 60 East St. to 219 Madison Ave.

DAWE'S PRODUCTS Co., Chicago, and its subsidiaries, Fish Oil Extracts and Dawes Vitasel Co., have appointed Western Ad. Agency, Chicago, to handle their advertising. Radio may be used.

ATLANTIC COAL Co., of Boston (Glenn Burd anthracite) will sponsor December 3 mystery series "Building Dreams" over WNAC Boston and the Yankee Network. Network is John C. Dowd, Inc., Boston.

THE SHEPARD Stores, Providence, has renewed sponsorship of its "Providence Music" program over WPRO Providence. Spot program is on WNAC Providence. The program is produced by the Providence Chamber of Commerce and is intended to promote tourism in the state.

This month, millions of dollars will be spent by the retail trade on advertising to the general public. The majority of this advertising will be done through radio and television. The amount spent by the retail trade in advertising is estimated to be in the neighborhood of $500 million.
WHAT—3 great cities, 3 great markets, within a few short air miles of one another?

Then why not reach and sell all three of these great markets with one strong, influential radio station that covers them all?

Here, Mr. Time Buyer, is your answer to your Albany problem—with Troy and Schenectady, two equally important markets, added for good measure. For these cities are one market. And if you are trying to cover them with three different media—well, buy just one station, WTRY, and save money.

P.S. You’ll get better coverage, too, with WTRY’s strong signal.

980—Middle of the Dial—980
Representatives: Paul H. Raymer Company

WTRY, Albany-Troy-Schenectady • Now Associated with WSYR, WKNE, WELI
Acterna Television

AETNA LIFE Affiliated Companies, Hartford, on Nov. 27 stationed a series of education films, shorts prepared by the company's safety education department, running about 15 minutes each, on WBNY, NBC video station in New York. Series is placed direct.


Recalls Workers

FACILITIES of WPAT Patterson, N. J., were used to recall some 32,000 employees of Wright Aeronautical Corp. to work after a strike of 2,700 supervisors had been called off. The message went on the air only a few moments after an agreement had been reached between company officials and the union. By previous arrangement with the station, plant officials and the union involved instructed the workers to stay tuned to WPAT for an exclusive broadcast of the latest developments in negotiations. Announcement was aired at 1:45 p.m. Nov. 15, that the strike was halted and that work would resume the following day.

Hilltop High!

On Birmingham's highest peak, stands Vulcan's Statue—trademark of the Pittsburg of the South and a future symbol of today's seething activity in Birmingham and the whole of Alabama. Here's a radio-minded market that's covered best by WSGN—Contour line comparison proves it; so does the NBC All-County Survey Method and the NAB Mail and Signal Strength Map. In addition, WSGN's morning Hooper is greater than all other Birmingham stations combined; it carries seven of the ten top-rated daytime programs; and offers the best salable time in the State. Yes, WSGN is Alabama's Best Buy Far!

KECA Seeks 50 kw
On 770 With WJZ

Would Shift Channel to I-B; Rules Change Involved

IMPROVEMENT of its key station facilities in Los Angeles, whereby KECA, Blue-owned outlet, would operate with 50,000 w on the 770 kc clear channel assigned to WJZ, Blue-owned key in New York, is proposed in applications filed last week with the FCC by the Blue Network Co. Inc. The move would reduce the status of the 770 kc channel from A-I (clear at night) to a I-B (duplicated) frequency with both stations using 50,000 w.

May Provoke Litigation

Likelihood that the applications would provoke litigation before the Commission was foreseen in view of the operation of KOB Albuquerque on the 770 kc channel under a "special service authorization". Regular operation of KECA on the frequency with 50,000 w, even employing directional antennas day and night, would preclude operation of the Albuquerque station on the frequency. KOB, regularly assigned to 1030 kc is seeking regular operation on the 770 kc channel. Formerly a Blue Network outlet, KOB now is on NBC.

Approval of the KECA proposal also would entail amendment of the Commission's regulations, since the 770 kc channel is listed as I-A by international treaty and would be degraded to a I-B under the KECA applications.

Blue first applied for a construction permit to shift KECA's frequency from the regional frequency of 799 kc to 770 kc and increase its power from 5,000 to 50,000 w, with a directional antenna for day and night use, and with removal of both studios and transmitter. Then it sought a "special service authorization" to operate immediately on 770 kc with 5,000 w full-time, pending completion of the construction contemplated for the 50,000 w operation.

One Of America's

Top Stations

IN A CITY
WHERE RETAIL
SALES AVERAGE
$1,355.00
PER CAPITA

Represented Nationally by Headley-Reed Company
Engineer Offers Plan to Keep Petrillo
From Becoming Broadcasting Dictator

The writer, Kermit A. Slobb, is a studio engineer for the Blue in Chicago. His opinions, written in an open letter to broadcasting executives, are strictly his own, he explains. The letter, dated Nov. 21, was received too late for inclusion in last week’s issue which carried the NLRB decision on turntable jurisdiction (see editorial on page 40).

The time has come for action on your part... action to stop the AFM generally and James Petrillo specifically from becoming a dictator over the American broadcasting industry. Which is the reason for this letter: Complete blame does not lie with Mr. Petrillo... he knows what he wants and he gets it, which is American to the core. You gentlemen definitely do not know what you want, but you do know you are getting something you don’t want.

Engineers’ Vow

Mr. Petrillo has recently scored his greatest success to date by signing the last of the recording companies to a huge “alush fund” contract. Broadcast Engineers’ magazine aptly stated in the Nov. 20 issue that the only remaining project Mr. Petrillo wants to complete is to take over the turntables in radio stations all over the country. Broadcasting magazine did not make it clear that the only organization which now remains in Mr. Petrillo’s path is a small, independent union of about 700 members, the National Association of Broadcast Engineers & Technicians (NABET).

We can skip all the previous history of NABET, as that information can easily be secured. It will suffice to say that the 700 NABET members throughout the country (which include all of the NBC and Blue engineers) have vowed to stop at nothing to keep Mr. Petrillo from making a grab at something that belongs to them. What a different story could be told if you executives had made the same vow.

Of all the people directly responsible for radio programs, the engineers are paid the least. Right now, they certainly do not hold the responsibility they rightly deserve, and up to this time, they have always been the underdogs. For example, NBC and Blue executives blithely signed a contract with AFM giving them turntable jurisdiction, while holding a previous contract giving NABET this privilege. In the other networks the situation is no better. IBEW officials have cut the engineers’ throats by signing over playing of turntables to the AFM.

The answer to the whole question is simple when you consider it this way. Where did radio broadcasting start? With the engineers, of course! And that is exactly where you gentlemen can stop Mr. Petrillo. If you would stand behind the engineers in this turntable situation, we will surely give Mr. Petrillo his first major setback, and from there on, his decline is obvious. Defeated by a small independent union, he will never again resume the power he once held.

The members of NABET are prepared to strike should Mr. Petrillo disregard the Government’s wishes in the turntable issue, as he has done before. This time therefore, instead of being able to force an issue through threat of striking, the AFM will be a secondary interest in a large strike of their own conception... the complete shutting down of the NBC and Blue networks and several affiliated stations.

This issue is also squarely before the radio engineers who do not belong to NABET. It is a well-known fact that if all the radio engineers in the country (including men of the four nets and all the independent stations) were to join the same union, that union would be able to get working conditions and salaries comparable with musicians, announcers and actors. New stations are joining NABET every week, and if that swing to a union that is fighting for the engineer and the broadcasting industry were general, Mr. Petrillo would be set back on his heels.

Yes, it’s time for action. You can do your part by contacting the nearest NABET representative and getting the facts. Mr. Petrillo can be licked, and NABET is well on the way to doing it! Are you going to help?

Survey Predicts Jobs

MORE than 5,900 civilian jobs in the radio retailing industry are awaiting radio technicians now in the Army Signal Corps and Naval Communications, according to preliminary results of a survey made by Emerson Radio & Phonograph Corp., New York. Initial findings are based on returns from 1,300 radio dealers, out of a total of 20,000 to whom a questionnaire was sent. Requirements of individual dealers indicate openings for an average of about four trained men per firm, with the need evenly divided between sales and service personnel.

Survey of Commercial Broadcast Stations

The following is a list of WGY, Buffalo’s only 50,000 watt station.

---

WGY
Schenectady, N.Y.
50,000 watts—NBC-23 years of service
Represented Nationally by NBC Spot Sales

General Electric

COLUMBIA
NETWORK

WKBW
1520 K.C.
BUFFALO’S
ONLY
50,000
WATT
STATION
DAY AND NIGHT

BUFFALO'S
ONLY
50,000
WATT
STATION

WGY
BUFFALO
BROADCASTING
CORPORATION

RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.
Postwar Business Gain Is Forecast by McCluer

POSTWAR SLUMP in business is not anticipated by the NBC Chicago sales department, according to Paul McCluer, sales manager of the NBC central division. Better than 90% of NBC's advertisers have continued their peacetime schedules through the war and we are confident they will remain with us after the war ends," he said.

"Some clients, in fact, who have retained their radio time despite restrictions in their available consumer merchandise during the war are expected to increase their advertising since their goods are again available in sufficient quantities to supply all demands."

As for clients who have purchased air time since the outbreak of the war, McCluer maintained, "In witnessing the addition of new and the return of old customers to our sales lists, we have every expectation that they will remain on our postwar schedule of business."

Romulo Praises Blue

PHILIPPINE invasion coverage by the Blue Network was praised by Brig. Gen. Carlos P. Romulo, Resident Commissioner of the Philippines to the United States, in a letter handed to Arthur Feldman, Blue war correspondent. The general expressed his thanks for the Blue's invasion coverage, mentioning both Mr. Feldman and Clete Roberts; also Blue Pacific war correspondents by name. The letter said in part: "The service of both the radio and the press in connection with the Philippine invasion has been excellent. They helped bring us closer to America."

Education Meeting

WTRY Troy and Russell Sage College will sponsor at a one-day conference Dec. 12, an "Institute of Radio Education" to promote radio education in school systems. Speakers will include Dr. Harrison B. Summers, director of Education of the Blue Network and Dr. Kenneth Bartlett, director of the radio division of Syracuse U. Highlight of the conference will be the broadcast of the regular weekly WTRY-Russell Sage program, How Do You Pronounce It?

SALES RECORD

Program Based on Article

SALES of the Saturday Evening Post jumped to a new all-time high in Central Illinois when J. W. Barr, superintendent of sales for the magazine, staged a program over WCBS Springfield based on an article, "You Take the High Note."

The Harmony Kings, all residents of the area, who were mentioned in the story, performed on the program and Mayor John W. Kapp of Springfield delivered the commercial. As a result of his novel idea, Mr. Barr was cited for his sales record in the Curtisman, publication of the Curtis Publishing Co.

WCAU Studios Sold

FIRST studios in the country to be designed exclusively for radio, the nine-story WCAU Philadelphia building, opened in 1932 at a cost of $1,350,000, has been sold for $760,000 since it will not be adequate for postwar television. Operations will continue from there, however, until a new building can be constructed. Television engineers are studying possibilities of erecting studios on the site of a building purchased by the station last year.

BMI has renewed its contract with American Performing Rights Society and El Sindicato de Autores, Compositores y Editores de Musica under which it exclusively licenses in the United States all the music of Mexico.

REACH THE WOMEN OF THE OHIO VALLEY WITH...
SOMETIMES 
IT'S BETTER TO BE 
BUILT FOR THE JOB!

If you're looking for sales in the San Antonio market area, remember first, that this is the area that KTSA was designed and built to serve . . . efficiently and economically.

Every recognized survey proves how well KTSA does the specific job it was engineered and built to do. It is ready now to deliver the audience and the coverage in the San Antonio market area without waste or duplication.

Incidentally, you might remember, too, that KTSA's 64 county primary coverage area includes 23.11% of all of Texas' enormous effective buying income, and 22.06% of all of Texas' whopping retail sales.
FCC PROBE COUNSEL HAS VARIED CAREER

ROBERT B. BARKER, appointed general counsel of the House Select Committee to Investigate the FCC on Dec. 1, has been in Government work nearly a quarter of a century. A native of Del Rio, Tex., he attended George Washington U. and was graduated from the National U. Law School in 1925. He is a member of the Bar in Tennessee and has been admitted to practice in State and Federal courts.

Mr. Barker enlisted in the U. S. Marine Corps at 15 in the last World War, served overseas and resumed his education when the war ended. In 1922 he was secretary to the late J. Will Taylor, Republican National Committeeman from Tennessee and Representative from the second Tennessee district. From 1922-1937 he was with the Veterans Administration, later entering private law practice.

In 1938 Mr. Barker was appointed senior investigator of the Dies Committee on Un-American Activities and on March 1, 1943, became an investigator for the House Select Committee to Investigate the FCC under Eugene L. Garey, then general counsel. He resigned the following November and returned to the Committee last April 1 as investigator-attorney when John J. Sirica was named general counsel.

Upon the resignation last Aug. 17 of Harry S. Barger, Mr. Barker was appointed chief investigator, a post he held at the time of his promotion to the general counselship.

WPB Sees Higher Tube Production

First Quarter of '45 Output Placed at 6,000,000 TENTATIVE schedule for the first quarter of 1945 calls for the production of 2,000,000 radio tubes a month, an increase of about 500,000 tubes a month over past authorization, the War Production Board announced last week. However, WPB said, the anticipated monthly output can be met "only if increased labor is obtained and military demands do not increase."

The Board added that if 6,000 more female workers could be obtained, the production of receiving tubes both for military and civilian programs could be stepped up, allowing an increase in civilian replacement tubes up to 4,000,000 a month. "If conditions are anticipated correctly," it said, this volume may be reached within four months after V-E Day.

Ken Church Appointed WCKY Executive Head

APPOINTMENT of Kenneth W. Church, for the past two years manager of WKRC Cincinnati, as executive vice-president of WCKY in the same city, was announced last Friday by L. B. Wilson, owner and operator of the CBS outlet. Mr. Church succeeds Fred A. Palmer, who has resigned to establish an advertising agency and public relations firm in Cincinnati.

Herman E. Fast, sales manager of WKRC for the past several years, has been appointed general manager, succeeding Mr. Church.

Mr. Church, for a decade commercial manager of KMOX St. Louis, joined WKRC in 1941 as director of national sales and promotion. In September 1942, when Hulbert Taft Jr. was commissioned in the Army Air Forces, Mr. Church became general manager. A native of Ohio, Mr. Church had worked on the St. Louis Globe-Democrat and Dispatch, and for a time was manager of the Globe-Democrat radio department. Mr. Palmer had been at WCKY for nearly four years, after having served as manager of KOY Phoenix. Prior to that time he was associated with stations in Columbus.

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**THE SPOTLIGHT IS ON... THESE 3 AVAILABLE KWK PERIODS**

**Rush Hughes**

**"SONG AND DANCE PARADE"**

10 a.m. to 12 noon daily

**HOOPER RATINGS**

"SONG AND DANCE PARADE"

Graph shows average ratings for two hour 'Song and Dance Parade' since program started.

<table>
<thead>
<tr>
<th>PRESENT SPONSOR</th>
<th>TIME</th>
<th>HOOPER RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bond Bread</td>
<td>10:00 a.m. to 10:20 a.m.</td>
<td>4.7</td>
</tr>
<tr>
<td>AVAILABLE</td>
<td>10:20 a.m. to 10:40 a.m.</td>
<td>3.0</td>
</tr>
<tr>
<td>Creamo Margarine</td>
<td>10:40 a.m. to 11:00 a.m.</td>
<td>3.7</td>
</tr>
<tr>
<td>AVAILABLE</td>
<td>10:40 a.m. to 11:00 a.m.</td>
<td>3.7</td>
</tr>
<tr>
<td>Old Judge Coffee (News)</td>
<td>11:00 a.m. to 11:05 a.m.</td>
<td>5.8</td>
</tr>
<tr>
<td>Carey's Salt</td>
<td>11:05 a.m. to 11:20 a.m.</td>
<td>5.5</td>
</tr>
<tr>
<td>St. Louis Dairy</td>
<td>11:05 a.m. to 11:20 a.m.</td>
<td>5.5</td>
</tr>
<tr>
<td>AVAILABLE</td>
<td>11:20 a.m. to 11:40 a.m.</td>
<td>5.4</td>
</tr>
<tr>
<td>Celanese Corporation of America</td>
<td>11:40 a.m. to 12:00 Noon</td>
<td>6.7</td>
</tr>
<tr>
<td>Canada Dry</td>
<td>11:40 a.m. to 12:00 Noon</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Ratings from C. E. Hooper "Continuing Measurement of Radio Listeners", Monday thru Friday, December 1943 thru April 1944.

**IN ST. LOUIS THE TREND IS TO KWK**

PAUL H. RAYMER CO., Representative

December 4, 1944 • Page 59
FMBl Reaffirms Former Plea
For Retention of Present Band

directors urge FCC to expedite determination
of allocations in interest of postwar jobs

reaffirming its recommendation
that the FM band be expanded at its present position in the radio spectrum", the board of directors of FMBl at a two-day meeting in Washington last week called upon the FCC to determine the permanent allocation structure of the service "at the earliest possible date consistent with due consideration of all the evidence before it".

In addition, the directors took the following action:

In urging the FCC to expedite its determination of the FM band, the directors were moved primarily by the importance of providing the greatest amount of employment in the immediate postwar period. "The evidence before the FCC, together with that contained in the applications for FM stations on file," the resolution declared, "shows that FM broadcasting can contribute the largest share of this [postwar] employment."

A staff of five, an increase of two, will be employed.

Directors attending the meetings were: Walter J. Damm, president (WTMJ-WPAM); Theodore C. Streibert, vice-president (Mutual); Franklin M. Doolittle (WDBV-FM); Ray H. Manson (Stromberg-Carlson); John Shepard 3rd (Yahoo Radio Stations); Lee R. Wallees (Westinghouse radio stations inc.); and John V. L. Hogan (WQXR-WQXQ).

Also present were Maj. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., engineering counsel; Philip G. Loucks, legal counsel; and Myles Loucks, managing director.

New active members added were:


VITAPLUS Convicted

VITAPLUS Inc. New York, producer of a tablet advertised to reduce gasoline consumption, and Dr. Sylvain D. Broder, president, were convicted last Friday at the court of special sessions in New York, charged with publishing and broadcasting misleading advertising in violation of Sec. 421 of the Penal Law. Product was advertised on three New York stations, and at one time on 40 stations throughout the country.

RCA Dividend

RCA board of directors, meeting Friday, declared dividends of 871/2 cents a share on outstanding first preferred stock, for the final quarter of 1945, payable Jan. 2, 1946, to stockholders of record Dec. 11, and 20 cents a share on outstanding common stock, payable Jan. 30 to holders of record Dec. 15.

Post-World War plans now at KGLO

These factors make the "PORK BARREL" market the ideal testing spot of America.

1. No "war-swollen" population here.
2. Urban and rural population is about equal. Both have more to spend than ever before.
3. KGLO's wide-awake merchandising department with capable "Womanpower" will cooperate with dealer letters, newspaper tie-ins and personal calls.
4. 48.6% of all listeners in this area are regularly tuned to KGLO. This 12.2% more steady listeners than for the next station according to a recent Robert S. Cunian survey.

FREE—A copy of this complete "Study of Listening Habits— Mason City, Iowa Area" will be sent on request. Write KGLO or any Kub City company man.

MASON CITY, IOWA
CBS Affiliate

WEED & COMPANY, Rep.
Until the last knock-out blow is delivered to the Axis Powers it is our job at home to continue backing our Armed Forces by buying MORE WAR BONDS
RADIO TOWER SPECIALISTS

HERE IS AN ORGANIZATION OF HIGHLY QUALIFIED MEN READY TO SERVE YOU AT ALL TIMES ON TOWER REMOVAL INSTALLATION AND SERVICING.

EQUIPPED TO HANDLE ALL PHASES OF TOWER OPERATION ANYWHERE IN THE UNITED STATES.

INSPECT GUY TENSION, INSULATORS, ALIGNMENT OF TOWERS.

MAINTENANCE SERVICE CORRECTED EVERY THREE MONTHS TO MEET FCC REGULATIONS.

SATISFIED CLIENTS ALL OVER THE COUNTRY.

ASK ABOUT OUR MAINTENANCE SERVICE.

• 24-HOUR EMERGENCY SERVICE

• WRITE, WIRE OR CALL

HAROLD A. PETERSON COMPANY
106 CHAMBERS STREET
TRENTON, NEW JERSEY
PHONE 3-0836

RYAN LEADS PLANS FOR ANNIVERSARY

Story of RCA Dinner on page 58

The silver anniversary of broadcasting—marking 25 years since radio’s advent as a sustained public service—will be observed during the entire year of 1945, under preliminary plans projected last week by J. Harold Ryan, NAB president. All stations and networks will be called upon to commemorate the progress and achievement of the first quarter-century of broadcasting in America, where the art was born. The slogan will be Radio’s 25th Anniversary—Pledged to Victory.

The observance campaign will be directed by Mr. Ryan through William D. Egolf, NAB public relations director, with Arthur Stringer, NAB public relations committee, and Lewis H. Avery, director of broadcast advertising, devoting their efforts to coordination of allied radio interests. A preliminary session was held last week with Bond Geddes, executive vice-president and general manager of the Radio Manufacturers Assn., on the cooperative effort.

The 25th anniversary symbol is "XXV," depicting 25 years, but with the "V" for Victory dominant. A musical signature is being prepared, to combine the new celebrated musical "VY" with the "XXV," both adapted from the continental code.

Early Days

The broadcasting silver anniversary follows RCA’s observance this year of its 25th anniversary as the first overall entity in the radio field. Its initial operations in 1919, however, pertained to communications. In 1920 both the Detroit News and Westinghouse began regular broadcast station operations, the latter on Aug. 29, 1920, WBZ, Boston. The first case to come on the air was the ABC, later WBL, and afterward, WWJ began operation, broadcasting daily thereafter.

On Nov. 2, 1920, KDKA Pittsburgh, founded by the late Dr. Frank Conrad, began regular schedule broadcasting with the Harding-Cox Presidential election returns. The station began with regular call letters—KDKA.

Tentative plans for the extensive observance of the anniversary provide for the kick-off on New Year’s Day. Proposed are dramatizations on the historical side of radio, rebroadcasts of pioneer programs and personal appearances of veteran performers. All would be geared to the theme of Americanism and victory.

Neal Ivey Co. Formed

NEAL D. IVEY, president of Ivey & Ellington, Philadelphia, resigned last week and announced he would form his own company Jan. 1, the Neal D. Ivey Co., Philadelphia. Announcement will be made shortly of the clients of the new company and the personnel of the organization.

FCC Tentatively Adopts Allocation

Formal Proposals Below 30 Mc Await IRAC Discussions

Racing against time, the FCC last Friday formally notified the State Dept. it had tentatively approved an allocation plan pertaining to frequencies of an international character below 30,000 kc (30 mc), but has not completed its spectrum-wide allocation plan to cover all new services, including FM, television, facsimile and related fields. The State Dept. has set a July 1 deadline on international aspects of the allocations, before embarking upon preparation of final American proposals for the next international telecommunication conference

The FCC announcement came following a lengthy session last Friday—the first meeting of the Commission en banc on allocations since adjournment of the five-week hearing Nov. 2. It has been impeded in its preparatory work by the telephone strike, the House Select Committee inquiry into the FCC and the Upton Close incident.

The announcement stated that detailed allocation of specific channels to various non-Government services may not be completed “for some time” but that the detailed allocation will remain within the international allocation (below 30 mc) which will be proposed after discussion with the Interdepartment Radio Advisory Committee.

Abstract of the FCC announcement, which encompasses the letter to the State Dept., follows:

A large percentage of the frequency spectrum which has been requested by other non-Government services involves possible conflict with permanent as well as temporary Government assignments. In view of these facts, the Commission, in deliberating over the allocation plan in international terminology, has scheduled the following allocations where it is felt that there is no possible conflict with existing Government assignments:

Radio Advisory Committee. It is anticipated that such a plan may be made available at an early date. Notice of the commission will be accordingly made available at an early date. Notice of the commission will be accordingly made available at an early date.

Detailed allocation of specific channels to the various non-Government services may not be completed for some time but it is expected that such detailed allocation will remain within the international allocation which will be proposed.
First exclusive manufacturer of short wave radio equipment to receive the coveted Army-Navy “E” Award for the fifth time... the result of the continued and untiring devotion to duty of the company’s 1,500 employees.

Hallicrafters

THE HALLCRAFTERS COMPANY • MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT • CHICAGO 16, U.S.A.

Builders of the famous SCR-299
NBC War Clinics To Start Feb. 5

Five Three-Day Sessions Set; Trammell Heads Speakers

NBC's 1945 War Clinics will get under way Feb. 5-7 at the Waldorf-Astoria, New York, with subsequent sessions scheduled for the Biltmore Hotel, Atlanta, Feb. 11-13; Baker Hotel, Dallas, Feb. 15-17; Palmer House, Chicago, Feb. 18-21; Biltmore Hotel, Los Angeles, Feb. 25-28.

NBC affiliates have been notified of the sessions earlier than usual because of the "prevailing difficulty in securing hotel accommodations," according to Philip I. Merryman, director of facilities development and research. In a memorandum, Mr. Merryman said meetings will generally follow last year's pattern, except for the elimination of the engineering session at which NBC's policies on FM and television were announced and discussed [Broadcasting, March 6].

Trammell Heads Speakers

Niles Trammell, network president, will address the opening luncheon meeting. That afternoon Frank E. Mullen, vice-president and general manager, will speak on "Future" and Frank M. Russell, Washington vice-president, on "Governmental Relations". Afternoon session will close with a program forum, with C. L. Men- sons and Raymond Collins as assistant managers of WFBA-AKGKO and of Ralph K. Maddox as program supervisor, was announced last Friday by Martin B. Camp- bell, general manager. Mr. Nim- mons, formerly executive program director, assumes charge of the local sales department and assumes duties with national sales. Mr. Col- lins, technical supervisor, has just returned from an 18 months' leave of absence with Radio Research Laboratories at Harvard, including special research in England. He will supervise studio activities in addition to engineering duties.

Named by Campbell

APPOINTMENT of Ralph Nim- mons and Raymond Collins as assistant managers of WFBA-AKGKO and of Ralph K. Maddox as program supervisor, was announced last Friday by Martin B. Camp- bell, general manager. Mr. Nim- mons, formerly executive program director, assumes charge of the local sales department and assumes duties with national sales. Mr. Col- lins, technical supervisor, has just returned from an 18 months' leave of absence with Radio Research Laboratories at Harvard, including special research in England. He will supervise studio activities in addition to engineering duties.

The Blue Network Station

The Blue Network Station

When America's "thinking" people want the latest news in a concise, unbiased and authoritative manner, they listen to Fulton Lewis, jr. Lewis is currently heard on over 240 Mutual stations with more than 130 sponsors. A few choice cities are still available for cooperative sponsorship.

* Call wire or write: WM, B. DOLPH BARR BLDG. WASHINGTON, D. C.

America's foremost
National Affairs Reporter

Fulton Lewis, jr.

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

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BROADCASTING • Broadcast Advertising
WOW Loses Suit For ASCAP Fees
Nebraska Court Denies Fund Recovery After State Law

JUDGE JAMES FITZGERALD of the Superior Court of Nebraska last week dismissed the triple damage suit filed about a year-and-a-half ago against ASCAP by WOW Omaha and Joseph Malec on behalf of 24 tavern and hotel keepers. Plaintiffs sought to recover license fees aggregating $350,000 paid to ASCAP between the passage of the State's anti-ASCAP law in May 1927 and the expiration of the West Coast ASCAP at the end of 1940 for the station, and between June 1937 and May 1941 for the others.

Dual Defense

When the case was tried last June before Judge Fitzgerald, ASCAP presented a dual defense, (1) that its operation did not violate the Nebraska statute and (2) that the payments of the licenses are voluntary. Statute provided that purchase of music at a price specified by the copyright owner authorizes public performance in perpetuity, called for a 25c state registration fee for each composition and abrogated existing contracts and methods of paying for copyrighted music.

ASCAP subsequently returned to its members the performing rights of their music as far as Nebraska is concerned, and several individual publishers have suits for copyright infringement of their music pending in the Federal Court. These suits are based on the premise that while Nebraska can set up its own rules for the conduct of business within its borders, no state can legally put into effect measures which would nullify the provisions of the copyright act, which is a federal law. If these test cases are decided in favor of the publishers, they are expected to lead to an avalanche of similar suits by copyright owners against news broadcasters in the state, asking for royalty payments for all performances since the last payments to ASCAP.

VIRTUALLY GIVING an official denial to reports that British broadcasting might go commercial in the postwar era, W. J. Haley, director general of the BBC, last Tuesday presented to the Radio Industries Club in London, a well-developed blueprint of a three-program domestic service to be started immediately after the end of the war in Europe, which he said "will put Britain and the United Kingdom as a whole ahead of any other listeners in the world."

There is a conception of broadcasting that envisages it "as something to be exploited, something to make money out of," he said. "For that kind of broadcasting you do not worry about people's reaction to music. In a country like ours you would just put a station here and there to skim the cream of the most thickly populated communities and let the rest go hang."

Three New Services

"In our British wisdom," he continued, "we decided the other way, where broadcasting is a non-commercial service and in which every listener, no matter where he is in the United Kingdom, has an equal right with every other listener to the best service that can be given." Terming it the "BBC's duty to see the seamen as good as listening as the city dweller," he said that no transmitter in existence can cover all the United Kingdom simultaneously on the medium waves. He added that all the BBC's medium wave transmitters will be used for home service after the end of hostilities in Europe, with service to the troops continued by shortwave only.

Two domestic programs, one regionalized and the other a long-wave national service, will be started immediately after the "defeat of Germany, with a third service, also national, to come as soon as we get the wave lengths back from their wartime use." He added that after there will, of course, be television in which the BBC led the world before the war.

Expressing the BBC's desire to "foster Commonwealth broadcasting", Mr. Haley announced that a conference of "all the great Dominion broadcasting corporations" and the BBC will be held in London in February. The heads of the Canadian Broadcasting Corp., Australian Broadcasting Commission, New Zealand National Broadcasting Service, South Africa Broadcasting Corp. and All India Radio will attend the meeting, he said, expressing the hope that "great benefits will follow to all listeners at home and throughout the Commonwealth."

Poilu has not been limited to a day or a month but is still going on, he declared, paying tribute to the "war reporters of both our nations and of the dominions who with resource and intrepidity, doggedness and courage, have made this great work possible, and to the engineers, too, who have undergone the same rigors and hardships and have displayed an equal ingenuity often in difficult possible circumstances in keeping their transmitters going."

Tide Water Cage Games

TIDE WATER Associated Oil Co., New York, one of the outstanding sponsors of local sports broadcasts in the East, has arranged to present collegiate basketball games on WINS New York from Square Garden and from out of town when games are played in Philadelphia or Boston. In the latter event, contests will be sponsored on WIBG Philadelphia or WCP Boston, with direct lines to the New York station. Agency is Lennen & Mitchell, New York.

Hay Leaves WSM

GEORGE D. HAY, veteran audience relations director of WSM Nashville and the first announcer last week on the Grand Ole Opry, now on NBC Saturday nights, resigned last week to take his wife to the West Coast for her health. For many years he had been heard on WSM as the "Solemn Old Judge" and was master of various Opry units. Mr. Hay, who appeared in the Republic picture, "Roofer Holiday," plans to do movie character parts.

Seek Video CPs

THE CROSLEY Corp., Cincinnati, licensee of WLW, last week filed with the FCC an application for a new commercial television station on Channel 1. Raytheon Mfg. Co., Waltham, Mass., also has Channel 1 facilities for a new commercial television outlet for Waltham.

WOW Names Pearson

WOW New York has appointed John E. Pearson Co. as national sales representative. The New York metropolitan area will be handled by the station.

CHNS

Is your first choice for broadcast results in Halifaxes and the Maritimes. Ask your local dealers.

HAY LEAVES WSM

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FCC Probe Closed to Public

(Continued from page 16)

to the Committee Nov. 22 suc-
ceeding Mr. Magnuson [Broad-
casting, Nov. 27], expressed re-
gard for Mr. Sirica's resigna-
tion and said he wanted "the the-
facts pertinent to the investigation of the FCC made public".

Questioning the "wisdom" of the move, action, Chairman Lea said he felt that in all fairness to both sides of the WMCA controversy, the hearings should con-
tinue in open session. As to Mr. Sirica, Rep. Lea said:

"The statement has been made that Mr. Sirica has sought this job, that is not true. I went to his office and asked him if he would accept the appointment. He never sought it. Today, at the expira-
tion of his work with the Com-
mittee, I am happy to say he has performed his task well."

As for closed hearings, the chairman conceded that since the charges had been made "in public before this Committee" the entire proceedings should be made pub-
lic. "When these charges were made they were given national publicity," he said. "They involved widely known men. At this ad-
vanced stage of the hearings I think the Committee has made a mistake in voting to continue in execu-
tive session. I thought it was un-
fortunate to depart from the pro-
cedure of public hearings. If there's a straightforward defense to these charges, I know of no bet-
ter place to bring that out."

Noble Denies Blocking

In his statement following Com-
mittee action Mr. Noble said: "I want the record to show that I strongly desire that all pertinent facts to the House investigation be made public. I want no white-
wash, as has been charged, and I want an opportunity to answer, fully and completely, Mr. Flam's allegations." He denied he had at-
temted to "block any public hear-
ings."

Chairman Jett, on behalf of the FCC, said the Commission is on record as favoring a "prompt and full investigation" of the WMCA case. "The manner of conducting the investigation is of course for the Select Committee to determine and the Commission has no- monent concerning this action," he said. "As far as the Commission is concerned today as we have been for the two years of the be of the investigation I present all the facts we have con-
cerning the WMCA matter—either in public or executive session as the Select Committee sees fit."

Mr. Handelman, charging Rep. Hart with using "gestapo" meth-
ods, said the Committee "has again demonstrated the insincerity which it showed in its previous hearings". When Mr. Handelman attempted to make a statement during the last open hearing, he was ruled out of order and told to be seated. When he attempted to stand, a policeman tapped him on the shoulder.

"Do you want me to leave?" de-
manded the attorney. He took the

officer by the arm, started out and when he reached the door turned and called out: "I want you to show I'm being forcibly evicted. I'm not under your jurisdiction. I'm a taxpayer. I pay your salaries." Out the door they walked. Mr. Handelman promptly returned, however, and took a seat in the rear. The policeman stood nearby grinning.

In a telegram to the Committee Wednesday Mr. Handelman de-
manded that further hearings be called off until after the litigation is settled, charging "no guarantee can be given to the plaintiff Flamm that the rest of his evidence will not seep through from your execu-
tive session to the defendant Noble". Lea then wired Chairman Lea, protesting that part of Tues-
day's proceedings had been omitted from the record. No mention of his "eviction" was made in the record.

Mr. Handelman sent an arg-
ument Friday to Chairman Lea pro-
testing that the Committee, in execu-
tive session, had inquired into Mr. Flam's 1982 business transac-
tions. Such an inquiry, the attor-
ney charged, "is clearly outside the realm of the Committee's authority as established by Congressional resolution."

In his formal letter of resigna-
tion Mr. Sirica told Chairman Lea: "I want you to know that I deeply appreciate the confidence and trust you have shown in me and in this connection I want to thank you for the very kind words you said about me. . . . It has been my good fortu-
tune to have had the assistance of a very conscientious and capable staff, and I feel confident that they will put forth their best efforts in assisting the Committee to complete its investigation."

Chairman Lea, accepting the gen-
counsel's resignation, by letter last Thursday, wrote: "I regret that our Committee is to be deprived of your services, but I respect your keen sense of duty which has impelled you to this ac-
tion. . . . The untiring energy, diligence, industry and ability with which you have discharged your duties have, in my judgment, com-
pletely confirmed the reasons for which I recommended your appoint-
ment."

In his letter Monday to Chair-
man Lea, Mr. Wood charged Mr. Sirica with "prejudicial conduct" and alleged that it had become "manifestly clear that you dis-
regard yourself and is in truth and fact acting as Flamm's attorney". Pointing out that Mr. Noble is a "well-known citizen of good re-
pute", Mr. Wood asked the Com-
mittee "direct your counsel to refrain from his one-sided presen-
tation of matters relating to the civil suit, or that your Committee hold these hearings in public with the understanding that the testimony will be made public after the civil suit is tried."

Shaw Denies Charges

Donald S. Shaw, former general manager of WMCA and accused by Leslie E. Roberts, former public relations counsel of the station, with taking part in what Mr. Roberts described as a "conspiracy" to "scape" Mr. Flamm into selling the station, emphatically denied the charges as "utterly false and com-
pletely untrue". He denied that he divulgined any "confidential figures" to Mr. Noble prior to the contract signing on Dec. 2, 1940.

Mr. Barker read a transcript of what purported to be a recorded telephone conversation between Messrs. Shaw and Roberts in early 1945, when Milton I. Hauser, for-
mer assistant general counsel un-
der Mr. Garey, questioned them regard-

ing the WMCA sale. Mr. Barker pointed to discrepancies in state-
ments given by Mr. Shaw in April

Prel Gets Post

JOHN F. PRELL, World War II veteran, formerly in the advertising department of the Omaha World-Herald, which operates KOWH Omaha, has been placed in charge of new radio development-
ments for the newspaper. He will devote the major portion of his time to study of television, FM and other postwar radio services. The appointment in no way affects the management of KOWH by B. C. Corrigan.

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“Now, if we were only staying at THE ROOSEVELT”

When you stop at The Roosevelt you don't risk getting mooredon like this. For you'll be within walk-
ing range of Manhattan's Mid-
town activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45TH ST., NEW YORK

— A HILTON HOTEL—

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

TEXAS, Abilene, El Paso, Longview, Lub-
beck, Plainview; NEW MEXICO, Albuquerque; Chi-
C-, 153 East 56th St., New York 22, N. Y.

TATE HOTEL, Harlem, N. Y.; COLONIAL HOTEL, Oak-
land; LONGVIEW HOTEL, Longview; CHILICOT

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BROADCASTING • Broadcast Advertising
and May 1943 and his current testimony. Mr. Shaw said apparently he was confused at times when questioned by Mr. Hauser.

Mr. Shaw denied charges by Mr. Roberts that he was involved in any "conspiracy", said he had no conferences with Mr. Noble and his counsel, William J. Dempsey, until the contract was signed but admitted he told Mr. Noble "after Flamm renegotied" that Mr. Flamm could be frightened into carrying out the contract.

John Elmer, president of WCBM Baltimore and former NAB president, testified that one night in late 1940 he was called by both Messrs. Shaw and Hooper. Regarding the proposed sale of WMCA but both of them could offer no advice one way or the other. He said Mr. Shaw asked him to recommend to Mr. Flamm that he sell the station.

David H. Diebler, FCC principal attorney who handled the transaction, testified that "very few" transfers are granted in the short time taken in the WMCA case. He said he was under the impression from what he had heard and read that Col. Telford Taylor, then FCC general counsel, wanted to expedite the Commission action because he understood Mr. Dempsey, himself a former general counsel of the FCC, has procured Col. Taylor's appointment.

Diebler Denies 'Pressure'

He said he had no knowledge that "any Commissioner or the general counsel" did anything wrong. Although he testified that he had told Fred R. Walker, former assistant general counsel of the Committee, that a memorandum written by Col. Taylor would tend to "grease the case", he said he didn't mean to infer anything sinister about the Committee. Taylor's recommendations were so drawn as to "expedite" FCC action, he added. He said he had no knowledge that the Commission was pressured into rushing through the transfer.

John A. Curtis, New York broker, testified that he sat at a meeting with Col. Roosevelt regarding the proposed Transcontinental deal and that the plan worked out was that Transcontinental was to lease WMCA for "around $100,000 a year" for "two or three years" with an option to purchase. It was not a firm offer, he said, but a tentative one. Mr. Flamm had testified that Col. Roosevelt instists offered him $1,100,000 for the station prior to the sale to Mr. Noble for $850,000 net, which Mr. Noble said was a $940,000 transaction.

Former Commissioner George H. Payne, who was a member of the Commission during the WMCA transaction, testified that he was "always more or less critical of Mr. Flamm as a type of his programs". He said the fact that President Roosevelt withdrew his nomination for reappointment in 1945 had no "effect" on his testimony before the Committee.

Mr. Payne related in detail the WMCA transfer, said Commissioner Case was acting chairman in the absence of Chairman Fly, that Commissioner Walker called the White House about the WMCA transfer and later was advised, as he recalled, that the "White House had washout" in the matter and said to "forget it". Mr. Payne told the Committee that he "wanted to get rid of Flamm".

He told how later he met Mr. Weissman through Edward J. Flynn and how Mr. Weissman told him of the alleged "conspiracy". He reported to the Commission on his return to Washington, he said, and it was then that Commissioner Walker called the White House for advice. He said the Commission never took any steps, to his knowledge, to investigate the WMCA sale.

Witnesses excused by the Committee include Maj. Gen. Edwin M. (Pa) Watson, military aide to President Roosevelt; Chester J. La Roche, vice-chairman of the Blue; Warren S. Snow and Harry A. Cushing, New York brokers; Messrs. Steingut, Weissman and Elmore, who testified were told to remain on call.

Get Hooper Service

STATIONS in Columbus, Indianapolis, Dayton, Marion and other cities in Ohio and adjacent states heretofore unable to secure Blue alighting measurements of radio listening and station listening indexes because of contractual arrangements between C. E. Hooper Inc. and WLW Cincinnati, will be able to get this service as of Jan. 1, 1945, C. E. Hooper Inc. announced last week.

SERVICE CLASSIC AIDED BY GILLETTE

COVERAGE of the Army-Navy game in Baltimore last week for the Armed Forces at home and abroad eclipsed even that of the World Series broadcasts in October. Broadcast marked the first sponsorship of an AFRS program. Gillette Safety Razor Corp., through its agency, Maxon Inc., New York, carried the game on 144 CBS stations. All commercials were devoted to War Bond messages.

Making the second time point-to-point transmission has been used to supplement and augment shortwave coverage of a sports event by the Army-Navy Radio Service of the Army Service Forces, the broadcast was carried "live" to England, Europe, and the Mediterranean area.

The American Forces Network and the Allied Expeditionary Forces program arranged to air the Notre Dame game and the World Series.

Woods Honored

AMERICAN COUNCIL of Christian Churches has presented Mark Woods, president of the Blue Network, with its 1944 award, a plaque, "for his fairness and statesmanship in recognizing the rights of religious minorities". Group presented Bible Messages as a Friday noon program by broadcast on the Blue from Feb. 4 to April 28, 1944.
WJZ Bans Chain-Break Spots
(Continued from page 18)

specific standards can be applied only after considerable experience. The overall standard to be applied at this time will be: Is the chain break a positive factor rather than a negative factor so far as the listener is concerned? It may be that in the future we can work out more explicit rules against recorded chain breaks as those who prepare copy for these chain breaks. For the present, we must proceed on a trial and error basis.”

Tailor-Made Copy
Mr. McNeil said that perhaps copy will have to be tailor-made to fit the spot where it is scheduled or perhaps the client should submit the copy without specifying the time of broadcast, leaving it to the station to put it at the most appropriate time.

“A jingle commercial might be extremely annoying to listeners if it is spotted immediately following a symphony broadcast,” he explained, “whereas the same announcement would annoy no one if placed adjacent to a slap-stick comedy program. Unlike WWJ’s ban on transcribed announcements, WJZ is making no blanket prohibition against recorded chain breaks as long as they meet the general standards it has set. “In most cases it may be preferable to encourage the use of live announcements,” Mr. McNeil’s memorandum stated, “but an electrical transcription which is short, pleasant to listen to and which is heard along with the program about it, should be just as acceptable as a live announcement.”

Directing WJZ executives concerned with passing on copy to use the three standards of brevity, pleasant listening and appropriate topic to adjacent programs as their guide begins to tell listeners whether or not the acceptance of the chain break will make the period more pleasant to listen to, Mr. McNeil urged them to keep it in mind that the listeners’ interest is paramount.

No Singing Ban
“A chain break,” he continued, “is short, if it seems short—no matter how many words it has. It is long if it seems long—no matter how few words it has. It should not burst upon the listeners like a bombshell. It should be in keeping with what precedes it and with what follows it. Excessive repetition of a product name can make a short message seem long and dull. Too insistent an urging on the part of the announcer can be considered annoying.”

About singing commercials, another highly controversial subject with both broadcasters and listeners, Mr. McNeil issued the following direction: “You are to use your own judgment as to singing commercials, keeping in mind the fact that the factor rather than a considerable proportion of the listeners. There is no reason that a singing commercial cannot be pleasant. If so, there is no good reason to ban it.”

WJZ will try not to be arbitrary in the application of its new policy and to consider the advertiser’s viewpoint as well as that of the station, Mr. McNeil explained. “But,” he stated, “it seems obvious that everything that is broadcast, whether programs or announcements, should add to the pleasure of listening. If an announcement encourages the listener to stay tuned to WJZ, then we feel it would have the opposite effect, we have no business taking it if we are sincerely acting in the best interests of our listeners, our advertisers or ourselves.”

More WWJ Reactions
Frank Palmer, Kenyon & Eckhardt, New York, wired Mr. Banister that he agreed with the motives that prompted the ban but strongly disagreed with his method. “The fact that an announcement is transcribed does not necessarily make it objectionable,” he said. “Believe sour policy would be discrimination in the event of announcements regardless whether live or transcribed than flat discrimination against advertisers using transcriptions,” he telegraphed. “I feel it will be forced to use other Detroit stations where our clients’ campaign requires transcriptions.”

Supplementing comments of agency executives, station operators and network officials, published in the last issue of BROADCASTING, are the remarks by Chicago agency officials:

Walt Schwimmer, Schwimmer & Scott

“It’s a great mistake. There’s no question but that the live announcement will not be a successful job on WJZ. It possesses in abundance the one element that makes while broadcasting and that is showmanship. While I agree some ET’s have been considered objectionable, the advantages outweigh any of these faults.”

Ron Metzger, Vice-President and Radio Manager of Radio Staff & Ryan

In our opinion, many transcribed announcements that are expertly done furnish unusually good entertainment and provide a welcome variety to the station listening.

Fred Klein, Timebuyer, Dancer-Fitzgerald-Sample

Rather than make it a blanket order effecting all transcriptions, why not treat each individual announcement separately on its own merits? Why take a lot of good transcribed announcements off the air because there may be one or two of poor quality?

George Berman, Radio Director, H. W. Kastor & Sons

We are very much against it. It is our opinion the reason for transcribed announcements is to be able to furnish a little bit of extra entertainment. The reason we pay money for transcribed announcements is so we can use his names like Rudy Vallee and Irene Beasley and the like. By eliminating them they are going backward instead of forward.


I don’t approve of it. We use a lot of ET’s: (1) because we can select A-1 announcers (2) we are not limited in voice because we can use dialogue which we prefer to the monologue. The reason for this is that the stations have called our one-minute ET’s and they come right over the air. If we were to take the curse off spot announcements. It is entertainment instead of one-minute of hard selling.

Semler May Lead MBS Billing With New Budget
R. B. SEMLER Inc., New York, moves further towards outfitting its competitors in the shampoo and hair tonic market in radio advertising coverage with the start this week of a five-times weekly news commentary hour by Gabriel Hocheder, W. H. Lang, and a twice-weekly musical variety show on MBS. Both programs will promote Kremml Hair Tonic and Shampoo and will be heard on the same 170-station hookup which will continue to carry Gabriel Hocheder on Mutual on behalf of both products.

Contracts should easily move Semler from second to first place in the list of MBS advertisers in terms of billings, ahead of last year’s leader Gospel Broadcasting Assn., and make it top radio advertiser for these types of products, with ten-quarter-weekly hours plus evening station breaks and announcements in 14 cities and daytime spots in 25 markets. Agency is Erwin Wasey & Co., New York.

KFI Holiday Breaks

CANCELLING all station breaks on Christmas Day, KFI Los Angeles will intercut Christmas meetings from Southern California GIs in the battle zones. Messages are being relayed now in the war theatres with discs to be flown to the station. Besides conveying personal greetings, GIs will tell of the planned Christmas observance in their sectors. Where time element is a problem, messages will be relayed from central points and recorded at KFI studios. Following broadcast, these recordings will be presented to families of the GIs.

Ryan Named

J. HAROLD RYAN, NAB president, has accepted chairmanhip of the national radio division in the annual fund raising drive to combat infantile paralysis, according to an announcement made by Basil O’Connor, president of the National Foundation for Infantile Paralysis. Dates for the drive have been set as Jan. 14-31, 1945. In accepting the appointment Mr. Ryan and Mr. O’Connor of the services of radio in America in the fund raising.

FORT THE MARKETS!

Central Kentucky

WCLP Lexington, Ky.

Amarillo

KFDA Amarillo, Tex.

The Tri-State

WCMI Huntington, W. Va.

Knoxville

WBBN Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsey Nunn, Represented by The John F. Peasey Co.
Wanted—Announcer-program director who can write copy and produce, one-time and special shows, for network station in South England. Box 918, BROADCASTING.

Major market CBS regional station (midwest) is looking for a high-caliber announcer-lead personality. Minimum two-hour morning show plus more. Must be able to address Rolodex, etc., meetings, handle public service affairs. Good salary and comprehensive fringe benefits with ability. Permanent position. Send full details and picture to Box 926, BROADCASTING.

One announcer, one 1st class operator by Elbe Network, South. Box 924, BROADCASTING.

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

Operator-announcer. First class radiotelephone license. Must be capable of news and commentary work. Regional NBC station in western city of $25,000. Near future. Box 932, BROADCASTING.

Wanted—Capable announcer-program director for successful Texas independent. Local. $46.50. Box 936, BROADCASTING.

WGAC, Atlanta, Ga., Blue, wishes add one man to its announcing staff. One operating, no co-copy work, 2 men all shifts. Excellent opportunity to join large coastal staff. Box 937, BROADCASTING.

Fine opportunity in southern network affiliate for good announcer. No operating or continuity. Good salary and really first-class record MC or personality work experience preferred. Send full details here. Box 941, BROADCASTING.

Man is organize and develop radio department. Up to $1000 week. Send opportunity for good salesman with sound radio sense. Give details including salary. Box 943, BROADCASTING.


Progressive daytime station needs chief engineer and announcer. The man must be technically on his toes. The announcer must have good taste in newscasts and commercials. If you can double and handle both jobs, we'll up the ante. Send full information, transcription fee with letter. No drifters. Box 947, BROADCASTING.

Experienced announcer for one kw station. Give experience, reference and draft station rules or application. Box 948, BROADCASTING.

First class chief radio engineer, announcer and entire staff for new radio station. Box 952, BROADCASTING.

Advertising manager for network station. Permanent position. KTBO, Longview, Texas.

WALA, Mobile, has an opening for an announcer with desire to advance. An excellent salary, talent fee, permanent. No finalists wanted. Send transcription fee with letter. WENY, Elmira, New York.

What ever became of all those good old dependable announcers? You know, the steady reliable kind that could count on and compliment for their good work? We need type of them. We want employment, compatible surroundings and good salary. If this type is you, write to Box 958, BROADCASTING.

If you are a salesman with a record of a job well done, there is an interesting opportunity for you at South Bend's new station. Blue affiliation, capable program director, excellent prospects. Good facilities for news and transcription service, fine prospects all around. Good salary, with an excellent city, which to live in are part of the new picture that the station is painting. Just what it takes. Write to Harry Burdick. WHOT, South Bend, Ind.

BROADCASTING • Broadcast Advertising

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Box send replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Wanted (Cont'd)

Help Wanted

A good opportunity for man now holding straight announcing position, to become program director with progressive 200 kw station, with post war plans. Must have confidence in self and be creative. Salary $500-$750 per week. Write, wire, or call Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

One announcer wanted. Experience helpful, but not necessary. Good future for right man. State all in first letter. Box 956, BROADCASTING.

Wanted at one, by southern CBS affili- ate. Capable announcer with some- what it takes. Write, wire or call. Salary $45.00-$50.00 per week. Write, wire, or call. Box 958, BROADCASTING.

Announcer wanted. Experience helpful, but not necessary. Good future for right man. State all in first letter. Box 956, BROADCASTING.

Wanted at one, by southern CBS affili- ate. Suitable announcer with some- what it takes. Basic salary with bonus and tips for good work. Watching and living conditions. If you are delayed, deferred or discharged from the service, call, wire or write Weldon Winsor, Mgr., WBBJ, Columbus, Geor- gia.

Situations Wanted

Engineer—Desire position as chief of progressive, local on eastern seaboard. First class license or equivalent. Will accept outside positions. Personal interview. Box 954, BROADCASTING.

Consulting engineer desires position with station or group of stations. Now employed by Washington firm. Box 958, BROADCASTING.


Wanted to Buy

WILL pay cash for 250 watt transmitter. FCC approved, also any equipment such as. RF panel, mixer, etc. Box 958, BROADCASTING.

WANTED AT ONCE—TWO VERTICAL RADIATORS, 1000 AND 2000 WATT. ONE-HUNDRED SEVENTY TO ONE HUNDRED AND NINETY, BOX 911, BROADCASTING.

Wanted to buy—One type TC recording attachment complete with cutting head and microphone. Wire or write WISE, Butler, Pa.

Wanted—Any type vertical antenna. Phone collect Central 6085, Chicago, Mr. Cif- ford.

Wanted—Frequency monitor and modulation monitor, Phone Central 6585, collect, Chicago, Mr. Clifford.

For Sale

For sale—BROADCASTING station, $6000. In good condition. Box 913, BROADCASTING.

For sale—250 watt RCA transmitter, complete with tubes, formerly used by state police. Excellent equipment. First $250 check takes it. Box 945, BROADCASTING.

Western Electric transmitter. Formerly used for 100 watts. Available water cooled. Water box replies. Box 956, BROADCASTING.

Controlling interest—New west. Box 977, BROADCASTING.

Miscellaneous

Wanted Friday morning availability for thirty minute religious program. William F. Holland, Sinton Hotel, Cincinnati.

A RARE OPPORTUNITY FOR A QUALIFIED CHIEF ENGINEER

The Chief Engineer this New York City station is looking for 1 man, has good experience in radio broadcasting. He must not live with a slide rule in an ivory tower but thoroughly understands the practical problems involved for increasing power, installing new equipment, new studios, directional antennas, planning FM television, etc. One must know about this ad. You will supplement, not replace. All letters will be held in strict confidence. Write Elias Godefsky, WLIB, 846 Flatbush Avenue, Brooklyn 26, N. Y.

The SCHOOL OF RADIO TECHNIQUE

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

8 Weeks' Evening Course

DECEMBER 11

6 Weeks' Day Course

JANUARY 8

Taught by Network Profes- sionals & Advanced students, Includes:

• Announcing
• Studio Section
• Newswriting
• Acting
• Continuity Writing
• Voice
• Communication
• Equipment
• Modulator Rates
• Car-Call or Write for Booklet.

RKO BUILDING, RADIO CITY, N.Y.

Circle 7-0193

December 4, 1944 • Page 69
Professional Directory

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

Hector R. Skiffter
H. R. SKIFFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

Radio Engineers Consulting Company Frequency Monitoring
- Evening Star Building, Washington, D. C.
  211 E. Gregory Street, Kansas City, Mo.

Ring & Clark Consulting Radio Engineers
WASHINGTON, D. C.

Raymond M. Wiltomte Consulting Radio Engineers
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington, D. C.

PAUL A. DEMARS
Consulting Electrical Engineer
"Pioneer In FM"
1900 F St., N.W.-Washington, D. C.
Phone: Metropoliican 0540

Frank H. McIntosh Consulting Radio Engineers
Showare Bldgs., ME. 4477
Washington, D. C.

WORTHINGTON C. LENT Consulting Engineers
INTERNATIONAL BLDG., WASH., D. C.
1319 F STREET N. W., DISTRICT 4127

BUY
WAR BONDS

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 25 TO DECEMBER 1, INCLUSIVE

Decisions...

November 27

600 ke-KGFF Coffeyville, Kan.-Granted license to cover CP install new transmission.

580 ke-KWAZ Mason, Ga.-Granted mod. CP with proposed move over, tax relief on
same basis, power and DA-BN, for extension until December 31, 1946, and
7-1-46 to 1-22-47.

The Elm City Broadcasting Corp.
(WHCR, New Haven, Conn.-Granted mod. CP with expansion to include
Canal Park, Conn., and DA-BN, for extension pending until December 31, 1946,
1-22-47.

The Times-Mirror Co., Los Angeles-
Granted 150 ke transmit license for new trans-
mission station.

Nov. 23, 1945, 9 A.M.
In preliminary hearing before the Com-
mission.

Portsmouth Radio Corp., Portsmouth,
N. Y.-Denied license to cover CP install new
radio station.

November 28

750 ke-WHEB Portsmouth, N. H.-Ded-
signed for hearing application for CP in
connection with proposed move of WPAT to
unlimited D.A.-Denied request for special
programming authority in connection.

900 ke-WWHL Broadcasting Co., Mil-
waukee-Granted for hearing application
new station.

1150 ke-SSB Falls Broadcasting Corp,
Glen Falls, N. Y.-Denied for hearing ap-
plication new station.

150 ke-WHEN Lawrence, Kan.-Den-
ied for hearing application new station and
studio from Lawrence to Topeka,
in unlimited N. from 1 ke to 3 ke.

1400 ke-KOKE Lincoln, N. B.-Granted
vol. assgn. to
30 San Francisco.

500 ke-KOOL Minot, N. D.-Granted
vol. assn. license to
John B. Cooley, to
John B. Cooley, Ethel H. Cooley and
Carroll W. Baker, new partnership
for Minot Broadcasting Co. No money involved.

1450 ke-KOKE Manchester, N. H.-
Granted transfer control from Adeline B.
Benson to H. M. Bingham for
$100,000.

1450 ke-KOKE Eugene, Ore.-Granted
vol. assn. license to
Eugene Broadcast Station to
Violet G. Hill to
Violet G. Hill Motter and
Violet G. Hill Motter, administratrix of
estate of Frank L. Hill, deceased, 4th
Eugene Broadcast Station. No money in-
volved.

1200 ke-WGOO Staut Steau, Mar., Mich.-
Denied for hearing license renewal application.

1100 ke-KERK Everett, Wash.-Granted for
CP move, add and studio, local
new license
and unlimited.

Licenses for following stations were
renewed on following terms:

KCMO KDKD KEEN KJFM
KODI KEDO KEIR KKEY KTVB and
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New Macan Station

NEW STANDARD station for Macon, Ga., to operate on 1400 kc with 250 w and unlimited hours, was granted by the FCC last week to Macan Broadcasting Co. President and 65% owner of Macan Broadcast.-President and owner of WBML, Alfred Lowe, commercial manager of WBML, holds 35% interest. Elsworth Hall Jr., attorney, is owner of remaining 15% as secretary. A relocation, filed Aug. 31 of this year, is granted subject to condition that applicant show all connections with WBML and pursuant to the Jan. 26, 1944 FCC-WPB Policy relating to use of critical materials in new construction.

MURRAY G. CROSBY, for 20 years a research and development chief in communications divisions of RCA Labs., has joined the research and development-staff of Press Wireless Inc. as a consulting engineer. He will work at P-W laboratories in Little Neck, L. I. A pioneer in communications, he has conducted research in other phases of electronics, and holds over 100 patents in his field. He will be associated at P-W with director of research and development.

FRANK BARRON, studio and field technician for KPO San Francisco, has transferred to ROY FELL, transmitter operator, has shifted to dominant signal wave station at Dixon, Cal., as also has SAM MITRA, studio and field technician. W. B. REWARD has replaced RALPH M. STUBBLE, resigned, as transmitter engineer for KPO. New members of the engineering staff include: W. WRIGHT MAXWELL, formerly of OWI, and EARL G. SORENSON.

L. A. HARTSOOK Jr. has assumed full-time technical duties in the WHG Greensboro control room.

C. E. PICKETT, NBC Hollywood master announcer, has joined the staff of WBML as assistant to H. S. Sexton, Western division chief engineer. He will also act as operations supervisor of the engineering department.

HUNTER WALL, control operator of WPTP Raleigh, N. C., has returned to work following an illness during which he recuperated from two kidney operations.

Cable 30 Metropolitan Television Inc., New York —Mod. CP new experimental television station (FETT) for exhibition completion date from 12-31-42 to 5-31-45.

580 w-WBLS Buckley, W. Va.—Licenses to continue CP authorizing change frequency and power.

1490 w-KIT Yakima, Wash.—CP makes changes in transmitting equipment.

43,700 w-KSLL Galveston, Tex.—CP new FM station, 940 sq. mi., \$25,000 estimated cost.

600 w-WMT Cedar Rapids, l. a.—Mod. license change name to American Broadcasting Stations Inc.

10,350 w-KARM Fresno, Cal.—CP change 1400 kc to 1000 kc. CP new transmitter.

1450 w-KJBS San Francisco—CP new FM station, estimated cost.

700 w-CP change 1420 kc to 1340 kc.

1430 w-Angela 250 w special emission.

1230 w-CP change 1340 kc to 1230 kc.

1520 w-CP change 1520 kc to 1540 kc.

1220 w-CP change 1450 kc to 1430 kc.

NOVEMBER 28

1440 w-WMVP Plattsburgh, N. Y.—Trans. CP new station, 200 w.

1450 w-IQ Long Branch, N. J.—CP new station, 1500 w.

1510 w-IQ New York—CP new station, 5,000 w.

1520 w-Calgaret Broadcasting Corp., Birmingham, Ala.—CP new standard station amended re change corporate structure.

1770 w-CP new station, 500 w.

1020 w-Calamet Broadcasting Corp., Rockford, III.—CP new standard station amended re change corporate structure.

3770 w-CP changes 770 kc 5,000 unlimited pending completion of FCC authorization for CP change 780 kc to 770 kc.

490 w-CP new station, 500 w.

540 w-K找了 Lake Arrowhead, Calif.—CP new standard station, 100 w.

5500 w-CP new station, 1000 w.

6000 w-The Patriot Co., Harrisburg, Pa.—CP new FM station, 7000 sq. mi., \$65,000 estimated cost.

64400 w-KKLY Galveston, Tex.—CP new FM station, 940 sq. mi., \$25,000 estimated cost.

8700 w-WYIA Fort Lauderdale Broadcasting District, Fla.—CP new transmitting equipment.

20400 w-KWGL Pomona, Calif.—CP makes changes in auxiliary transmitting equipment.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION" Radio Engineering Consultants


Kamco Inc., Wash., D. C.

Hollywood, Cal.

SOUND EFFECTS

One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete. MAJOR RECORDS

THOMAS J. VALENTINO INC.

Two branches, named "Dedicated" 1600 Broadway N.Y. 15, C 

Circle 46475

Accurate Concise Dramatic LYN PEL and "A Dispatch from Reuter's" WKAT (BLUE) 4th Year

Speaker "Ghattin"-"Speedy-Q"

Redwood Basic Library Offer Containing Over 200 Individual Sound Effects Price: $25.00

CHARLES MICHELSON

67 W. 44th St., New York, N. Y.

BROADCASTING • Broadcast Advertising

Drama 71

BUY WAR BONDS

DISTRIBUTED TO

SOUND EFFECT RECORDS

Gennett-Speedy-G

More RP Kilowatt Hours with PER DOLLAR with F & O Transmitting Tubes Freeland & Olschner Products, Inc.

511 Borne St., New Orleans 13, La.

High Power Tube Specialists Exclusively

"They're doing a Double Job in the Magic Valley"

TWIN FALLS - IDaho

"In the CONTROL ROOM"

DOING A DOUBLE JOB IN THE MAGIC VALLEY

Columbian Col. 3rd Largest

Servicing New England's Top Stations

2500 Watts on the Air

CONCENTRATED AUDIO RADI0

DOING A DOUBLE JOB IN THE MAGIC VALLEY

NATIONAL REPRESENTATIVES THE KATZ AGENCY, INC.

LAWRENCE, MASS.

5000 WATTS 680 K C

Dominant Signal in a Concentrated Market

TWIN FALLS - IDAHO

DOING A DOUBLE JOB IN THE MAGIC VALLEY

BEST BUYS

A full page of them in the December 11th issue of BROADCASTING on stations

Represented by Rameau

December 4, 1944 • Page 71
New NAB Committees Named; Executive Sessions Planned

Legislative Group to Hold Dec. 13-15 Session In Washington With Elias Again Chairman

MEMBERSHIPS of the NAB executive and standing committees, to serve until the 1945 annual meeting, were completed last week, with the exception of those of Harold Ryan, NAB president. With the new committee assignments, Mr. Ryan disclosed that three important executive committees will meet this month.

Scheduled for a session in Washington Dec. 15-16 is the Legislative Committee, held in Don S. Elias, WWNC Asheville, N. C. The Sales Managers Executive Committee will meet in Chicago Dec. 12-15, followed on Dec. 14-15, also in Chicago, by a meeting of the Small Market Stations Committee.

Early Legislation a Possibility

Inasmuch as Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, declared himself heartily in favor of new radio legislation early in the next Congress, the Washington conference was considered significant. Although Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, in a speech to the Associated Press said the White-Wheeler bill (S-814) was “pending,” hopes of its passage long since have been abandoned. Since new bills would have to be introduced in the 79th Congress, it was generally felt in the broadcasting profession that the NAB Legislative Committee, offering its assistance to Chairman Lea, could accomplish much towards definitive legislation in the next Congress. Rep. Lea, also chairman of the Select Committee to Investigate the Department of Commerce, is on the need for legislation in the Aug.-28 BROADCASTING.

President Ryan will attend the Legislative Committee meeting in Washington and one day of the Small Market Stations Committee session in Chicago. Robert T. Bartley, NAB Director of Government Relations, is acting secretary of the Legislative Committee and Lewis H. Avery, Director of Broadcast Advertising, serves as secretary of the Select Committee and the Small Market Stations group.

C. E. Arney Jr., NAB secretary-treasurer, after lining up a tentative schedule for NAB district meetngs to begin in January, was obliged to revamp the setup after it was learned that the NAB Regional War Clinics already had been scheduled to begin Feb. 5. In some instances the NAB and NBC meetings will occur. Mr. Arney is revising his schedule.

Following are the NAB committee members as announced by President Ryan:

Historic Virginia

FIRST OF A SERIES of WRVA advertisements depicting historic Virginia scenes appears in this issue of CASTING. The advertisements are based on lineoleum block prints by Charles Smith. Opening print shows the U. of Virginia Rotunda at Charlottesville. Antique type is used. The series represents a departure in broadcast advertising. It will appear only in Broadcasting magazine. Mr. Smith, renowned artist, has exhibited his works in museums all over the world.

JOHN HYMES QUITS OWI RADIO BUREAU

JOHN D. HYMES, deputy chief of the OWI Domestic Radio Bureau in Charleston, has resigned effective Dec. 22. George F. Ludlam, bureau chief, said Mr. Hymes, who came to the OWI in June 1943 from Poots, Cone & Belding, New York, "has done outstanding work". Mr. Hymes resigned because of service in his family. He letter to the regional chiefs of the radio bureau, December 4, 1944, "I am sure you know I am resigning because I feel it absolutely necessary. We still have a big job to do and I would deeply regret leaving at this time. I have felt the necessity of my decision for several months now, but George Ludlam has persuaded me to continue for as long as I possibly could. I now find that I can’t continue for as long as Charleston beyond the end of the year.”

Wiltled Kentpton, assistant chief of station relations, will take over direction of the division as acting chief. Mr. Hymes did not announce his plans. He was a time-buyer and station relations chief with FCB&B for eight years and also has done radio production, contact work, and script writing.

Nusbaum to Agency

NORRIS NUUSBAUM with WSAY Rochester, has been named commercial manager of that outlet for several years, has been appointed account executive of Kayton-Spier, New York. He will serve as advertising consultant for Twenty-First Century-Fox Film Corp., supervising production and advertising and time purchases.

BROADCASTING • Broadcast Advertising
In the Distribution Decade,

ADVERTISING

Must Open Many New Markets!

MONEY, men, materials, manufacturing facilities—there'll be plenty of all these after Victory. The problem will be to move the products of Industry into millions of consumer homes quickly, cheaply and efficiently—in the Distribution Decade after V-Day.

Advertising's responsibilities—and opportunities—in the Distribution Decade will be tremendous. For on Advertising and the men who create and administer Advertising must rest a large part of the burden of accelerating distribution and improving distribution techniques, so that we, as a Nation, can readily absorb the 40% increase in production necessary to achieve a high post-war standard of living.

Alert agency men are intensively studying these problems. So is the Nation's Station, as they apply to the great 4-State market that is WLW-land.

THE NATION'S MOST MERCHANDISE-ABLE STATION
Television’s Magic Light

**HOW PHOSPHORS BRIGHTEN RADIO’S FUTURE**

- Built to keep out even the slightest impurities of dust—new luminescent materials called “phosphors” are crystalized in furnaces at white heat.

When these crystals on the face of a television receiver tube are “bombed” by electrons, the television picture is recreated.

The development of these phosphors that translate electrons into “magic light” made RCA all-electronic television practical for the home.

Besides television, phosphors serve many other useful purposes—fluorescent lighting for homes and office, luminescent tapes and plastics for dark interiors, especially on shipboard; in electron microscopes to probe the submicroscopic world, indirect illumination whereby the walls give off light, better theatre projection and sound reproduction.

Phosphors are one more example of how widely diversified are the ultimate benefits achieved through RCA research.