A door slamming noisily as Pegeen Fitzgerald's maid patters in, smoke from husband Ed's pipe blue and fragrant in the air, a toaster clicking happily on the sun-splattered table ... That's the unstudiolike setting from which WOR's "Breakfast With the Fitzgeralds" originates every weekday at 8:30 A.M.; i.e., their own apartment.

What kind of a program is it? Probably one of the most unique and informally simple shows in the United States. For it's just the Fitzgees, Pegeen and Ed, having breakfast. But this simplicity of pattern is suffused with a degree of intimacy, warmth and naturalness that keeps about 450,000 WOR listeners happily glued to the Fitzgees' program every day.

"Breakfast With the Fitzgeralds" is another sample of WOR's carefully clocked programming. WOR deliberately plans to create moods that, in turn, send listeners trotting off merrily to pay cash for things on dealers' shelves.

If you would like to take advantage of the advice of skilled showmen, who are also skilled salesmen, it would not be a bad idea to lift your phone and dial PE 6-8600, or write ...

—at that power-full station WOR

at 1440 Broadway, in New York
EARLY in the Sixth War Loan, WLS Program Director Harold Safford, counted up. "We have booked SEVENTY-SIX special war bond shows for WLS talent," he said. "One, two, up to ten acts. Seventy-six performances and the drive has just begun!"

That's what we mean by "The Spirit of '76". These seventy-six WLS war bond shows exemplify the "Spirit of '76" in the Radio Industry of 1944. We're glad to serve this way. And besides, we're proud that WLS is so much "One of the family in Midwest America" that, whenever our people want help, they call on us. In war bond or salvage drives, in community efforts of every kind IN CHICAGO and all our four-state area, WLS is the first thought of millions of Americans who, in 1944, are working and fighting with "The Spirit of '76".

* 890 Kilocycles
  50,000 Watts
  Blue Network

If you want help in selling a product or service in Midwest America, call WLS or see a John Blair man. Our million letters a year are proof of what we can and will do.
A Typical American City... but its horizon makes it different. KOIN is a Typical American Radio Station... whose new horizons in Public Service make it different.

KOIN RADIO TEACHERS INSTITUTE
Three weeks course in real, roll-up-the-sleeves radio utilization for 300 teachers. Said one: "you've jarred me out of the old classroom rut!"

SONG OF THE COLUMBIA. Stories of Oregon history dramatized in words and inspiring music... in biggest single station production on Pacific Coast. Over 50 in the cast.

UNITED WAR CHEST. Opening chest campaign with "Portland, Oregon to Portland, Maine" phone challenge plus "First Freedom" drama, KOIN helps in attaining largest Portland quota in history.

WARTIME WOMEN. Daily program conducted by Clare Harris, named by Variety as most outstanding in women's war activities in the nation. Now in its fourth year, and for the duration.

GARDENING WITH BOUQUET. KOIN dials heard the Northwest's leading crops expert twice a week, then grabbed their hoses for bigger 'n' better Victory Gardens.

PARK CONCERTS. Outdoor concerts provided by City of Portland and KOIN are enjoyed by weekly crowds of 5,000 in summer series.

SAFETY. Two separate weekly series of safety programs help to shine the stop light on mounting problem of wartime accidents.

MILLION DOLLAR CLUB. Called by Ted Gamble, National Director, War Finance Division of U.S. Treasury "one of the finest War Bond shows on the air in this country."

KID CRITICS. Award-winning weekly discussion by four "primer professors" of books they read... presented in cooperation with Portland Public Schools and Library.

RED'S GANG. KOIN's popular "western" group entertains war workers on the job... makes war bond personal appearances... plus five "topnotch" radio shows a week.

CALLING PISTOL BUTTE. Our own network origination of tribute to U.S. Forest Service and "the men who serve their country in forest green". Another KOIN fire prevention program.

SPELL'N TELL. This weekly spelling-bee and current events quiz is the vehicle used to air the story of Portland Public Schools in wartime.

PROBLEM CLINIC. This weekly series helps to solve the problems peculiar to a war-swollen area.

KOIN PORTLAND OREGON

FREE & PETERS, Inc.
National Representatives
Elections come and go, but the broadcasters’ favorite is always...RCA Turntable Equipment. Here is sturdy, dependable construction; equipment particularly designed for broadcast station needs.

In the RCA 70-C1 Turntable with its combination head, the broadcaster will find equipment of great flexibility. These turntables will be available for delivery on rated orders early in 1945. Inquire now!

For broadcasters interested in postwar reservations of turntables, new AM, FM or Television equipment, speech input equipment, etc.—write the Broadcast Equipment Section for information on the RCA Broadcast Equipment Priority Plan.

FEATURES OF THE
RCA 70-C1 TRANSCRIPTION TURNTABLE

- Combination pickup for vertical and lateral transcriptions.
- Counter balanced tone arm, free of noise and vibration. Six-position switch for control of compensation.
- Excellent speed regulation. High torque for quick starting.
- Turntable operation within proximity of microphone possible. (Silent type power switch; low motor noise.)
- Isolation of motor noise from cabinet. Filters securely mounted and arranged for minimum hum pickup.
- Modern cabinet design, attractive trim. Umber gray cabinet finish.
Choice...

The RCA 70-C1 (combination head) Turntable

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION  •  CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal
Now! At All Times*

Between 8 A.M. and 6 P.M.
WAAT delivers
more listeners per dollar
in America’s 4TH Largest Market
than any other station—
including
all 50,000 watters!

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

Do you realize this market contains over 3½ million people;
more than these 14 cities combined:—Kansas City, Indianapolis,
Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse,
Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Can you eat the Sizzle?

Advertising psychologist Elmer Wheeler had a neat way of summing up the strategy of sales appeal. Said he: "Sell the sizzle, not the steak."

BUT...don't buy that way, brother. The sizzle adds atmosphere, but it's the steak that has to fill you up.

A sprinkling of big names in a transcribed library may look very impressive, but it's as clear as a 50,000 watt signal that a few "peaks" in a library can't make up for a bulk of run-of-the-mill material.

Compare! Break down the number of playing hours into paying hours—hours of the kind of big-time showmanship that's known to get listeners and clients—and you'll find ASSOCIATED your best bet.

For the word is getting around: ASSOCIATED offers most hours of the best radio music!

That's why, in the past few months, ASSOCIATED has gained more new subscribers than in any comparable period in its history. It will pay you to find out what the rush is all about.

Associated Program Service
25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.
Winners—Ready for the Picking. Famous Washington State Apples ready for world markets; and these are just one of the many choice crops that keep the Buying Income of the Inland Empire second highest in the nation—$2,252 per capita.

Picking the Winner among Media, too, is easy here in the Inland Empire. One rich market completely covered at the cost of just one medium... no other single medium in this area except KHQ can make this claim. It's a Winner every time.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated
Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.
At Deadline . . .

PROCTOR & GAMBLE Co., Cincinnati, Jan. 1 starts Bob Sweeney and Hal March, comedians, on 13 CBS West Coast and midwest stations for Oxydol and Ivory Soap Monday through Friday, 7-7:15 p.m., replacing I Love a Mystery. Jack Kirkwood's program replaces the mystery series on the remaining P & G network of 60 CBS stations at 7 p.m., moving from 8-8:15 p.m. (PWT) on 13 stations. Compton Adv., New York, handles advertising for both products, but the Sweeney-March show will be handled by Dancer-Fitzgerald-Sample, New York.

ACME White Lead & Color Works, Detroit (Lin-X Wax and Polish), effective Jan. 1 renews sponsorship of two Sunday mystery shows, The Shadow on 33 Mutual stations and Nick Carter on 14. Contracts for 13 weeks were placed by Henri, Hurst and McDonald Inc., Chicago.

COWLES newspaper and radio interests have leased substantial space at 711 Fifth Ave., New York City, former NBC headquarters, for occupancy about April 1. Probably to be known as Look Bldg. Quarters also will house New York studios of WHOM Jersey City-New York. World Broadcasting System will continue to occupy substantial space in the building.

ARTHUR GODFREY, early morning programmer of WABC New York and WTOP Washington, returned last Friday from a tour of the Pacific with a series of recordings on the use of blood plasma in the fighting areas. G. Richard Swift, WABC program director, accompanied Mr. Godfrey.

AN ADVERTISER should not use radio sporadically, but should, after making an investment, protect that investment by continuing his radio activities over a long period of time, in fact almost indefinitely. Major users of radio today have been on the air for a number of years.

This axiom of radio which could be the preface of any radio presentation, is given added weight by its source—Roland Van Nostrand, chief timebuyer of Benton & Bowles who purchases portions of time for such major users of radio as General Foods, Procter & Gamble, Prudential Insurance, Florida Citrus Commission, Best Foods and others.

While all media have done an outstanding job for the advertiser, Van says that radio properly used, offers larger potentials than other forms of media. Although time is scarce under present conditions, when the war is won, radio, he feels, will still retain a large portion of its sponsored time. Van's observations are supported by ten years of front-line experience in media.

Born in Sag Harbor, New York in 1910, Van was prominent in high-school athletics, and following graduation became an athletic instructor. He then opened his own business in the filling station field. His genuine ambition lay, however, in advertising and soon he was employed by Lord & Thomas where he began in the research department, but after several months shifted to media. He remained at LAT for five years before going to the Joseph Katz Co. in Baltimore. After three years with Joseph Katz Co. as space and timebuyer and account executive, he moved to Ivey & El-lington as media director. He joined Benton & Bowles the first part of this year.

Van looks forward to the day when restrictions on production of television receivers and equipment will be lifted, giving television the opportunity to advance. He feels that the fine standard of radio entertainment will be reflected in television programming and consequently television will not have to go through that phase of growing pains which radio had to endure in its beginning.

Van's interests outside are the theatre, music and sports. The latter is his forte, among which are swimming, riding, tennis, hunting, fishing and golf. He shoots golf in the 70s.
LISTENERS in thirty-five thousand homes reached in their mail boxes last month and drew out a colorful folder listing all WLAC programs . . . complete with pictures of network personalities.

Not only home owners in Nashville but those in Clarksville, Goodlettsville, Murfreesboro, McMinnville, Cookeville, Tullahoma, Lawrenceburg, Lewisburg, Gallatin, Lebanon, Shelbyville, Franklin and Springfield received this mailing piece. The Nashville listening area was saturated with the story of WLAC program offerings.

And that's not all. Every morning, for one week, Nashville business executives were mailed a bulletin inviting listening to that night's top programs. Over 600 grocers and over 300 druggists in the Nashville area received regular mailings from this station.

Is it any wonder that WLAC has made a reputation as a "promotion-minded" station? Let WLAC, with its 50,000 watts, beam your sales story to an audience that is loyal and receptive.

50,000 Watts

WLAC

Nashville, Tenn.

Represented by Paul H. Raymer Company
"We wanted results, Thistlewaite, you chump, and you ask for only one F&P station!"

Stand up, Thistlewaite, and defend yourself! You can easily cite cases in which one F&P station has proved the equivalent of an entire list of stations... others in which such satisfactory results have been obtained from just a few F&P stations that whole campaigns have been switched over to spot broadcasting.

Whether it's one station or twenty - let's start. Soon?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Blue-NBC Face Double Strike Threat

Petrillo May Pull
AFM If Nets
Sign NABET

By JACK LEVY

A DOUBLE strike by musicians and technicians faced the NBC and Blue networks last week as James C. Petrillo reportedly threatened to defy the National Labor Relations Board decision of Nov. 24 awarding jurisdiction over platter-turning at all but the Chicago stations of the networks to the National Assn. of Broadcast Engineers and Technician.

Broadcasting learned from reliable sources that Mr. Petrillo met with network officials last Tuesday, then again on Thursday, and that discussions started between NABET and the networks for renewal of contracts, and served notice in unmistakable terms that if contracts are not signed covering platter-turner jurisdiction he would call out his musicians. Several days earlier his union had threatened, obviously as a show of strength, to pull musicians from the NBC Jack Benny Show if "non-union engineers" were employed. The program, however, went on as usual.

Petrillo Letter

Following the Benny incident and the commencement of negotiations with the networks, Allen T. Powley, NABET president, issued a formal statement calling upon Mr. Petrillo to prove a charge that NABET is a "company dominated union" or subject himself to a libel suit by the officers and members of the technicians' union (see text of statement on page 66). Mr. Powley said the networks advised him he would receive a letter from Mr. Petrillo containing this charge.

Mr. Powley also accused the networks of attempting to coerce NABET into joining the AFL in order to satisfy Mr. Petrillo. "This is not brought down on their heads."

A possibility that the NABET board may urge the networks to resist pressure from Mr. Petrillo was seen late Friday in an announcement by President J. Harold Ryan that telegrams were being sent to members of the Labor Executives Committee for an expression of their views. Responses from the members will determine whether a meeting of the committee will be called to take action.

Members of the Committee are Harry LePoiudeau, WRJN Racine, Wis., chairman; W. E. Hutchinson, WAAP Chicago; John H. MacDonald, NBC New York; Stephen R. Rintoul, WSSR Stamford, Conn.; Calvin J. Smith, KFAC Los Angeles; and Frank X. Smith, CBS New York.

Nets Given Two Weeks
Negotiations between NABET and the NBC and Blue networks were recessed Thursday because of a prior commitment of John H. MacDonald, NBC vice-president in charge of labor relations, to make a short inspection tour. They were to be resumed Tuesday morning.

In the meantime, it was reported, Mr. Petrillo would make no move against the networks for two weeks, although he has stood to have warned them that signing with NABET would "result in musicians' strikes."

Sen. May Consider Porter
FCC Nomination This Week

A PUBLIC HEARING into the qualifications of Paul A. Porter, nominated by President Roosevelt to fill the unexpired term of James Lawther, Mr. Petrillo's, probably will be held by the Senate Interstate Commerce Committee this week, Chairman Burton K. Wheeler (D-Mont.) indicated Friday. Mr. Porter, now sojourning in Miami Beach, wired Sen. Wheeler he would return to Washington Dec. 12.

Mr. Porter, upon confirmation, will be named chairman by President Roosevelt. Confirmation is expected prior to adjournment of Congress before the Christmas holidays.

Sen. Wheeler said only one protest was filed against Mr. Porter's nomination. On Nov. 17 the Socialist Party National Executive Committee protested on the grounds that the appointment appeared to be for the benefit of a man with a record as publicity director of the Democratic National Committee. Mr. Porter's previous affiliation with CBS as Washington counsel also was mentioned by the Socialists as objectionable.

Chairman Wheeler declined comment on Mr. Porter's nomination, other than to say he would hold a public hearing upon the nominee's return. Sen. Wallace H. White (R-Mo.), ranking minority member of the Interstate Commerce Committee and Minority Leader, said he had no objections to Mr. Porter's nomination.

A possible reason Mr. Powley suggested that the two weeks might elapse is that the WLB's strategy was to lay low until Congress is out of the way. It is expected to adjourn sine die next week. A New Congress will take office Jan. 3.

NABET is now weighing its next move, foregoing any immediate action until the resumption of negotiations Tuesday when the readiness of the networks to renew contracts can be better determined. Should the networks refuse to renew, NABET may employ one of the NLRB-certified plans of collective bargaining in order to nullify the NLRB's recent decision declaring the networks' contract file with NLRB an unfair labor practice charge against the networks for refusing to bargain in accordance with its jurisdictional rights as certified in the recent NLRB ruling. In that event, the Board would go to the Circuit Court of Appeals which would in all likelihood strike down the order requiring the networks to enter into contracts with NABET. Failure to comply with such an order is punishable by fine or imprisonment.

NABET might (2) go before the War Labor Board, which took jurisdiction in the case last May [Broadcasting, June 5] to prevent a strike at 12 NBC, Blue and Mutual stations when Mr. Petrillo attempted to take over turntable operations, serving notice that unless the WLB took action it would call a strike of its technicians at NBC and Blue. Such a notice probably would result in the WLB suddenly altering the status quo and subsequently directing the networks to renew their contracts within a specified time. Failure on the part of some companies to comply could result in the Government seizing the networks.

NABET also may take both actions simultaneously.

NABET has no disposition to strike, a spokesman declared, but if the companies bargain with Mr. Petrillo in complete disregard of the NLRB's certification of NABET's jurisdiction over turntables it is entirely probable that the technicians will call a strike at all network owned and independent stations in order to avoid an aggregate of approximately 40 stations as well as the Hollywood studios of Blue and NBC. It would take this action to prevent that (Continued on Page 66)
Enrollment in Excess Of 750 at N. Y. Convention

By BRUCE ROBERTSON

ANTICIPATING a new allocation plan which will authorize television operations in both the lower portion of the spectrum and "up-state," the FCC expects the first annual conference of the Television Broadcasters Assn. convened in New York today (Dec. 11) for a two-day session. Advance registrations had passed the 500 mark by the weekend and Will Baltin, TBA secretary, predicted the total enrollment would reach 750, with possibly 1,000 attending the banquet Monday evening.

As the first conference convened, the FCC was shaping into shape its preliminary allocations, looking toward adequate space for post-war development of television and FM, as well as other non-broadcast radio and FM station services.

In Lower Band

While no concrete data were available, it was generally felt that provision for more than a dozen 6 mc channels would be made for television in the higher frequencies the spectrum—below 200 mc—with virtually unlimited opportunities for development of high-definition television in the higher frequencies above 400 mc. A compromise of the positions taken by the proponents of immediate postwar television in the lower bands and those who propose only high-definition television.

The FCC, however, was losing no time in seeking to perfect the spectrum-wide allocations, and last Thursday met with the Interstate and Foreign Radio Advisory Committee in another effort to reconcile differences in recommendations made to the overall allocations hearing last November. The FCC would prefer to project an overall allocation, rather than on piecemeal basis but to meet the State Dept. deadline on frequencies, it was hardly expected the integrated plan would be available before the first of the year. Thus, allocations covering television, FM, facsimile probably will not be conclusively known until some time in January. On the international phases, an inter-American radio conference is to be held June 2 in Rio de Janeiro.

LIST OF TBA registrations on page 24; late registrations on page 59.

which they anticipate for the medium.

Enrollment in the bands and those postwar 6 c sound on the Broadcaster's horizon, he feels the FCC will allow the broadcasters to meet their needs during the first year. Thus, telecasting, pay television, FM, and advanced FM, while not expected to be available until some time in January, there will be a considerable flurry of activity in the bands before the end of the year.

TBA Touches All Phases

Every phase of the video art will come before the convention, including manufacturing, distribution, exhibition, labor relations, and a panel discussion on television. Discussion as to price range is centered around a table model at about $150, but with the bulk being expected to be in the range $200-$400.

The advance registration indicates that a substantial number of broadcasters will be on hand to discuss about to determine if and when they should enter the video field. Theatrical interests likewise will be prominently represented, along with program and syndicate observers.

At dinner Monday evening Dr. Allen B. DuMont, TBA president, will present the organization's awards of merit to a number of individuals who have been largely responsible for the developments that are a part of radio's present status. Following the presentation the recipients of the awards will participate in a symposium on future developments.

BROADCASTING

BROADCASTING • Broadcast Advertising

TBA Prepares for Television Debut

Blames Station Housecleaning On Careless Spot Buying

FORMULA timebuying, with stations offering a basis of power or network affiliation or Hooper ratings, was soundly denounced last Thursday by George Bolling, Jr., president, John Blair & Co., in an address on "Why Time Selling Is Hell," given before the radio-in-wartime luncheon of the New York chapter of the American Marketing Assn.

In his talk, a companion piece to one on timebuying made last spring to the same audience by Lineesa Nelson, chief timebuyer of J. Walter Thompson Co. [Broadcasting, May 15], Mr. Bolling stressed the fact that in the "mad whirl of spot buying, buyers cannot be figureheads;" they must be able to recognize a good buy when they see it, and they must have the authority to buy it when it's available.

Stating that much of the criticism which has started a wave of dissatisfaction with some of the limitations of formula buying, Mr. Bolling said that while the housecleaning objectives of these stations are admirable some of the methods used to reach these objectives are faulty. "A blanket indictment against all recorded announcements is like saying all doctors are quacks or all bankers are thieves. While there are some black sheep among them," he said.

He pointed out that such blanket pronouncements might give the "professional reformers who are clamoring for government control the very arguments they have been looking for. They could use radio's argument against transcribed announcements. It is better to tell the public what announcements are bad . . . then, that all commercials are bad . . . finally that all commercial radio is bad."
Let's Get Together, Pleads Video Pioneer
Wrangling Detrimental to Public; Veteran Urges Compromise

By Lt. NORI E. KERSTA, USMC
Manager, NBC Television Dept., on Leave

THERE IS a place for analysis of the motives of the various interests in television in determining their various positions. However, further comment along this line would only be an amplification of the accusations of intrigue and the suspicions which already make up most of the history of television. The issue can be better served by discussion and planning tending toward dissipation of some of the unfortunate background and healing some of the industry's festering.

As we know, the aspect of the television situation which has the possibility of disaster effects is: if broadcasters invest large sums of money in the business, they know they will only begin to get meager return some four or five years from the starting date. At just about this time present engineering thinking indicates the higher frequencies will be too costly to face even on paper. The broadcaster's circle will become split and he will be facing the job of conducting two costly and possibly menial considerations of which one might be beginning to show some reasonable progress.

There never has been an embryonic art or pursuit in which unity of action is more essential. The only hesitancy which the industry —broadcasters and manufacturers alike—can afford to tolerate must have its root in technical limitations and price. There are other differences, which will frustrate the movement forward as a phase, thus the broadcaster's dilemma, unassisted and public and industry suffer.

The engineering approach on a new product or a new service can only go so far. This is the businessman who is faced with the task of making the venture commercially successful. Such a major responsibility in the scheme of things deserves a major voice in the establishment of the final specifications under which the man who must face the losses is willing to go ahead. In the case at hand, before you can pass judgment on whether or not to invest a greater portion of the company's resources in television you are obligated to have definite specifications in particular technical criteria under which you are willing to go ahead. It is not difficult to surmise what these technical specifications have to be. They have to include:

1. As a broad overall industry policy, it is important to every phase of the industry and the public to have television go ahead as soon as possible and as perfect as possible and as good a color representation as possible with color eventually being commercially rendered the receivers in the broadcasting business susceptible to change less during a contemplated future technical transition in the industry.
2. The service must have indications of offering flexibility so that steady improvement can be made from year to year as the science develops.
3. The service should be conducted in regions of the radio spectrum where there is a possibility of obtaining enough band width to encompass color television as it becomes commercially practicable.
4. The receivers sold during the early stages of television service should be capable of receiving a black and white version of the incoming television transmission and the color transmission — not as an afterthought, but as design mind for the future date, and when color receivers are made available regular black and white transmissions as well.
5. It would be difficult for anyone to be hesitant about going into television if the five broad specifications laid down above are met. The facts of the situation, as they are presented in the industry, are such that these broad specifications cannot be met. On the other hand, there seems to be something lacking in political pressure, claims and counter-claims, and considerable hesitancy on the part of businessmen to go fully out for the industry. The main issues that offer awkward realization of the five specifications listed above are:

1. It is generally agreed that going ahead with the technical standards on the frequencies recommended by the industry's technical committee will provide a commercially successful television service at the earliest possible moment in reference to the present wave length.
2. There is also general recognition of the fact that, in terms of approximately five years, the high frequencies will lie down and someone will be found to provide means of conducting a satisfactory television service, thus opening the way for a practical color television system.
3. The higher frequencies will make it possible to conduct a higher definition black and white service in the order of over 700 lines, instead of 525.
4. The period of approximately four or five years seems to be the time recognized before a black figure can be realized in the operation of a television broadcasting business without consideration of return on the initial investment.

Offers Solution
This analysis has now arrived at the point of suggesting the way to conduct and yet avoid the four awkward issues above in such a way that they may be reconciled with the five necessary specifications of a successful industry, as laid down heretofore. The following moves, if taken by the industry, would reconcile the facts as they stand and the requirements as laid down in the specifications:

1. Establish the definition for black and white television as 525 lines, both on the color frequencies and on the higher frequencies. This is the first compromise.
2. Provide channels broad enough in the higher frequencies to accommodate 525-line color television. Establish the policy among all manufacturers the black and white receivers be capable of receiving a black and white signal, the color television broadcasting business to make color receiver be capable of receiving black and white transmissions.
3. Manufacture receivers for the higher frequencies of black and white transmissions in a way that the tuning sections can be replaced with tuning sections capable of eventually receiving transmissions in the lower frequencies (or be adaptable for use with converters).
4. As an improvement, it should be realized throughout the industry that the higher frequencies "situation" breaks down into two main categories: that pertaining to getting a broadcasting service functioning on these frequencies (color or not), and that of developing a satisfactory color system. The first must be achieved before the second.
5. There is probably a year's time left before much can be done toward the manufacture of equipment; so why not do as much of the necessary research in the higher frequencies for the interim? There is equipment available to operate on high frequencies, while not necessarily immediately adaptable to television broadcasting. This equipment can be used to study the broadcasting service possibilities of the various frequencies. The industry, the military, and the FCC should offer encouragement and cooperation in such a study.

In reference to the dual black and white television, the design for receivers naturally some compromises in transmission may be necessary for a while. There are those who may call the necessary compromises in transmission tactless. It is this matter that will yet acknowledge at the same time that black and white transmissions will always have a place for certain programs even after color is feasible.

Fluid Plans
Why not solve this paradox as set forth above? Then, besides clearing up engineering dilemma and cutting through some of the industry camouflage, the individual consumer could use his own judgment, and guided by his pocketbook could get the kind of television he preferred. Likewise broadcasters would be in a position to move flexibly through the evolutionary changes of the time. The broadcasting industry could flourish more rapidly, and the equipment manufacturers could have maximum protection against the very strong sales block which would be established if the public feels there is a chance of rapid obsolescence of their receivers.

With such a fluid plan, the destructive competition now existing in the industry would be stymied, and constructive competition. The result would be better and better service with less and less need for the present conflict between factors in the industry.

Cities Service Spots
CITIES SERVICE Co., New York (gas and oil), in February starts a spot radio test campaign on four eastern and four mid-west stations, using 30-second spots about ten times weekly. Firm continues Highways in Melody on 68 NBC stations Fri., 6-8:30 p.m. Agency is Feo, cone & Belding, New York.

December 11, 1944 • Page 15
Ryan Calls for Anniversary Observance

Stations Urged to Build Programs Around Victory Theme

STATION MANAGERS last week were called upon by President J. Haldor Ryan of the NAB to observe radio's 25th anniversary, beginning on Jan. 1 "in a manner befitting the position of broadcasting in American public life."

This is a special message to all broadcast managers, Mr. Ryan corded upon station managers to confer with department heads in planning a year-long anniversary observance. "We are not celebrating an end, we are observing it in the midst of a tragic world conflict," said the NAB head. "We are observing the 25th anniversary of broadcasting for a specific wartime purpose—to give renewed and vigorous expression to the American principles which made this miracle of communication possible in the short space of 25 years."

Two-Fold Purpose

Mr. Ryan directed attention of broadcasters to two phases of the 1945 anniversary observance: (1) The story of a quarter century of broadcasting in America. (2) The story of your own station, how, why and when it came to the community it serves.

Networks were urged to build special programs to start immediately after the stroke of midnight Dec. 31. Independents likewise were called upon to create special local programs. "The story of radio is the chronicle of American life and times during the past quarter century," said President Ryan. "Where radio has gone, what it has reported, the personalities and events it has brought to the people is the popular history of a great America era."

The networks were urged to use the musical signature "XXV," in the continental code, in which X is dash dot dot dash and V is three dots and dash.

Lusk to Benton and Bowles

ROBERT E. LUSK, formerly a partner of Pedlar, Ryan & Lusk, New York and prior to that, vice-president in charge of advertising and merchandising of Colgate-Palmolive-Peet Co., Jersey City, on Dec. 15 will join Benton & Bowles, New York, as a vice-president and account executive.

Bannister Explains WWJ Disc Policy

Chicago Club Told of Plans To Avert Censorship

NOT PURITY and altruism, but a desire for bigger, better and more business inspired WWJ's ownership in banning all transcribed spot announcements from its schedule, Harry Bannister, manager of the Detroit outlet, told members of the Radio Managers Club in Chicago last Wednesday.

Mr. Bannister notified all advertisers using transcribed spot announcements on WWJ that effective Feb. 1, 1945, only live copy announcements would be acceptable.

"Radio's 25th anniversary is a challenge to every program manager in America," said President Ryan.

"There have been trials and re-tiling. If they can't appear personally, President Ryan suggested they send transcribed greetings to the stations where they started.

Throughout next year NAB will maintain an exchange of ideas through special 25th anniversary bulletins. Broadcasters are urged to use the musical signature "XXV," in the continental code, in which X is dash dot dot dash and V is three dots and dash.

Gum Products Expands

GUM PRODUCTS Inc., Boston, expanding distribution of Cough-Lins double action chewing gum cough drops, a new product, to cover the eastern region, on Jan. 1 starts Bill Cunningham on a locally sponsored basis on six MBS stations (WGN, WHK, WKRC, CKLW, WEBR, WFBT). Sun. 2:30-2:45 p.m. Product will be promoted on sports events, news commentaries and other programs, including three-weekly sports reviews by Stan Lonak on WOR New York, on individual stations, in key cities, and in spots on WFEI, WNAC. Agency is Bennett, Walther & Menander, Boston.

This illustration, symbolizing radio's 25th anniversary, has been issued to broadcasters by the NAB. By employing the Roman XX for 20 and the V for 5, it combines the motif "V for Victory" with the message that American radio in 1945 celebrates a quarter-century of operation. Released simultaneously by NAB is a signature, based on the victory phrase from Beethoven's Fifth, but incorporating rhythmically the mood suggested by the double V.

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Mr. Ryan suggested that all stations, at the stroke of midnight Dec. 31, usher in the new year with the anniversary slogan: '1945! Radio's 25th Anniversary! Pledged to Victory!' He suggested that each show be climaxed with radio's war theme, whether with drama, music, themes of the news or a parade. He urged special programs for New Year's Day and called for a nationwide promotion to "celebrate the 25th anniversary note, always with the dedication, 'Pledged to Victory,'" said President Ryan. Broadcasters are asked to have the anniversary symbol reproduced in advertising and promotion.

Point Evolution

Mr. Bannister based his prediction for a.search reaction to the WWJ announcement, which he described as "overwhelmingly approving". Tracing the development of the spot announcement, he added: "Radio's 25th anniversary note was released in 1926. Stations found it profitable to set aside announcement periods. Then came network chainbreaks, and the desire for bigger, better and more business inspired WWJ's ownership in banning all transcribed spot announcements from its schedule, Harry Bannister, manager of the Detroit outlet, told members of the Radio Managers Club in Chicago last Wednesday.

Out of this competitive situation grew transcribed spot announcements, first featuring straight copy, then sound effects and finally employing singing commercials.

"Stations couldn't bear to lose these or leave them," Mr. Bannister said.  "Most stations chose to take them. I don't want any basic change in the American system of broadcasting, and nothing remotely resembling the British plan. If we don't want outright government operation, we must ourselves impose censorship and controls sufficient to thwart those who are ever ready to pounce upon us. The history of spot announcements reflects no credit on any of us."

Mr. Bannister said that WWJ expects that about 15% of its dollar-volume will be canceled at the beginning of its new policy.

Sears Roebuck Spots

SEARS ROEBUCK & CO., Chicago, Dec. 2 began special one-minute spot announcements of live Christmas spots to run until Dec. 25 on WMAQ, WIND, WLS, WBBM, WBBF, WGBP, WRKO, WWHO, WHZB, WIZE WGBF, WRBA, Roche Williams & Cleary, Chicago.

TOP COMMUNICATIONS officers of the Army and Navy paying tribute to radio at the 25th anniversary dinner of RCA held in New York were (top 1 to r): Maj. Gen. Frank E. Stoner, Chief, Army Communications; Maj. Gen. James A. Code, Assistant Chief Signal Officer of the Army; Rear Adm. Joseph E. Bannister, U. S. Naval Communications; Brig. Gen. David Sarnoff, RCA president, attached to the Signal Corps; Maj. Gen. H. C. Ingles, Chief Signal Officer, U. S. Army. At left (1 to r) are the "Three Musketeers of RCA," Brig. Gen. Sarnoff; Edward J. Nally, first RCA president; Owen D. Young, founder and first chairman of the RCA Board, Gen. Sarnoff, whose promotion from colonel was confirmed last week, was praised in a letter from President Roosevelt for his achievements.

Page 16 • December 11, 1944
Fire One!

Radio and torpedoes have one thing in common. If they’re aimed right . . . they hit the target.

If you’ve been firing a lot of sales talk into the Baltimore, Maryland air . . . but haven’t connected the way you think you should . . . we suggest you switch to the radio station that goes straight to the target.

The station is W-I-T-H . . . the successful independent that delivers more sales results per dollar spent, than any other station in town.

But don’t just take our word from this ad for it.

There are some hard-boiled sales facts available. It will pay every advertiser, who has a stake in the country’s 6th largest market, to read those facts. A note on your letterhead is enough to bring them to your desk.

WITH
Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Schedule for NAB District Meetings
Starts Jan. 15, Concludes March 22.

THE 1945 cycle of NAB district meetings will get under way Jan. 15 and continue through March 22 in two separate time and geographical segments, according to a schedule approved last week by NAB President J. Harold Ryan.

Because of the NBC War Clinics in February [BROADCASTING, Dec. 4], it was necessary to revise the NAB schedule, leaving a gap between Feb. 16-March 5. It is tentatively planned to call a Board of Directors meeting and possibly a session of the Labor Executive Committee in Washington following the District 2 meeting in Pittsburgh Feb. 15-16.

Record Attendance Expected

With a wartime crop of radio management problems to be thrashed out and the newly approved Broadcast Measurement Bureau to assist stations at large, the district meetings are expected to draw record attendance. President Ryan plans to make the tour, Washington conditions permitting. C. E. Arney Jr., secretary-treasurer, also plans to be on hand for most of the swing. Lewis H. Avery, NAB Director of Broadcast Advertising, will attend all the meetings and plans are under way to have John Morgan Davis, NAB Labor Relations Counsel, appear at as many as possible. Yet, to be named is an executive for BMB, whose task it will be to project the measurement bureau plan in detail to NAB members and nonmembers alike.

District directors, to take office at the next NAB annual meeting, tentatively scheduled for between April 15 and May 15, will be elected in eight of the nine odd-numbered districts. District directors are elected for two-year terms, with the even and odd-numbered districts voting in alternate years. One such election already has been held, with James D. Shouse, WLW Cincinnati elected to succeed Nathan Lord, WAVY Louisville, for District 7 (Kentucky, Ohio). Other district directors whose terms expire with the next annual meeting are District 1, Paul W. Morency, WTIC Hartford; District 3, Roy F. Thompson, WFBG Altoona; District 5, John C. Bell, WBGR Birmingham; District 8, Leslie C. Johnson, WHBF Rock Island; District 11, E. L. Hayek, KATE Albert Lea, Minn.; District 13, Hugh A. L. Half, WOAI San Antonio; District 15, Arthur Westlund, KRE Berkeley, Cal.; District 17, Harry R. Spence, KXRO Aberdeen, Wash.

Tentative agenda for the sessions now is being prepared, with two-day meetings for each district. Combined meetings will be held in Kansas City and St. Louis on March 10 and 11 and in Chicago of Districts 8 and 9. Following is the complete schedule:

<table>
<thead>
<tr>
<th>District</th>
<th>Place</th>
<th>Date</th>
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<tbody>
<tr>
<td>6</td>
<td>Memphis</td>
<td>Jan. 15-16</td>
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<tr>
<td>10</td>
<td>Duluth</td>
<td>Feb. 15-16</td>
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<tr>
<td>11</td>
<td>Los Angeles</td>
<td>Jan. 25-26</td>
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<tr>
<td>12</td>
<td>San Francisco</td>
<td>Feb. 15-16</td>
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<td>14</td>
<td>Bob Lake City</td>
<td>Feb. 1-2</td>
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<td>15</td>
<td>Kansas City</td>
<td>Feb. 7-8</td>
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<td>16</td>
<td>Minneapolis</td>
<td>Feb. 12-13</td>
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<tr>
<td>17</td>
<td>Pittsburgh</td>
<td>Feb. 15-16</td>
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<tr>
<td>18</td>
<td>New York</td>
<td>March 1-2</td>
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<tr>
<td>19</td>
<td>New York</td>
<td>March 8-9</td>
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<tr>
<td>20</td>
<td>Jacksonville, Fla.</td>
<td>March 12-13</td>
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<tr>
<td>21</td>
<td>Hot Springs, Ark.</td>
<td>March 14-15</td>
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<tr>
<td>22</td>
<td>Cincinnati</td>
<td>March 18-19</td>
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<tr>
<td>23</td>
<td>Chicago</td>
<td>March 21-22</td>
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</tbody>
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Muzak Expands Survey
On Subscriber Reaction

SURVEY to determine consumer reaction to Muzak Corp.'s proposal to establish advertising-free subscription radio, conducted for the company by Dr. Paul Lazarsfeld, Director, Bureau of Applied Social Research, Columbia U, is nearing completion and results are expected to be known in a few weeks. Survey is far more expensive than Muzak's initial study [BROADCASTING, Oct. 16], which was limited to polling 116 families in a housing development then served by Muzak on whether they would pay five cents a day to get music without advertising, with 57% replying affirmatively.

In the current survey, conducted in New York among a selected cross-section group of people "who would be buying FM radios," Muzak's three-channel program service is summarized and the question asked: "Would you be willing to pay five cents a day for such service?" Questionnaire used, also probed for reactions to present radio programs, with queries as to program likes and dislikes, with a view to using these findings in building Muzak programs.

KTU Control to Butler
BURRIDGE D. BUTLER, operator of WLS Chicago and president of KTU Tucson, Ariz., requests FCC approval of acquisition of control of the Tucson outlet through purchase of 23 shares treasury stock for $4;000 per share, in an application filed with the Commission last week on behalf of the Tucson Broadcasting Co., licensee of KTU. Shares represent 7.6% of the outstanding stock. Mr. Butler now holds 138 shares representing 49.8% interest. Purpose of transaction is to reduce indebtedness of KTU, says petition.

CBS has redesignated division operations engineers in the eastern, central and western divisions as managers of technical operations, the change in title covering Robert G. Thompson, New York; James J. Belongey, Chicago, and Lester H. Bowman, Los Angeles. Announcement was made by Harry Grossman, newly named CBS director of technical operations.
In Our Time...

We go back to the days when few people in radio had ever seen a stop-watch. Most of us thought it was something needed only by race horse starters.

Today, radio lives and sometimes dies, with a stop-watch in its hand.

In the early twenties and thirties, time hung heavily on the hands of the sales department, and rather violently on the wrists of the production department.

Today, radio time is separated into program categories which have been developed and proven. Out of our trial and error period, we have developed the greatest radio system in the world.

It is great because one hundred thirty million Americans want to listen. It is a system, because the orderly assignment of facilities into stations and networks, have permitted their competitive development. It is improving, because the incentive to improve has not been denied it. This is what we call the American system of broadcasting.

We've come a long way from the screech of a cat's whisker set. The idea of an insurance institution, a newspaper, or a business man risking capital and reputation in such a noisy gadget was regarded in the twenties as the least bit curious.

But this diversity of venture, of ownership and operation, like the diversity of the people it serves, has made possible American radio as we know it today, as we will know it tomorrow.

We've come a long way from the screech of a cat's whisker set. The idea of an insurance institution, a newspaper, or a business man risking capital and reputation in such a noisy gadget was regarded in the twenties as the least bit curious.

When we began operations in 1925, we weren't especially equipped to operate a radio station, more than was anyone else at the time.

In the intervening years, we, like others, have learned how.

We have learned to serve the farmer and the country dweller with a radio service which can come to him through no means, other than through the clear channel assigned us for this purpose.

We have given him the right to listen; we have given him the right to be heard. This is the essence of American radio in our time.

This is WSM.

650 Kilocycles NBC Affiliate
National Representatives, EDWARD PETRY & Co.
National Life and Accident Insurance Co. Nashville, Tenn.
Listeners like KXOK's Farm Editor, Charley Stookey. His broadcasting record proves that.

Stookey has a large rural following as a result of fifteen years of farm broadcasting. In "TOWN AND COUNTRY," he appeals to urban as well as rural listeners.

It's easy to understand why "TOWN AND COUNTRY," with its two and a half hour variety show, commands attention. Few programs offer such diversified entertainment and information. The program includes live and recorded music, news broadcasts, news of rural neighbors, the weather, market reports, interviews, and a period devoted to "The Trading Post."

Stookey, a nationally known agricultural specialist and a veteran of farm broadcasting, has been in practically every state, gathering farm news during the past several years. For three years he produced a coast-to-coast half-hour farm program on a major network.

Participation on "TOWN AND COUNTRY" brings results. Ask a KXOK or JOHN BLAIR Representative for complete details.
630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK
Owned and Operated by the St. Louis Star-Times
AFFILIATED WITH KFRU, COLUMBIA, MISSOURI
YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO
Hope Again Wins Top Comedian Award; Blue-CBS Chosen for Daytime Honors

BOB HOPE has been re-elected "Champion of Champions" for the fourth consecutive year, and he has again been chosen as the best comedian and his program as the best radio comedy in the ninth annual Motion Picture Daily-Fame poll. More than 600 newspaper radio editors, critics and columnists in the United States and Canada were canvassed for this year's poll to determine journalists' favorites in radio fare.

Last year's list of 34 classifications [Broadcasting, Dec. 13, 1943] has been reduced to 25, the result of consolidation which has made competition much keener in some instances. Daytime serials dropped out of the picture completely with the merger of the serial and morning program categories into a single listing "Daytime Programs," with the Blue's two "Breakfast" programs and CBS American School of the Air emerging at as sole winners.

Results in all classifications follow:

CHAMPION OF CHAMPIONS—Bob Hope (NBC), Bing Crosby (CBS), Lou Radio Theatre (CBS), Radio Hall of Fame (Blue), Jack Benny (NBC), Phil Brick (CBS), Art Linkletter (CBS), Don Wilson (CBS), Daily-Johnnie Ray (Blue), The Lone Ranger (Blue), Murray Roman (Blue), Jack Carson (CBS), Fallons (NBC), High Society (CBS), Tallulah Bankhead (Blue), Robert Montgomery (Blue), etc.

BEST NEWS SERVICE TO EDITORS IN NETWORK PUBLICITY DEPARTMENT—NBC, CBS; best in public office.

BEST COMEDIANS—Bob Hope (NBC), Jack Benny (NBC), Fred Allen (CBS—now guest appearances).

CONGOVERGE—Joan Davis (NBC), Penny Bruck (CBS), Grace Allen (CBS), Comedy Team—Filip Miller and Sally (NBC), George Burns and Gracie Allen (CBS), Sid Abbott and Lou Costello (NBC).

MAJOR OF CEREMONIES—Bing Crosby (NBC), Cliff Edwards (NBC), Phil Silvers (CBS), etc.

FILM PLAYER ON AIR—Lancaster Barrington (CBS), Don Welles (guest appearances), Herbert Marshall (guest appearances).

SINGING VOCALIST (Popular)—Bing Crosby (NBC), Frank Sinatra (CBS), Dick Haymes (NBC), etc.

FEMALE VOCALIST (Popular)—Bobby Darin (NBC), Greer Garson (NBC), Joe Smith (CBS), etc.

MALE VOCALIST (Classical)—John Charles Thomas (NBC), Richard Crooks (CBS), Nelson Eddy (CBS), etc.

FEMALE VOCALIST (Classical)—Gladys Swarthout (CBS—now guest appearances), Lily Pons (guest appearances), Marian Anderson (guest appearances).

ANNOUNCERS—Jim H. Coss (Blue), Don Wilson (NBC), Harry von Zell (NBC).

COMMENTATORS—Raymond Gramm.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

CITY COMMISSIONER WILLIAM A. BOWES

SAYS... "Portland has been planning for the future, and we are confident of extending the big gains of wartime prosperity into the post-war period. Carrying the news of Portland's business and civic enterprise to the rest of the country is a large factor in any future plan. As I see it, the attractive scrap-books that KGW is sending to New York City carry a real message—telling the East what can be done in our City of Roses."

Virginia Cain and Lillian Markkanen of the KGW staff at work on the scrap-books that contain samples of one month's KGW promotion, national and local. Below, tiny Beth DeLaschmitt and John Olson, the youngest performers on "Stars of Tomorrow", the KGW program that gives talented Portland youngsters their first opportunity at the microphone, examine the scrap-book.

THE STATION WITH EAR APPEAL

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.
LIST of delegates registered for the First Annual Conference of the Television Broadcasters Assn. at the Hotel Commodore, New York, Dec. 11-12, follows:

Abravanel, M. Electronics Service & Supply.
Adamson, Harry Young & Rubicam.
Alein, H. W. Co.
Adams, Ernest H. WHIO.
Ahn, A. Herman Boston.
Adler, Ben, River Network.
Albin, Fred G. RCA Victor Div.
Alexander, Norman Columbus College.
Allary, Charles A. Advance Television Pictures.
Allen, J. M. Bristol-Myers Co.
Allen, John R. Assn. of National Adver-
tisers.
Allen, Shannon Radio-Television Section, Cot.
Alley, Paul NBC.
Amsden, Evan J. Fotofound Studios.
Arild, Solis, R. H. Macy & Co.
Arnold, Ludwig Radio Receiver Co.
Artin, Chester B. Film Daily.
Atwood, John Balaban & Katz Corp.
Baltimore, A. C. WBRE.
Baltimore, I. C. WBRE.
Barrett, W. N. Philco Distributors.
Bender, Irene Associated Merchandising Corp.
Benvenuti, Martin F. Warner Bros. The-
atres.
Bentley, E. Ermy WIBH.
Berk, S. Bernard WAKR.
Bielawa, K. H. WMAL.
Bitley, Howard General Electric Co.
Bingler, F. J. Philco Distributors.
Bolton, Harry Bay State Film Prod.
Bloom, Aaron S. Kasper-Gordon Studios.
Bomhard, L. F. Western Electric Co.
Bolte, E. National Union Radio Corp.
Browittch, F. T. National Carbon Co.
Brower, Ralph Bell Telephone Labs.
Boyer, M. R. E. I. du Pont, Photo Prod-
ucts Dept.
Boyer, W. C. Fisher General Radio Ad-
vetering.
Bradley, H. N. RCA.
Branley, Dr. A. National Union Radio Corp.
Bruno, Branch Allied Theatres of Mich.
Brunner, Frank V. Bremer Broadcasting Co.
Burgess, Charles W. Wage Inc.
Burgin, M. R. Westinghouse.
Browder, Victor Philoamatic Radio Corp.
Broyl, Arch Balaban & Katz Corp.
Brown, J. E. Zenith Radio.
Bryant, S. W. Jr. March of Time Cinema.
Bunyan, John E. Stewart-Jordan Co.
Burke, Harold C. WBAI.
Burns, Bruce G. Cinegamme Assn.
Butte, H. F. Federal Telephone & Ra-
dio Assn.
Cabot, Harold & Co.
Cabot, Frank E. Senior Warner Bros. Pic-
tures.
Caldwell, T. J. W. L. Douglas Shoe Co.
Campbell, Chesser M. WGN.
Campbell, E. Claude Nace Publica-
tions.
Campbell, Leonard WPLJ.
Carpenier, H. K. WRE.
Carson, Helen Balaban & Katz Corp.
Carter, Hervey WMRU.
Cash, Window E. Campbell-Ewald Co.
Cates, Gordon Young & Rubicam.
Chamberlain, Paul L. General Electric Co.
Chester, Henry W. NBC.
Chandler, Vincent WMUR.
Church, Arthur H. RMRC.
Church, Kenneth W. WBRC.
Clay, Roy A. Philoamatic Productions Co.
Cocker, Henry N. WTEL.
Colling, Ernest NBC.
Collins, Donald W. Warner Bros. The-
atres.
Comto, Armanda Raytheon Mfg. Co.
Conway, Leland F. Orthographic 
& Ryan.
Cron, Richard E. Speidel Newspapers.
Corpe, Joe Steve Hannagan.
Cowen, Harold G. Segall, Smith & Hen-
seney.
Curtis, Art H. WBB.
Cree, Palmer Philo Distributors.
Crom, Richard WGYT.
Davis, L. G. B. Sprague & General Electric.
Davis, Don WB.
Day, Douglas Buchanan & Co.
Deane, C. G. Hartford Times.
Denager, Herbert F. Radio-Television Sec-
tion, Dept. of Interior.
Desendorf, Burton
Diamond, Hamilton Diamond Sales Corp.
Ditmer, Morris Cinemadrome Corp.
Dillon, Joe E. Connor Adv. Co.
Donley, H. B. Westinghouse F & M Co.

TBA CONVENTION DELEGATES
Doolittle, Franklin M. WDRC.
Dubin, Alex V. Gert, Purchasing Com-
mision of Soviet Union.
Eagen, J. Stewart Simpson, Optical Mfg.
Co.
Eker, Elmo Campbell-Ewald.
Ely, Com. W. C. Isham & Katz Corp.
Elibroch, Rae Franklin Bruck Adv.
Emery, Bob WOR.
Emmert, Wrtl WEAF.
Eustis, Dale, Bernays, Falk & Elner.
Evans, R. S. General Screen.
Falk, Edwin A. N. J.
Fay, William Stromberg-Carlson Co.
Fisher, Fred H., Cinemadrome Studios.
Finke, A. M., Joseph Maxfield Co.
Fisher, Bernice E. Harvey & Co.
Fletcher, F. W. Westinghouse.
Fisher, Avery R. Philoamatic Radio Corp.
Flory, John Grant, Fraw & Williams.
Forbes, William E. Young & Rubicam.
Forster, A. E. Ruthrauff & Ryan.
Frahm, Joseph Raytheon Mfg. Co.
Frank, Jr., James National Simplex Blad-
worth.
Freese, Yasha Cinematographic Corp.
Franz, Howard S. NAB.
Franko, A. DeLauer Labs.
Frelingh, Nat Stuart Machine & Tool Co.
Fuller, R. L. Leuck & Nortling & Orr & 
Fuller.
Gaines, Harold D. General Precision 
Equipment Corp.
Gannett, Irving J. Stuart Machine & Tool 
Co.
Gannett, Kenneth J. WHAM-WFM.
Gibson, Henry Clay Springer Pictures.
Gibson, Robert L. General Electric Co.
Gilbert, Lester H. WNEF.
Gimbel, Jr., Benedict W.
Gimbel, R. E. Federal Radio & Tele-
phone Corps.
Gladsden, George J. Walter Thompson.
Godfrey, Eliza WLB.
Goldstein, Ernest E. W. Sickle Co.
Grad, Herbert NSC.
Greeley, Robert, & WJBX.
Greenbaum, Walter J. Federal Telephone 
& Radio Corporation.
Grimson, S. B. Color Research Corp.
Hackett, H. W. Print Radio Corp.
Haldy, David H., Henry Boyevles Inc.
Hammond, Lawrence Committee for Eco-
nomic Development.
Harrison, T. National Union Radio Corp.
Harmon, Ralph N. Westinghouse.
Haur, J., John Strong Electric Corp.
Hawkinson, F. Remler Co.
Haves, A. E. Hughes Productions.
Hebern, Dr. G. L. National Union Radio 
Corp.
Hebert, J. D. Erle Regembo Corp.
Henderson, F. S. Jr., Segal, Smith, 
Schweizer & Co.
Herr, Bob Philo Distributors.
Hello, Ted Philo Distributors.
Hern, John H. Gage Communication Labs.
Hersch, L. W. WMJ.
Hills, E. Douglas, WEL.
Hill, F. W. WUR.
Hoeksema, W. T. Rayback Labs.
Honey, John U. Television Mfg. Corp.
Horn, H. B. General Electric Co.
Hopkins, E. J. WJR.
Horwood, A. Philo Distributors.
Howard, Hamilton & Co. Picture Film.
Howard, William H. H. Macy & Co.
Hubbell, Richard C. Crane Co.
Hughes, Wallace M. Barkow Adv. Agency.
Hull, Earl C. WIBH.
Humphrey, Henry B. B. Humphrey Co.
Hyde, Frank O. Eastman Kodak Co.
Jackson, Robert C. American Assn. Of 
Jackson, Robert C. American Assn. Of 
Jammier, J. S. Federal Telephone & Ra-
dio Co.
Janky, C. M. Janksy & Bailey.
Jensen, Axel G. Bell Telephone Labs.
Joffe, Constantin WRC.
Johnson, J. L. Westinghouse.
Jones, L. C. Col. Ohio State, Barton & 
Gooch.
Jones, Dr. Martin Vanderbilt Theatre.
Joner, William E. Western Electric Co.
Joy, David E. National Carbon Co.
Jurin, M. I. Franklin Bruck Adv.
Kabn, Morton B. Committee Equipment Mfg. Co.
Kapner, Edwin H. Eisenhower-Gordon Co.
Kaye, Gerald O. New York.
Keith, C. L. Western Electric Co.
Keller, R. G. General Time Instruments 
Corp.
Kelly, George F. Jr. WGBS-WLFE.
Kelly, Ray NBC.

PIGS IS PIGS!
Oh yeah? Well, don't try to tell that to Iowa farmers who raise more pigs than anyone else in the world. You might just as well tell them to dress in top-hat, cane and gloves like the farmer illustrated above!

Come to think of it, this must be what some of the self-styled "farmers editors" out there really think a farmer looks like! With their nightclub gags and jive records they are about as far from the beam as it's possible to get.

But that's O.K. with us. It simply proves that KMA, the No. 1 Farm Station, more than ever is your logical buy to reach the farm market. KMA has always made a specialty of the farmer—doesn't have one, but many, important farm programs every day—has long pulled twice as much audience mail as its highest-ranking competitor! -

Rural people make 80% of this No. 1 Farm Market. Ergo—reach and sell that 80% most effectively through KMA. Now don't be too late, please. Call Free & Peters today, won't you?

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND
SHENANDOAH, IOWA

(Continued on Page 26)

BROADCASTING • Broadcast Advertising

Page 24 • December 11, 1944
The Brands that sell are those advertised on WBAL
Resources for Industry

A constant flow of spendable wealth comes from industrial activity in this tri-state area. For here are the materials and resources in sufficient quantities to support not one but many industries. Petroleum and natural gas coupled with lumber mills, iron and steel foundries, glass and chemical plants have long yielded substantial and steady incomes to thousands. Now adding to the wealth of this region are ordnance plants and buttresses refineries. Plan now to include this prosperous market in your sales program. Cover it completely and effectively with 50,000-watt KWKH.
Some of the Regular Farm Accounts on WOW

<table>
<thead>
<tr>
<th>NAME</th>
<th>A REGULAR WOW ADVERTISER SINCE:</th>
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<tbody>
<tr>
<td>Omar</td>
<td>April, 1934</td>
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<tr>
<td>Skelly Oil</td>
<td>October, 1934</td>
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<tr>
<td>Paxton &amp; Gallagher</td>
<td>July, 1935</td>
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<tr>
<td>People's Store</td>
<td>September, 1935</td>
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<td>Standard Oil Co.</td>
<td>September, 1935</td>
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<td>October, 1936</td>
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<td>Pines</td>
<td>May, 1937</td>
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<tr>
<td>Gooch Milling</td>
<td>January, 1938</td>
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<td>Cook Paint &amp; Varnish</td>
<td>March, 1938</td>
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<tr>
<td>Byron Reed—Farm Real Estate</td>
<td>January, 1939</td>
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<td>Yager Seed &amp; Nursery</td>
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<tr>
<td>Iowa Master Breeders</td>
<td>February, 1939</td>
</tr>
<tr>
<td>Fair Store—Work Clothes</td>
<td>January, 1940</td>
</tr>
<tr>
<td>Cornhusker Hybrid</td>
<td>July, 1940</td>
</tr>
<tr>
<td>Carey Salt</td>
<td>September, 1940</td>
</tr>
<tr>
<td>Robinson Seed</td>
<td>September, 1940</td>
</tr>
<tr>
<td>Nutrena Mills</td>
<td>October, 1940</td>
</tr>
<tr>
<td>Parker's Store</td>
<td>December, 1940</td>
</tr>
<tr>
<td>Halman Clabber Girl</td>
<td>March, 1941</td>
</tr>
<tr>
<td>A. E. Staley</td>
<td>May, 1941</td>
</tr>
<tr>
<td>Marlin Firearms</td>
<td>August, 1941</td>
</tr>
<tr>
<td>Douglas County Fair</td>
<td>September, 1941</td>
</tr>
<tr>
<td>Nebraska State Fair</td>
<td>September, 1941</td>
</tr>
<tr>
<td>Mid-Continent Oil</td>
<td>November, 1941</td>
</tr>
<tr>
<td>Morton Smoke Salt</td>
<td>October, 1942</td>
</tr>
<tr>
<td>Staley Milling Co.</td>
<td>October, 1942</td>
</tr>
<tr>
<td>Flex-O-Glass</td>
<td>August, 1943</td>
</tr>
<tr>
<td>Prest-O-Lite</td>
<td>May, 1944</td>
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<tr>
<td>Gland-O-Lac</td>
<td>July, 1944</td>
</tr>
<tr>
<td>Pollock Overalls</td>
<td>July, 1944</td>
</tr>
<tr>
<td>Crow's Hybrid Corn</td>
<td>August, 1944</td>
</tr>
<tr>
<td>Chimney Sweep</td>
<td>October, 1944</td>
</tr>
</tbody>
</table>
Hey, Joe—

LISTEN WHAT THE RETAILERS THINK
ABOUT KABC!

Here's something which will interest Joe, as a time buyer. Down in San Antonio the largest drug chain advertises EXCLUSIVELY on KABC among the five radio stations. Another EXCLUSIVE KABC radio advertiser is the city's second largest grocery chain. And that's only the beginning!

Drug and food chains are hard-boiled advertising buyers. They put their money only where it will bring the best results. A record of producing these results is another reason for KABC's reputation as "The Fastest Growing Radio Station in San Antonio!"

NABC
SAN ANTONIO'S BLUE NETWORK STATION

JOns Research Staff

CWO JOSEPH E. MCCORMACK, USNR, who has been stationed at the radio section, Office of Public Relations, Navy Dept., as assistant engineer, has been assigned to the Naval Research Laboratory at Anacostia, D.C., in the engineering department. Mr. McCormack was formerly assistant radio material officer of Mr. McCormack the 10th Naval District at San Juan, Puerto Rico. He installed the Navy radio station at Curacao, Netherlands West Indies. Before entering the Navy, Mr. McCormack was with WLAP Lexington, Ky.; WFTL Port Lauderdale; WJBY Gadsden, Ala.; WMFD Wilmington, N. C., and for a year was engineer with the National Defense Operation of the FCC in Atlanta.

CAB TO GIVE SPOT
NATIONAL RATINGS

NATIONAL ratings on spot as well as network programs will be provided by the Cooperative Analysis of Broadcasting beginning with its November-December 81- city rating series CAB reported last week, announcing that "this will be the first time in the history of national spot radio advertising that nationwide spot program schedules will receive a regular network standard of research service."

Coverage of 81 cities, giving a cross section of all cities of 50,000 or more population, makes this spot rating service possible, the CAB stated, adding that in addition to its twice-monthly program rating reports, Brand Identification and Composition of Audience data also will be provided to members with such rated programs.

Sgt. Wood Decorated

Sgt. ROBERT C. (Bob) WOOD, account executive in the Chicago office of WOR New York before entering the Army, has received the Infantry Combat Medal for exceptional gallantry in action with General Patton's Third Army. A Purple Heart holder, he is in a Paris hospital recovering from wounds, according to letters received by his family. Sgt. Wood was promoted from Private to the rank of Sergeant, having entered the Army last January. He went overseas to France, only last August. On the occasion of his small son's second birthday, Sgt. Wood sent him word of a unique gift—he and his squad had captured 57 Germans.

Five Seek FM CPs

NEW FM station for Washington, D. C., is requested by Marcus Loew Booking Agency on 47,000 kc with 5,000 sq. mi. coverage and an estimated cost of $31,000. Loew's also has filed for three television outlets, KTOP (ADVERTISING, Nov. 27). Orville W. Lyerla, licensee of WJPP Herrin, Ill., seeks a new FM station on 49,100 kc to have coverage of 60 sq. mi. and to cost approximately $14,700. KHBI Wichita, Kan., through The Farmers & Bankers Broadcasting Co., licensee of the station, plans to invest $67,000 in the FM station for which it has filed application. Outlet would use 47,900 kc with coverage of 15,000 sq. mi. Blue Network Co., licensee of KGO San Francisco, asks 44,300 kc and 27,500 sq. mi. coverage for its proposed San Francisco FM outlet. Estimated cost is $95,750. KFSD San Diego, through FM Radio Corp., files for a new FM outlet on 44,700 kc with coverage of 900 sq. mi. Estimated cost is $22,200.
Today's BEST BUYS

A U D I E N C E T E S T E D F O R B U S Y T I M E B U Y E R S

EAST

WHN—New York
50,000 Watts
DICK GILBERT
11:00-12:00 P.M.—5:00-6:00 P.M.
Mon. thru Sat.
The single disc jockey. Versatile vocalist, master salesman. (You can say that again).
Tuneful, different, sets results.
½ hr. participation.
3 days—$200.00. 6 days—$500.00.

WFCL—Providence-Pawtucket
1,000 Watts—Blue

BETTY GUNNING SAYS
11:15-1:00 P.M.
Mon. thru Fri.
An attractive, charming, well known personality conducts this easy-to-buy participation.
Spots—$10.00

WNBH—New Bedford, Mass.
250 Watts—Blue

LOCAL NEWS
8:00 A.M., 12:05 P.M.
8:15 P.M., 10:30 P.M.
Pulitzer of telling the local folks what happens locally. Participation—$4.00 day time—$6.00 evening.

WHER—Portsmouth, N. H.
1,000 Watts—Mutual

7:25 Club
9:30—11:00 A.M.
Mon. thru Fri.
Mrs. Spencer’s charming personality has enrolled thousands of loyal members in the Club.
It’s yours for $22.50 per wk.

WATR—Waterbury
1,000 Watts—Blue

SHOPPER’S GUIDE
9:15—9:30 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eight years.
Participation—$27.50 per wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual

SADDLE PALS
11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise.
Participation—5 per week—$15.00. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NIC

IT’S IN THE BAG
(Manning the grocery bag)
9:00-11:00 A.M.
Mon. thru Fri.
Year in this one rings cash registers in grocery stores.
Participation—$25.00 per wk.

WJAS—Pittsburgh
5,000 Watts—CBS
RHYTHM SECTION
1:15—1:00 A.M.
Mon. thru Fri.

Some smooth listenin’ for the busy housewife. It’s recorded and participating.
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue

1440 CLUB
7:00—8:00 A.M.
8:10—9:00 A.M.
2:30—3:00 P.M.
Mon. thru Sat.
A sparkling M.C. makes this one more than just another platter program.
Daily participation—$25.00 Wk.

WHIC—New Haven
250 Watts

ALARM KLOK KLUB
7:00-8:00 A.M.
Mon. thru Sat.

An hour of breakfast music on New Haven’s newest station. Participation—$20.00 Wk.

WOCB—Cape Cod, Mass.
250 Watts—Blue

WORLD NEWS
7:00 A.M., 12:00 P.M.
2:00, 11:00 P.M.

Mon. thru Sat.
Hot from the four corners of the earth. Associated Press Wire. Spot participation—$18.00 Wk.

WTJN—Jamestown, N. Y.
250 Watts—Blue

MEMORY MATINEE
3:30-4:35 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue

THE BURLINGTON BUGGY RIDE
11:00-11:45 A.M.
Mon. thru Sat.
It’s homey, and the home folks love it.
Participation—$16.00 Wk.

WCLO—Janesville, Wisc.
250 Watts—Mutual

THE HOMEMAKERS
7:00—8:00 A.M.
Mon. thru Sat.

AUDY EM has been telling ‘em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WGDY—Minneapolis-St. Paul
5,000 Watts

YOU ASKED FOR IT
2:30-3:00 P.M.
Mon. thru Fri.
The money away program that keeps them tuned to WGDY. Minutes or ¼ hours at Card Rate.

KMYR—Denver
250 Watts

UNINTERRUPTED NEWS
Ten minutes on the hour every hour everyday—on the News and Music Station of Denver.
7 days per week—$300 per month.

KBON—Omaha
250 Watts—Mutual

SUNRISE SERENADE
7:00-8:00 A.M.
Mon. thru Sat.
Don Perasso M.C.’s this one and he’s good. News, music, and free theatre tickets win a lot of listeners.
Daily participation—$27.00 Wk.

WIL—St. Louis
250 Watts

THE BREAKFAST CLUB
7:00-8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue

TWILIGHT TIME
6:15-6:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port ten time. Spot Participation—Base Rate 14.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual

FARM & HOME PROGRAM
11:00-12:00 Noon
Mon. thru Sat.
A sway farm program in the State where the tall corn grows.
Daily participation—$16.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts

THE SPANISH HOUR
2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico’s favorite music.
Daily participation—$16.20 Wk.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts

CHEF MILANI
10:00-10:15 A.M.
Mon. thru Fri.
A real Chef, a master showman with a great merchandising hook-up.
Daily participation—$100 Wk.

KJBS—San Francisco
500 Watts

ALARM KLOK KLUB
6:30-8:00 A.M.
Mon. thru Sat.
Surveys prove its the best dollar buy in the Bay area.
Spot participation—$9.50 base rate.

KFBM—San Diego
250 Watts—Blue

MORNING MELODIES
8:00-8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $5.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue

ALL STAR DANCE PROGRAM
2:45-3:00 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here’s forty-five minutes of it. Minute or ¼ hour—Card Rate.

KEVR—Seattle
250 Watts—Mutual

BREAKFAST PLATTERS
7:00-8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participations—$3.25 each.

SOUTH

WHBQ—Memphis
250 Watts—Mutual

NEWS—6 minutes on the hour
Mon. thru Sat.
Some excellent news periods on the News and Music Station of Memphis. Base Rate—$12.50 each.

WTAW—College Station, Texas
1,000 Watts—Blue

FARM FAIR
12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate 8.40.

WTSF—St. Petersburg-Tampa
1,000 Watts—Mutual

NEWS—IN THE NEWS
10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$2.00 Wk.

REPRESENTED BY RAMBEAU

C H I C A G O  ●  N E W  Y O R K  ●  H O L L Y W O O D
Rosenberg Letter Holds Spots More a Problem of Quantity Than Quality

EDITOR BROADCASTING: As an advertising man I have long been interested in the efficiency of radio spot announcements and as an amateur astronomer, I am happy to see that one of our leaders, Professor Shapley, has interred himself in a situation which cries for change.

It is not a question of transcriptions versus live announcements although in this direction, I feel that the advertising profession has acted like a flock of sheep. Following the appearance of the very clever Pepsi-Cola rhythm, everybody decided it was time to sing their commercials. The result has been that the air is full of confusing melody and out of the resulting disorder the listener is supposed to pick the advertising message. In a few cases, it is easy; in most of them it is not.

Infant Industry

Radio is still young and station owners have much to learn. In the publishing world, experience has taught the art of makeup and balance. Successful publishers have found it pays to enforce restrictions of a type which tend to give us better looking magazines and newspapers by relegating the smaller advertisements to positions that do not offend the eye. This system of advertising is like the small advertisement. Unfortunately, however, in radio they can be best placed at station breaks. Tempted by much additional easy income, the stations which at one time carried only one announcement in the station break now line them up side by side. The result is that the listening audience is protesting—protesting too frequently by dialing out the station.

Perhaps the least offensive station break has been the time signal. Nobody objects to it. Now we find them usually incidental to a collection of odds and ends which too frequently are completely out of place as regards the program which they follow or precede. Frankly, I believe the great majority of radio listeners are not sensitive enough to feel this abuse. The rub lies in the fact that it is the small but very influential group of which Mr. Shapley is a shining example, who will make their objections heard, and then the masses will follow.

A simile I like is the trailers shown between features at the motion picture houses. Frequently they are overdone, but basically they are innocent and essential. They are surely less disturbing than the strange interludes of jammed-together commercials with which the listener is attacked just as he has attended enjoying some good and costly program, or is anticipating one which is to follow.

From the advertiser's standpoint, these crowded-in commercials are not bad. They usually command large audiences. From the standpoint of programming, however, they are atrocious and are bound to create a growing reaction to which the stations will have to respond.

I repeat, it is not a question of whether the announcements are transcribed or alive. It is more a question of quantity than of quality (although it is easier to control the quality of a transcription than it is to control the live announcement where one must deal with various personalities of announcers). Here again, it is a question of the creative ability of the advertising profession, like it or not. The fact is that when one advertiser took up singing, they all decided they had voices, but frequently illustrated in publication advertising where it also seems to me to be an easier job to follow someone else's lead than to do something new and original.


Florence Warner to WHOM

FLORENCE WARNER, now midwestern director of educational broadcasts for CBS at WWBM Chicago, joins WHOM Jersey City Jan. 1 as public service director, handling educational, religious and certain types of civic broadcasts. Her appointment is part of a general expansion and realignment of the WHOM staff and programming affected when the station was bought by Cowles Broadcasting Co. Before joining CBS she was feature writer for the Des Moines Register & Tribune, and assistant program director of KRNT Des Moines, both Cowles properties.

DAN THOMPSON, radio director for the National Grayship Council, Chicago, has been named assistant manager of the department of public information, replacing James W. Grayson who joined the public relations staff of Standard Oil Co., New York.

Page 30 • December 11, 1944

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

STORM SERVICES

WSYR Carries Headlines, Air School Messages

WHEN a 30-inch snowstorm bogged down the circulation staff of the Syracuse Post-Standard, Col. Harry C. Wilder, president of WSYR Syracuse, offered the services of his station to broadcast the highlights and headlines of that day's edition. In return for this voluntary gesture, the paper carried a two-column front page box in praise of the station which is normally its competitor.

WSYR also carried messages from more than 125 rural and Central schools in the area, notifying pupils not to leave their homes and assuring parents of children who already were in school that they would be housed and cared for. Congratulations have been pouring in by telephone and mail in appreciation of the station's services.

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THE NORTHWEST OHIO-SOUTHERN MICHIGAN "POT OF GOLD" is covered by WSPD. This area includes the world's greatest glass industry, ports, railroad centers, trucking, farming, factories, fruit growers—a million and a half prosperous prospects for a WSPD-advertised product.

THAT'S WHAT EVERYBODY WANTS TO KNOW

In fact, they've been looking for that fabulous pot for centuries. Radio has the answer... and in Northwest Ohio - Southern Michigan, WSPD points the way via NBC programming, top local shows, 5000 watts and 23 years of service.

Just Ask KATZ

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
FM does it...

Effective signal-coverage comparison of an FM station and a 1400-ke AM station. Most AM stations could enjoy better coverage by switching to FM. Moreover, their FM signals would neither cause interference with other stations nor be affected by interference from other stations.

FM COVERAGE
DAY AND NIGHT
2640 SQ. MI.

AM
DAY
530 SQ. MI.

AM
NIGHT
72 SQ. MI.

Station interference pattern produced by AM stations on the 1400-ke channel. Dots indicate location of stations. Large circles indicate possible 400-mile interference range. At night, areas in which the circles overlap usually are subject to serious heterodyne interference. This pattern is typical of many crowded regional and local channels.

PLAN YOUR FM STATION NOW—50 FM BROADCAST STATIONS ARE ON THE AIR AND OVER 300 APPLICATIONS ARE PENDING. Write for the General Electric booklets covering FM station planning, equipment description, and general station operation. These publications describe G-E transmitters, antennas, associated equipment, and contain operating data from FM station records.

STUDIO AND STATION EQUIPMENT—TRANSMITTERS

GENERAL ELECTRIC
5 times the coverage by day
35 times the coverage by night

Regardless of your present power, if you face a coverage problem, if you share a crowded channel, consider FM. In nearly every case FM will provide better coverage of the same area at less cost, or better coverage of more area at the same cost.

Wherever station interference presents a problem, look to FM for better coverage. Consider, for example, the case of the 1400-kc channel in the broadcast band. Here, eight-five AM stations share the same frequency. Eighty-one of them are rated at 250 watts and at night are capable of causing serious heterodyne interference up to 400 miles. This interference greatly reduces nighttime coverage. Engineering data indicate that under conditions of average ground conductivity (3 x 10^{-14} EMU) and with an antenna height of 331 feet, the effective range of these stations over flat country would be:

<table>
<thead>
<tr>
<th>AM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>13 miles</td>
<td>530 square miles</td>
</tr>
<tr>
<td>Night</td>
<td>4.8 miles</td>
<td>72 square miles</td>
</tr>
</tbody>
</table>

Compare this with the coverage of a 250-watt FM station using a single-bay antenna 331 feet high broadcasting over the same terrain:

<table>
<thead>
<tr>
<th>FM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day and Night</td>
<td>29 miles</td>
<td>2640 square miles</td>
</tr>
</tbody>
</table>

Thus, FM gives five times the coverage by day; thirty-five times the coverage by night! To your audience this means improved service. To you, this means a larger audience and better service to advertisers.

When you plan your FM station, make full use of General Electric's vast background of experience in the FM field. G.E. is the one manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. has furnished a large percentage of today's half-million FM home receivers. G.E. has supplied six complete studio-transmitter FM relay links with thousands of hours of regular operation to their credit. General Electric's experience in the FM broadcasting field includes more than three years of programming through its own FM proving-ground station WGF at Schenectady, where every transmitter development is tested before it is offered to the industry.

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.
Brewers Sponsor Symphony

QUENTIN REYNOLDS, author and co-
respondent, now special assignment
with the Navy Dept. in the Pacific, will
serve as "editor" and m.e. of Campbell
Soup Co.'s Radio Reader's Digest on CBS
beginning Dec. 31, replacing Conrad
Nevel. William N. Holsom of CBS now
serves as producing-director of the pro-

WOW House Organ

FOR the fourth year in a row, WOW
Omaha has won the major awards at the
annual convention for the Southwestern
Assn. of Industrial Editors, this year win-
ning the prizes for public service, edi-
torial content and appearance of its house
organ, WOW News Tower, which has a
15,000 circulation.

WNEW Commentary

WNEW New York, through arrangements
with Colston Leigh, New York will draw
from a list of 20 commentators handled by
the lecture bureau, in presenting Around the
World in 90 Minutes Sunday program,
which started Dec. 10, Sponsored by How-
ard Colish's. New York, three personalities
will broadcast each week as the "Howard
Board of Commentators." Commentaries
will be followed by a period reserved for
questions from listeners. Agency is Mod-
field-Jaystone, New York.

NBS Aid

WHITE CARSON, cowboy singer and
guitarist, was the first to get a radio as-
ignment through NBS' "Welcome Home
Auditions," a network project designed to
help servicemen and discharged veterans
show what they can do in radio.

Model KMOX

STORY of the KMOX St. Louis Globe-
Democrat "Mile O' Dimes" stand is being
used as a model by the National Foun-
dation for Infantile Paralysis in a mem-
orandum sent out to all cities of 5,000
population or over. Campaigned, which raised
$50,000 in 1944, is described by Jerry Hock-
stra, KMOX War Program Manager, who
directed "Mile O' Dimes" for the past
four years.

KBS Xmas Features

KEYSTONE BROADCASTING System has
prepared eight quarter-hour and four
half-hour programs directed to men in army
hospitals for daily presentation during Christ-
mas and New Year's week. Keystone pro-
grams, Tea Time Tunes, Melodie Mood,
Sunday Serenade, Songs of the Week, and
Sunrise Salute are built around Yuletide
format.

SESAC List

SESAC has added two publishers of gospel
music to its list—Quartet Publishing Co.,
Sp. Worth, and Revival Music Co. Secre-
Ark. The catalog of American Music Inc.,
and its subsidiaries: Cocoa & Wingo, and
Westmore Music Corp., will be dropped from
the SESAC list of affiliated publish-
ers effective midnight, Dec. 31.

KHTF Fetes Buyers

NEW YORK agency timekeepers were
guests at a luncheon given by KHTF Hous-
ton last Tuesday at the Park Lane. Judge
Roy Hofheinz, president of the station.
described the transmitter site and antenna
construction and site, the aerial strength of
the station in the market, and outlined
program and sales operations.

Hope Wins Award

BOB HOPE, radio and film comedian, will
receive the 1944 gold medal for achievement
awarded annually by the Poor Richard
Club of Philadelphia, advertisers organiza-
tion covering the agency, press and radio
fields. Medal will be presented at the club's
annual dinner to be held in January.

Xmas Concerts

FOR the 15th consecutive year, James
D. Begley, program manager of KYW
Philadelphia, has arranged to broadcast
the annual Christmas concerts by the in-
terests of Eastern Pennsylvania Pensions,
Customary Affairs and the Philadelphia County Prison.

ASCAP Adds

WLP KOUL KFAJ have signed new agree-
ments with ASCAP and the following sta-
tions have renewed their ASCAP contracts:
WITM WAPN WHCM WALB WAFB
KAJS KFOX KDTH WRJW WJWR
WJAR WAND

Waters Named

AMERICAN SOAP Powder Works, Brook-
lyn, has appointed Norman D. Waters &
 Associates, New York, to handle adver-
tising for Tish, a water-solvent. Radio
will be used.

KOBH New KOTA

CALL LETTERS of KHBI Rapid City, S.
D., were changed to KOTA on Nov. 22.
HALF-A-MILLION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

NOW 14 Overseas Reporters Broadcast Locally—for YOU!

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Early afternoon, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from all over the world. Early morning, Monday through Saturday, 15 minutes.


DICK TRACY: Famous juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.

BLUE NETWORK CO-OPERATIVE RADIO PROGRAMS CAN SELL FOR YOU, AND YOU PAY ONLY FOR YOUR OWN AREA!

Coming direct from all the history-making hot spots pictured above, the Blue Network's newest coast-to-coast Co-operative Radio Program, "Correspondents Around the World," can be your local radio program to sell your products or services right in your own territory.

Commercials during the programs by your own local Blue Station announcer identify the program as yours, sell your products to your own audience! By switching the program to whatever Blue correspondents are nearest the day's action, your audience gets its news right from where it happens—your selling story takes on added authority!

The cost of Blue Network Co-operative Program is low, since you pay only your share. Hundreds of prominent local advertisers (names on request) have already found how well this new kind of radio advertising pays off! Now you can make it pay with the thrilling new Network Co-operative Program, "Correspondents Around the World," available mornings, Sundays through Fridays.

For all information ask any Blue Network Station, or the Co-operative Program Division of

The Blue Network
30 Rockefeller Plaza, New York, N. Y.
When You Fish
the Same "Hole"
Year After Year

the fishing must be good!

When the advertisers on WIP—100% of "em—renewed at the start of 1944, it was proof positive of their sales "fishing" being good.

Before the War ... During the War ... After the War the most profitable per dollar station for advertisers!

Yes, there are a few availabilities!

Represented Nationally by

GEO. P. ROLLINGBERRY COMPANY

Philadelphia's MUTUAL Affiliate

5000 WATTS

Page 36 • December 11, 1944

Merchandising & Promotion

Mail Plugs—Success Story—WNEW Swap
Rosemary—Sample Record

WESTERN ELECTRIC Co., New York, is distributing to its 50,000 employees an oversize illustrated 40-page booklet projecting the success of modern communications equipment in war against the company’s experience in the manufacture of telephone and communications equipment in peace and war. This year is the 76th anniversary of the company, in peace and war, with the wire of the Bell System, and now manufacturing electronic and communication devices for the Armed Forces. Features of the booklet include a pictorial chart showing the primary channels of military communications linking the U. S. fighting forces throughout the world. Other illustrated features include four-color reproductions of dramatic events in telephone history.

WHN Mail Plugs

PROMOTION copy for WHN New York is now mailed on all envelopes mailed from the New York headquarters of Loewa Inc., the parent company, covering Metro-Goldwyn-Mayer as well as Loewa and WHN letters. Ad appears on approximately 4,000 pieces of mail daily, current copy being devoted to the Sixth War Loan. Automatic postage-meter mailing machine is used. Paragon Oil Co., Brooklyn uses its machine to stamp 2,000 pieces of mail daily with promotion copy for their WHN weather reports.

WPAT Promotion

WPAT Paterson, N. J. promotes its Lunchon with Helen program in an illustrated booklet, the cover bearing a realistic partially-attached formal "Invitation to Luncheon with Helen." Fan letters, sponsor eulogies, newspaper and billboard ads are reproduced. Another promotion piece, an easel back desk calendar with Varga girl illustrations, is being distributed by the station as a Christmas greeting.

WBNS Brochure

"From Plumbing to Potato Chips" is the title of a brochure issued by WBNS Columbus, O., which serves to explain the modernization of Irwin Johnson's Early Wern, early morning show. Copy of the brochure, done in buff and black, explains the program's public service aids such as blood donor service, safety campaigns, etc.

WLW Trade Ads

DISTRIBUTION'S part in the post-war economic era is the theme of a series of new trade paper advertisements of WLW Cincinnati. Each ad will be a reproduction of a famous advertisement of past years, with copy of the WLW series built around the idea that "one ten years will be the "Distribution Decade.'"

Success Story

WBT Charlotte, N. C. tells how it obtained 450 harmonicas for children stricken with infantile paralysis in a folder titled "... that a child might speak again". The mouth organs were needed to help polio victims exercise their throat muscles. Copy

WOWO Gives Thanks

TO GIVE thanks to its friends in the business and advertising world, WOWO Ft. Wayne last week issued a brochure titled "Thanksgiving", consisting of reproductions of various awards the station has won.

Movie-Spot Swap

A 30-SECOND movie trailer promoting Paul Stone's Hollywood Digest, program on WNEW New York is being displayed four-times daily in 98 Century Theaters in New York, the station's musical call letters forming the background for the film. In return WNEW New York gives Century Theaters several mentions daily, explaining how War Bonds may be purchased there. Current deal covers the Sixth War Loan Drive period only, followed by another promotional tie-in.

Rosemary

TWO JARS of Rosemary seasoning for holiday fowl and other dishes, plus a cellophane-wrapped sprig, which is supposed to insure faithfulness or serve as an amulet against the Evil Eye according to the accompanying booklet of history and recipes, are contained in a new "rosemary" went to radio editors by Benton & Bowles, New York, as a reminder to listen to B & B's "Flavor of the Week." Sponsors are Procter & Gamble on NBC five mornings.

Program Bulletin

RADIO PROGRAM bulletin of educational broadcasts aired on WNTC, New York's municipal station, and WNYE, the Board of Education FM station, has been distributed to all New York City Schools and Parents-Teacher Assns., as an aid in planning listening for the 3,000,000 school children in the Metropolitan area.

WGON Promotion

WGON Chicago has issued a 10"x14" promotion piece titled "WGON The Leader in Local Chicago Radio," pictorially promoting their sound effects equipment, master control board, studios, shows and commentators. Piece contains full page map illustrating WGON coverage area.

WEAF Cards

WEAF New York, Nov. 1 started a car-card campaign, estimated to reach more than 150,000,000 riders of New York's subway system. Scheduled to continue through December, campaign promotes program features of the NBC station. Approximately 5,000 car-cards are expected to be used. Current theme, "... that's the way to listen." Current car-card is a fold-out card featuring a "... that's the way to listen." Current car-card is a fold-out card featuring a.

Sample Record

SAMPLE recording of Places in the News, a daily feature of United Press news wire, is included in a promotion brochure released by the news agency covering the various radio programs and services it has to offer to stations. Brochure is printed on glossy paper and illustrated.

Albuquerque Petition

APPLICATION for a new local in Albuquerque, to operate with 250 w fulltime on 1450 kc, was filed with the FCC last week by Rio Grande Broadcasting Co., a partnership of Albert E. Buck, owner of the Rio Grande Steel Products Co., of Albuquerque, and prominent in civic affairs, and Merle Tucker, assistant manager and commercial manager of KOB Albuquerque. Mr. Tucker simultaneously announced his resignation from KOB, NBC outlet. KGGM, only other station in Albuquerque, is on CBS, leaving both the Blue and Mutual networks available.
LONGEST LEAPER of the animal kingdom, the Kangaroo is EXCLUSIVE because of its pugilistic ability . . . and because of the way it transports its young. A vegetarian, inhabiting grassy plains of Australia and Tasmania, it reaches height of five feet, weight of 200 and easily clears 25 feet in one jump. The mother Kangaroo carries her brood handily in a snug abdomen pouch.

EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING is the key to K-O-Z-Y preference in the Kansas City Area, where its Pioneer Voice has been popular with particular people since prewar days. Yes, KOZY is EXCLUSIVE because it “sticks to specialized service” which can only bring extra dimensions with postwar FM expansion. You Should Have Rate Card 3!

FM Radio Station
KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
THE GREAT CINCINNATI MARKET

THOUSAND WATTS
25 Years of Minutes

WHEN WORLD WAR I ended, radio-broadcasting was unknown. "Wireless" had been employed in that globe-engulfing conflict, but radiotelephony, precursor of broadcasting, was only on the threshold of its development. Few had the vision to gauge the future.

On Jan. 1, 1920, broadcasting radio into its 25th year in these United States, where it was conceived, born and nurtured. In 1920 broadcast service began on regular schedule. Those hardy pioneers could not have envisioned the development that was to come. If they had, they didn't venture their opinions. Since then, radio has become an indispensable phase of the American standard, as American as the Statue of Liberty, cowboy yodels and the hot dog.

It could only have happened that way here. In other nations, which caught the impact of this invention years later, Governments grasped control. Private initiative and free enterprise were bluffed out; radio was too potent to be left in the hands of citizens or subjects in the American way.

Even in this country radio had its lean days. It was a reckless youngster in those early 20's, when it took an adventuresome spirit and a disdain for red ink to stay in the field. There were those who scoffed, because radio to them was a brazen upstart, or a novelty which would go the way of miniature golf. But radio survived. From such meagre beginnings, when men were in it for the fun of it, radio first entertained, then enlightened and informed. It made folks laugh and cry. It conveyed news. Politicians learned to use it; So radio won (and lost) elections. Today it carries greater impact than any other medium disseminating information. Americans believe in their American radio.

In a scant 25 years, radio has achieved what other arts or industries have taken generations to accomplish. It sprang up from the ruin and desolation of war. In the wake of another war, a hundredfold more deadly, will come new and miraculous attainments of radio—inventions mothered by the great necessity of these times.

These electronic swords will be fashioned into ploughshares in the era ahead, to provide new vistas of service and enlightenment and pleasure in the next quarter century of the Radio Age. All that is ordained only under Radio by the American Plan.

Trail Setters

TWO OF America's leading broadcasting stations have made New Year's resolutions, the fruits of which will be watched keenly by their colleagues and by advertisers and agencies.

No sooner had WWJ Detroit revealed that it no longer would accept transcribed spot announcements after Feb. 1, 1945 than WWJ New York banned all chainbreak announcements, excepting time signals, from its nighttime schedule.

The new policies were announced by Harry Bannister, the pioneer Detroit station's manager, and John J. McNeil, manager of the Blue Network key outlet in New York.

When two such distinguished stations undertake to clean up the commercials on their outlets, regardless of the methods employed, fellow-broadcasters can only applaud—even if they do it with their hands behind their backs. There is no question that great harm can be done radio as a medium through the broadcast of poor commercials, or for that matter through broad-cast of poor ones, if there are too many of them. That Messrs. Bannister and McNeil and their respective principals felt compelled to take bold pioneer steps toward better commercial broadcasting challenges the reckless charges, heard recently in such influential environs as the halls of Congress, that broadcasters are "dollar-hungry".

There is evident here, too, an additional forward step which should carry radio toward a broader and more useful future. The license of a station alone is accountable for the material he broadcasts. This is not a responsibility he can transfer to another without due legal action. And inasmuch as he cannot pass voluntarily the responsibility to another, one questions whether he should assign the authority for programming his outlet.

Should a broadcaster accept programs, sustaining or commercial, if in his best judgment they are not "good radio"? Should he not reject commercials if they fail to meet a set of comparable standards? We feel that the best solution to the problem of inferior commercials is one that is in effect now in evaluating programs. Most broadcasters have been in the business sufficiently long to employ their own judgment, weighing each scheduled broadcast on its merits.

This is not to differ, but to agree, with the principles laid down by WJZ and WWJ. Both have shown admirable courage and initiative.

Tomorrow—The World

RUMBLINGS in Washington leave little doubt that the complexion of international broadcasting as we know it today is about to undergo a change. It is reasonably certain, most agree, that the duties of the Office of the Coordinator of Inter-American Affairs will be modified, and that its broadcasting functions and those of the OWI's international division will be shifted to the State Dept.

If true, this can portend only that the USA is intent upon continuing in the pattern of propagandizing on a worldwide scale, in peace as in war. Certainly in these times one cannot attack the wisdom of such a plan. Our world's neighbors are next door now, not down the road a piece, and they must be told of our way of life as we must, in all reasonableness, hear of theirs.

But broadcasters should watch these proceedings with keen attention. The Government's interest in broadcasting has been noted before, and it is not a ghost that has been laid. The Government's disposition to perpetuate its policy of leasing private facilities to spread its good word—when and if the switch to the State Dept. is made—may betide the trend of things to come. However, any move to purchase those facilities, and operate them exclusively as Government entities, should be resisted.

Our Respects To —

ALLEN BALCOM DuMONT

A N ATTACK of infantile paralysis is not the present one which would choose for an 11-year-old boy, and yet without it, it is doubtful that Allen Balcom DuMont would today be so pre-eminent in the field of television: pioneer in its development, enthusiast for its future and wielding the gavel as charter president of the Television Broadcasters Assn., now convening in New York.

While ill as a boy, Allen constantly monitored the Brooklyn Navy Yard broadcasts and became so proficient at code that he spent subsequent school vacations at a ship's operator. Thus started his career in radio.

Born in Brooklyn Jan. 29, 1901, Allen learned his three Rs at the Brooklyn Training School for Teachers. After high school at Montclair, N. J., he entered Rensselaer Polytechnic Institute, from which he received the degree of Electrical Engineer in 1924 and, 20 years later, the honorary degree of Doctor of Engineering.

Following college, young DuMont went to work for the Westinghouse Lamp Co. in Bloomfield, N. J., first as an engineer in the development laboratory and then as engineer in charge of production of various types of tubes for radio receivers which were then just coming into general use. One part of this position was supervision of 150 girls who tested the tubes, a task that so discouraged him that he invented a machine which did the job automatically at the rate of 5,000 tubes an hour. For this achievement he was presented, in 1927, with the first award of $500 for the most outstanding accomplishment of any employee of the company.

During his school days, when he was the proud operator of amateur station WA2YE, Allen had purchased a Deforest audion tube directly from the famed radio pioneer himself. The meeting so impressed the youth that he swore that some day he would be associated with Deforest. The opportunity came in 1928, when the Deforest radio company was being reorganized and he was offered the post of chief engineer. From a shutdown plant with obsolete equipment and no employees, DuMont created a factory producing more than 30,000 receiving tubes of new design a day less than a year later. Transmission tubes, complete transmitters, guided radio systems for hotels and other large buildings, SA simple facsimile sending and receiving system also were developed under his direction. Looking for new markets, DuMont hit upon the idea of radio for police communications and in 1929 the Deforest company installed the first state police radio system at Lansing, Mich.

The Deforest interests had taken over the

(Continued on page 52)
another reason why Wisconsin listens to WMFM

KEEPING A FINGER ON THE LISTENER’S PULSE

It is through careful planning that WMFM gives Wisconsin listeners programs they prefer. Wisconsin listeners, in turn, stay tuned to WMFM.

Programming on WMFM springs from a policy of distinctive, quality programs, keyed to the wants and needs of the community. Throughout the broadcasting day, WMFM listeners hear a balanced schedule of dramatic programs, musical shows and productions, outstanding artists, and carefully prepared news programs. These programs have a distinct warmth and depth, thanks to the miracle of crystal-clear, static-free FM reception.

The WMFM schedule is attuned to the pulse of the listeners. That is why WMFM programs are doing an outstanding prestige-building, sales-promoting job for an impressive list of local and national advertisers.

To know the full story of Wisconsin radio, you must know the facts about WMFM. Get the complete story.

WMFM

THE MILWAUKEE JOURNAL FM STATION
MAJ. H. M. BEVILLE, NBC research manager, before the war, has been promoted to the rank of lieutenant colonel, being advanced past 40 senior majors, according to information received in New York last week. Col. Beville is attached to headquarters of the First Army.

DR. MAX JORDAN, NBC director of religious broadcasts, has been nominated to the executive board of the Catholic Institute of the Press.

BENEDICT GIMBEL, Jr., president of WIP Philadelphia, has donated to the Philadelphia Chapter of the Ann. Ed., for Education by Radio, two scholarships to the newly formed course in radio at the U. of Pennsylvania Group is comprised of teachers of Philadelphia's private, public and public schools who are interested in developing radio as an educational medium.

E. R. YONKERS, formerly Graynor Electric Co. salesman in Chicago, has been named manager of the company's Omaha office, replacing T. W. CONRAD, retired. Mr. Yonkers is from Kansas City.

WILLIAM WILLIS WILDER, former personnel manager of the Southern States Iron Roofing Co., has joined WBAV Savannah, Ga., as account executive.

ROBERT E. DAVENPORT, general manager of WLYN Cincinnati and vice-president of Chesley Corp., is the new commander of Division 2 in the Ninth Naval District, Coast Guard Auxiliary.

LARRY COMPTON, former domestic advertising manager of Knox Co., Hollywood, Calif., has joined KECA Los Angeles as account executive.

GEORGE S. SMITH, partner in the Washington law firm of Segal, Smith & Hennessy, and Mrs. Smith, on Nov. 25 became parents of their first child, a 7-lb. boy.

KWBU Names Hogan
HOMER HOGAN, national representative of KWBU Corpus Christi since that station started operations last February, has been appointed manager, effective Jan. 1, by the president of the station.

Mr. Hogan has been active in radio for 18 years as manager of WJJD Chicago, manager of KYW Philadelphia and midwest manager of Hearst Radio.

Lee Owen, formerly of KJBS San Francisco, has joined the sales staff of KGK San Francisco.

PHILIP G. LASKY, vice-president and general manager of KROW Oakland, has been appointed to the advertising relations committee of the Oakland Better Business Bureau.

IVOR SHARP, general manager of KSYV Los Angeles, has joined KFWK Pasadena, Cal.


SIDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, is the father of a boy born Nov. 21.

HAL SIMMONDS, salesman of WPIL Philadelphia, is in Rahmism Hospital recuperating from a major operation.

ALLAN HUGHES, former sales promotion manager of KOA Denver, has joined NBC spot sales to handle sales promotion.

ETHIL GILCHRIST has been named assistant to JAMES H. WILSON, manager of NBC network sales promotion.

Lee J. Cooper, former sales manager of KITC St. Louis, is now in charge of the station's sales promotion department.

Mrs. B. H. B готовил, has returned to Kansas City from a recent trip to New York.

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Newspaper Groups
SEEK FM LICENSES
FOUR more FM applications have been filed, with the FCC by newspaper interests, while another three FM outlets are requested by licensees of standard stations.

The Claremont Eagle Inc., Claremont, N. H., requests a new FM station on 48,000 kc with 5,000 sq. mi. coverage and estimated cost of $25,750. Also requested is an AM broadcast station to use 337 mc. Reno Newspapers Inc. seeks a new FM station on 45,700 kc with coverage of 35,568 sq. mi. Approximately is $61,835. Facilities of 40,000 kc and $5,000 sq. mi. coverage is asked by The Patriot Co., Harrison, Pa. for a proposed FM outlet to cost an estimated $48,200.

The News-Journal of Daytona Beach, Fla., requests FM facilities of 49,100 kc and 5,000 sq. mi. coverage. Estimated cost is $45,250.

KIDO Boise plans to install $11,680 in the FM station which it has requested, 45,500 kc. Coverage asked is 1,148 sq. mi. WATR Waterbury, Conn. has applied for 43,500 kc and 14,300 sq. mi. coverage for its new FM outlet to cost an estimated $85,050. KLUF Galveston, Texas seeks a new FM outlet on 44,900 kc with 940 sq. mi. coverage. Estimated cost is $25,000.

JOANNA SCOTT, former traffic manager of Evening World Inc., New York, is the first staff addition to be announced for the new station representative WBNX New York, being organized in New York and Chicago by ADAM J. YOUNG Jr. (Broadcasting, Dec. 1). Miss Scott's specific duties have not been assigned.

T. A. M. CRAVEN, executive vice-president of Cowles Broadcasting Co., and MERLE S. JONES, recently appointed general manager of WQL Washington, Cowles station, were honored guests and speakers at a lunch held on Dec. 1 at the Frank Beadle Building in Ogden. The luncheon was tendered them last Tuesday by the Washington Advertising Club.

THOMAS MALONE, member of the construction and building operations department of CBS for several years, has joined the sales staff of WABC, CBS New York outlet, as account executive. For the past two years he has been night manager of those operations.

JOHN B. SOELL, salesman of KXOK St. Louis, for four years, recently released from the Armed Services, has rejoined the sales department of the Blue's New York outlet. W.J. O'Sullivan, has been named assistant advertising manager with the UBMS in New York.

U.S. Navy

NAC Station For
WINSTON-SALEM
GREENSBORO & HIGH POINT

* 5000 WATTS
360 KC

Representatives
HEADLEY & REED CO.

Page 42 - December 11, 1944
WCAU

50,000 "Free Watts" Surge Out in a Great Tidal Wave of Power in all Directions over a Clear National Channel giving "Umbrella Coverage"

WCAU's 50,000 Watts are not "directed" into a specific pattern. Instead they flow out in a vast umbrella shape, not only sweeping the whole Philadelphia area with Power, but covering many adjoining states.

PHILADELPHIA'S LEADING RADIO INSTITUTION
BEHIND THE MIKE

JAMES STEVENSON, Lt. Col., AUS, in-
ner, a former Detroit commentator, has
been assigned to NBC's World News
Reportage, 6 a.m. Monday through Satur-
day, taking over from W. W. CHAPLIN,
effective Dec. 11. Mr. Chaplin after a vaca-
tion will assume Mr. Stevenson's Saturdays
11:15 p.m. news analysis period on NBC.
Mr. Stevenson joined the network nearly
two months ago, having been placed on
the Army's inactive list as a result of an
injury.

AL STEIN, WGKY Charleston's staff an-
nouncer, is now musical director of the
station.

ROUS GUNDERSON, WBBM Chicago
newsmaster, has been assigned to
WGKV Charleston.

RAY CARTMELL, formerly of KSRP
Santa Rosa, has joined the announcing
staff of KFRC San Francisco.

SHIRL BLACK, program director at
KOVO Provo, Utah, has been named op-
erations director, effective Jan. 1. when
WAYNE KEEH, KOVO assistant man-
ger, goes to Salt Lake City. MEL STAND-
nage, released by the Army, has been
named production assistant at KOVO. TAM-
LEE, Brigham Young U. student, is a new
addition to the KOVO announcing
staff.

ANGELUS AXIOTEES of Winonalet, R. I.,
is now assistant newsmaster at WVIC Bridget-
port.

ANN HIRYAK has been appointed pro-
gram director of KWFC Hot Springs, Ark.
MAC BENNOF, writer on CBS Post Pro-
ducers' Time, is the father of a girl.

LOU PLACE, former announcer of KOY
Phoenix, has rejoined KGGI Los Angeles.

GEORGE KAPEL, newscaster on KJMY
Kalamazoo, Mich., and with the Army
since early 1942, has returned to his
place.

JOHN F. RICHARDSON, former WBBY
radio director, has rejoined the WGN Chi-
ago production department. He rejoins
LOU JACOBSON, who has moved to J. Walter Thompson Co.
Chicago.

SUE KERNs, new to radio has joined the
KIRO Seattle music department.

JOHNNY WHITE, continuity chief of
KWFT Wichita Falls, Tex., is the father of
a girl.

Mannings Named

JACK MANNING and his wife, Betty Manning, have been appoint-
ed radio director and associate radio director respectively of
Hinson-Garfield, New York. Mr. Manning replaces Jerry Law, re-
signed. For three years in charge of public relations and radio for
the Army Signal Corps in New
England, Mr. Manning previously
headed the announcing and pro-
gramming staff of W2Z Boston.
Mrs. Manning was formerly radio
director of the First Service Com-
mand in New England and prior
to that directed radio activities
for the Commonwealth of Massa-
chusetts.

GEORGE SANDEFER, member of the
announcing staff of WRC, Washing-
ton NBC outlet, has been made night manager of the
station, succeeding DON FISCHER,
who returns to fulltime announcing.

HARRY ANGELUS of KAPL Providence,
Rhode Island, has joined the contin-
uity staff of W2Z Boston.

These are but a few of the BMI-
licensed titles which Dorsey has re-
corded. See the new BMI Record
Index (by artists) for the complete
listing from which to build all-Dor-
sey programs.

I'M IN LOVE WITH SOMEONE Dec. 1861

BESAME MUCHO Dec. 18574

BRAZIL Dec. 18460

MARIA ELENA Dec. 3698

GREEN EYES Dec. 3629

AMAPOLA Dec. 3657

YOURE I HEAR A RHAPSODY Dec. 3570

ON ECHO HILL Dec. 18362

KEITH BROWN, formerly of the NBC
production staff in Hollywood and assist-
ant producer of Blind Date, sponsored on
the Blue by Lehn & Fink Products Corp., for
Hinds lotions, has joined a Pool
department.

JANE TATIF WAGNER, NBC director of
home economics, has been named na-
tional chairman for the United
Council of Church Women, an Interde-
ominational organization.

JACK DAVIS, formerly of WCOL Colum-
bus, has joined the announcing staff of
WCAU Philadelphia.

OTIS MORSE, released by the Army, has
rejoined WGOE Denver. He was pro-
gram director. In the Army Mr. Morse
was associated with WBCN Boston. Va. ROY BAXTER, acting program dis-
trict director, has been appointed public
and producer.

MILT BERKOWITZ, newscaster of WHTT
Hartford for nine years, has been
named director of news and special events.

VANCE CARRUTH and DAVE WORLEY,
both of the OWI News Bureau, have
joined the announcing staff of WSB Fort Worth, in new handling wom-
nens program and BILL SHARPE is doing newscasts.

NEAL MOYLAN, WFBT Syracuse special events newscaster, has returned to
Lincoln. Neb. with the Army Air Corps, has been promoted to 1st lieutenant.

GEORGE KENT, WRLD West Point, Ga.
anouncer, is a new addition to WAGA
Atlanta.

BEVERLY BROWN, program director of
WNDE New Orleans, this month is to
marry HAZEL FLORENCE DOELL, ra-
dio actress and author of six plays who
in 1946 won auditions for the star role in
a program produced by him.

THOMAS L. GARNER, new WGN Newport-
News, Va. announcer, has married MA-
RON REED of Akron.

RAY OVIATT, formerly of WLOK Lima,
Ohio, is now announcer and news editor at
WMRN Marion, O.

BENOIT WINN, program director of
KROW Oakland, has resigned to join the overseas
branch of OWI.

GILBERT THOMAS, formerly associated
with Allied Agencies, Los Angeles, has
joined the announcing staff of KGW San
Francisco.

ROY REER, formerly of CJIO Lagos-
bridge, has joined CKIN Prince Albert,
Sask., as announcer and producer.

JOHN W. BARNES, producer of CBB
Vacationism, has joined the
programming department.

JOE DILLON, stricken and partially paralyzed some time ago, is recovering.
He recently decided to resume his programs on WPEN Philadelphia.

Sgt. ANTHONY PATRICELLI, WTC
Hartford script writer now on Leave in the Phillipines, has been awarded the first
prize in the Chicago Tribune's Mid-
Western Writers' Conference open to all
LEONARD J. PATRICELLI, program director of
WIC is his brother.

HERBERT C. PLUMMER, general news
editor, has been appointed assistant chief of
the OWI News Bureau to fill the vacancy
created when NEIL DALTON was promoted to
directorship of the Dassachetic Branch.
Mr. Plummer has been with the OWI since
its creation on Dec. 15, 1942 and was with
AP for 16 years.

ELRANOR WALLACE, former editorial
assistant to JOHN B. HUGHES, new-
caster, previously writer of Places and
Faces in a New York newspaper and asso-
ciated with KSFO San Francisco, has
joined the WGN announcing department.

JEAN WRIGHT, picture editor and pro-
duction chief of Click magazine, previously
of Princess Pictures has joined WAC as
picture editor. DICK SPENCER, whom
she succeeded, has assumed special work in
the press department. PAUL H. GILBERT,
formerly with the Radio Reports Inc., New
York, who has been active in industrial
writing and production, has been added
to the press department as staff writer.

DON KELLEY, assistant to JACK VAN
WOLFE, recently (by BMI) production manager in charge of CBB western division, will
take over the special events and publicity
directorate of WBBM Chicago on Jan.
1, succeeding SHEP CHARTOG, will
leave at that date to join MCA Chicago.

HARRY R. LUBKE, Don Lee Broadcast-
ing System television director, is the father of
a girl.

[Image]
Everybody wants to get into the Act!

[THAT'S ONE REASON BLUE LEADS ALL NETWORKS ON WEEKDAY MORNINGS.]

Last July, Chicago was hotter than the hinges of hell. So what happens? At 8 o'clock one July morning, 1,250 females, steaming with excitement, storm a 450-capacity Blue studio to hear the magic voice, to ponder the fetching features of Don McNeill, M.C. of Blue's "Breakfast Club."

The "Breakfast Club" zooms across the U. S., goes into Canada, on a bigger network than any other current program in radio: 188 U. S. stations on the Blue, and 39 CBC stations. But unhappily for Blue's fact-finders, this happens before many Hooper Commandos are up and doing. In the CWT zone, Don McNeill is the signal for Hooper investigators to roll out of bed and get to the telephone. In the EWT area they have had an hour to get into the swing of things. When we include all zones the results are gratifying: 31% of the audience, a rating of 4.2. McNeill outpulls such lovelies as NBC's "David Harum," the "Star Playhouse"; CBS's "Valiant Lady," "Bachelor's Children," and "Bright Horizon," to name a few.

O.K. Now, at 11:00 A.M., EWT, up pops Tom Breneman, speaking from Sardi's in Hollywood: "Good morning, ladies!"

Back comes a roomful of dames' voices, "Good morning, Tom!" And if all the Good Morning Toms from all over the country could be recorded, it would sound like the Anvil Chorus. For CAB has just discovered (November, 1944) that the second half of "Breakfast at Sardi's" leads all daytime programs on all networks. It is the top daytime show. Its rate 6.8, snare 44.5% of a substantial daytime audience which records show that the Blue, with "Breakfast at Sardi's," helps build. Housewives who had switched off the tear-jerkers went back to listening when word of Sardi's got around.

Here are a couple of things about these programs we want you to know:

1. In March, 1944, Don McNeill mentioned that it might be a good idea to form a National Breakfast Club: 5,000 listeners promptly shouted "Yes!" So one Friday, McNeill says: "We will." Saturday he repeats: "We will." On Monday telegrams, telephone calls and a ton of mail arrive — 100,000 applications. Fibber McGee and Molly, J. Edgar Hoover, and the mayors of twenty cities want in, among others. Two months later applications are still flooding in. More than a million by then.

2. The sponsor, an old-timer in radio, and pretty calloused to large returns, makes an offer on Sardi's requiring the investment of a dime and two box tops. Dimes and box tops come back, in a torrent. We can quote him as saying it was probably the most fantastic return in the history of radio business. And he ought to know. We can't tell you how many, but the dimes would make a pile higher than the Empire State Building. Really. Research says so.

3. In eighty-four cities, Blue has the only station in town. In these cities, the "Breakfast Club" has a Hooper of 13.8; Sardi's rates 23.8.

4. These are two of the programs that help Blue get a bigger listening audience than any other network on weekday mornings — a record Blue has maintained every month this year.

MORAL — IF BLUE CAN GET PEAK LISTENING EVERY WEEKDAY MORNING — CAN IT WITH WINCHELL — CAN GET AGAIN AND AGAIN — AND WITH PROVED SALES RESULTS — AND FOR LESS MONEY ... WHAT ARE YOU WAITING FOR?

The first half is No. 10 show.

This is the Blue Network

American Broadcasting Company, Inc.
Many AM Applications Filed With FCC in Last Fortnight

Spearman Seeks a CP in Jackson, Miss.; Dyers Apply for New Ft. Lauderdale Station

MORE than a score of applications for new standard stations have been filed with the FCC during the past fortnight. Three of the applicants request power of 1,000 w while majority of petitioners request local outlets.

Spearman Files
Paul D. P. Spearman, former FCC general counsel who now is associated with the Washington law firm of Spearman, Sykes & Roberson, has 50% interest and is president of Jackson Broadcasting Co., Jackson, Miss., applicant for a new standard station on 620 kc with 1000 w and unlimited hours of operation, using directional antenna at night. His brother, John, also associated with the Washington firm, is secretary of the new company. Other half interest is held by A. B. Campbell, treasurer, affiliated with Mississippi School Supplies Co. and other office and stationer supply firms.

Gene T. Dyer and Evelyn Dyer, affiliated with operation of WAIT-WGES Chicago, stations now awaiting Commission approval of management severance [BROADCASTING, July 10] so that the Dyers would hold major interest in WAIT, control substantial interest (175 sh of total 250 sh) in Fort Lauderdale Broadcasting Co. which seeks a new standard station on 1400 kc with 250 w and unlimited time for Fort Lauderdale, Fla. Remaining interest is equally divided between attorney Dwight L. Rogers, president, and Regindol B. Martin, vice-president, who has local business interests in several Ohio towns.

O. L. (Ted) Taylor, operator of KTOK Oklahoma City and half owner of KFMB San Diego, Calif., is principal interest holder (96%) in Taylor Radio & Television Corp., San Diego, applicant for a new standard station on 1000 kc with 250 w and unlimited time. Capitol Broadcasting Corp., Charleston, W. Va., seeks 1240 kc with 250 w and unlimited time for its new standard station. Half-owner of the new company is Diamond Inc., operator of local department store, certain members of whose management own the majority of the remaining interest.

Smoky Mountain Broadcasting Co., Knoxville, Tenn., composed of local businessmen and Gary Marable, vice-president and third owner, who was to resign Dec. 9 as salesman for WBIR Knoxville, files for standard facilities of 1540 kc, 250 w, unlimited hours.

Assignment of 250 w and unlimited hours on 1240 kc is requested by Jackson Broadcasting Co., Jackson, Tenn., composed of local business interests. President and 20% owner is P. H. Russell, major owner of Coca-Cola Bottling Works of Jackson, W. Culver White (10%), assistant to the president of the Gulf, Mobile & Ohio Railroad, is vice-president and director. General manager, and also a vice-president, is Belton O. Sullivan (12%), member of New York Daily News advertising department. Frank B. Caldwell (24%), president of the Jackson Second National Bank, is secretary-treasurer. Isaac B. Tiggert (10%), president of the Gulf, Mobile & Ohio Railroad, is a director. Glen Dillon (20%), director, is 49% owner of the Jackson Pepsi-Cola Bottling Co. and also has other local business interests.

Ask Albuquerque CP
Albert E. Buck and Merle H. Tucker, a partnership doing business as Rio Grande Broadcasting Co., applies for a new local station on 1450 kc with 1000 w and unlimited time to be located at Albuquerque, N. M. Mr. Buck, special partner who will contribute $50,000, is owner and operator of the Rio Grande Steel Products Co. and president and major interest holder in Sandia Lumber Co. Mr. Tucker, for three years commercial manager of KOB Albuquerque, would be managing director of the new station.

Valley Broadcasting Assn., McAllen, Tex., composed of a score of local businessmen, files for 910 kc at McAllen with 1000 w unlimited time. Outlet would use directional antenna both day and night. Associated with the group as general manager is M. S. Niles, who is to supervise operation of the station and who was responsible for the establishing of KRGV Weslaco, Tex., which he operated until 1937.

Independent Broadcasting Co. (Continued on page 52)
ALERT AND AGGRESSIVE
BIG AGGIE SCORES AGAIN

Others fumble Nebraska-Minnesota Game, but WNAX is "on the ball" for a touchdown.

As the Omaha World-Herald reported it:

"Foreign" Station
Airs Husker Tilt
World-Herald
Lincoln Bureau

For the first time in more than 16 years, Nebraska fans Saturday had to dial outside their home state to obtain a broadcast of their Cornhusker football team.

KFAB, according to representatives of the station had carried the Cornhusker broadcast for 15 or 16 years without a miss, although some of the foreign contests were (staged from telegraphic reports). WOW at Omaha had broadcast Husker games intermittently.

Both stations carried other games Saturday giving the Minnesota-Nebraska Game silent treatment. The game was carried over Station WNAX, 570 kilocycles at Yankton.

How football coaches prize them . . . these dependable performers who consistently crash through, where others falter or fumble.

Listeners prize that same dependability in a radio station . . . a big reason why WNAX is "our station" to thousands of families in Nebraska, Iowa, Minnesota, North and South Dakota.

Yes, five million folks in five states regard WNAX as one of the family . . . a friend on whose service and whose advertisers they can depend.

570
on the dial
WNAX
SIOUX CITY • YANKTON

The Billion Dollar Market

A Cowles Station • Affiliated with Columbia • Represented by the Katz Agency
Agencies

HENRY R. TURNBULL, chairman of the planning committee and account executive of Duane Jones Co., New York, recently on loan to the Republican National Committee as radio director, has resumed his duties at the agency following a two-week vacation in Florida. Mark Larock, who was loaned by the agency to the RNC as radio publicity director, has also taken up his post at the agency as publicity director after vacationing two weeks in New England.

JOHN M. WILLEM has joined the Leo Burnett Co., Chicago, as assistant director.

THOMAS R. SINGLETON, former vice-president in charge of sales and advertising for Murano Co., Chicago, has joined Sherman & Marquette, Chicago, as vice-president.

ROBERT L. YOUNG, formerly with the Huds Co. and Albert Kircher Co., Chicago, has joined the sales staff of Tempo Inc., Chicago.

FRANK A. FORTECIE, formerly of the Lawson Bureau, has joined the copy division of Geo-Marston, Philadelphia.

GRANVILLE WORRELL II, has joined Gray & Rogers, Philadelphia advertising agency, as head of the research department.

EARL SHAW Jr. has joined Barnes Chase Co., Los Angeles, as production manager.

FRANKLIN BRUCK Adv. Corp. has discontinued its Hollywood production offices. J. I. McCLELLAN, New York, executive of Raymond R. Morgan Co., Hollywood, has taken over the Los Angeles firm, as radio director-account executive. Edith Sweaty joins the agency as time-buyer.

KAY C. JONES, space and timebuyer, as well as production manager of Glaser-Galler & Co., Los Angeles office, has resigned.

HUGH DAVIS, account executive and vice-president of Victor, One & Belding, Chicago, is the father of a boy.

MORGAN RYAN has resigned from Sherman & Marquette, New York, where he served as account executive on the Colgate-Palmolive-Fox account.


EDWIN DUEK, a radio director for Young & Rubicam, New York, has been appointed production supervisor of that agency. In the newly created position Mr. Duek will supervise production of the Albritt Family, Hello Mystery Theatre and My Best Girl. He was formerly drama instructor at Carnegie Institute of Technology, Western Reserve, and Nevada U.

KEN HODGES, producer for Ken Dolan & Co., Hollywood talent service, on NBC Johnny Mercer's Music Show, has joined Ruthrauff & Ryan and is assigned to NBC Amer 'n Andy Show. He replaces Dan Clark who retired to join BRID in Hollywood production supervisor.

HUTHER JOHNSON, in charge of commercial continuity, has been made assistant time and spacebuyer of Raymond H. Morgan Co., Hollywood agency.

THE CUNNINGHAM Co., Chicago advertising agency, has merged with Hamilton Adv. Agency, Chicago, under the latter's name. New address is 221 North LaSalle St. Telephone is Randolph 7600.

B. J. (Jack) REEBER, former account executive of Ruthrauff & Ryan, Detroit, has been appointed assistant advertising promotion director of the Detroit office of J. Walter Thompson Co.

JAMES G. RISOR, a graduate of Pennsylvania U, has joined the radio department of McCann-Erickson, N. Y.

AROLD J. RUDOLPH, a director of Standard Brands, previously research executive of Colgate-Palmolive-Fox Co., Jersey City, has been appointed assistant to the vice-president in charge of research of William Etty & Co., New York.

WILLIAM H. SCHNEIDER, art director of Donahue & Coe, New York, has been named vice-president and director of all creative activities.

Crayon Co. Sponsors

AMERICAN CRAYON Co., Sandusky, effective Jan. 6 will begin sponsorship of a quarter-hour program of children's stories, featuring Malcolm Claire, on WENR Chicago. Contract for 52 weeks was placed by Triangle Adv. Agency, Chicago.

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

5000 Watts Day
1000 Watts Night
950 kc. CBS
Spartanburg, S. C. Represented by Hollenberg
Blue Coordinates Program Section

Creative Operations Groups Integrated to Work as Team

HUBBELL ROBINSON Jr., Blue vice-president in charge of programs and production, last week announced a realignment of duties and responsibilities of the network's program department "to correlate and integrate more closely the work of all groups in the network that are responsible for creative operations." Various program divisions, except news and special features, will be moved to one floor to enable the units to work together as a team.

Executives working directly under Mr. Robinson are Adrian Samish, national director of programs and production; Stanley Josseloff, national director of talent and program development, and Charles Barry, national director of program operations. Mr. Josseloff is responsible for the development of new personalities, acts and programs either sustaining or for offer to advertising agencies, and will serve as liaison between the Blue and the agencies on projected shows. Mr. Barry is responsible for booking procedure and for the correlation of network operations and program department plans.

The news and special features division under G. W. (Johnny) Johnstone, the public service division under Dr. Harrison B. Summers, sports operations under Harry Wismer, and the music department under Paul Whitman will "function in the direct sphere of the programs and production departments," according to the announcement.

The continuity department under Dorothy Kemble and television under Paul B. Mowrey also come under the regrouping. Lindsay MacHarrie, eastern production chief, will act as an assistant to Mr. Samish under the new set-up, with the script division under Stuart Buchanan and the announcing division under Ray Diaz also correlated into the program and production plan.

Ben Bodee, of the radio department of J. Walter Thompson Co., New York, and formerly with Columbia Pictures and Variety, will join the Blue Dec. 18 as an assistant to Mr. Josseloff.

IBS Disc Library

RCA Victor Division, Camden, N. J., is supplying 11 stations affiliated with the Intercollegiate Broadcasting System with a basic library of 600 Victor Red Seal and 275 Blue Bird recordings for use in a radio advertising campaign to start the first of the year. New Victor records will be included as they are released, for broadcast in a twice-weekly, three quarter-hour spot purchased by RCA Victor on 11 IBS stations under terms of IBS postwar option plan [BROADCASTING, Nov. 13].

NCBS is a wired network . . . with the above stations available in ANY combination or group to fit your particular needs. Your needs are sales results. And results are just what NCBS stations offer you. These stations—each one also affiliated with one or another of the national coast-to-coast networks—have proven by mail results that they can deliver MORE thorough blanket coverage of this rich area (both rural and metropolitan, combined) at LESS cost.

- Bringing home the bacon is easy for the participating sponsors of Willette Bacon's program for women. An exclusive NCBS feature, exceedingly well-produced, this program has an extremely high audience rating. Scheduled on 18 NCBS affiliates, participation may be purchased on a 2, 3, or 5 times weekly basis. Rates on request.

- Available for sponsorship soon . . . quarter-hour newscast at 12.15 noon CWT. The commentator featured on this series of broadcasts is a well-known columnist in the north central states. Cost of sponsorship submitted on request.
Keep your cold feet to yourself, you big lug! 

Aw, Baby, be nice. WDAY hadn't oughter had such a scare-y program!

Out here in the great open country, radio is more than incidental entertainment. It's the constant companion. In the Red River Valley, WDAY is the exclusive NBC outlet—and WDAY has more than 50% regular listenership (daytime) in 56 counties of North Dakota, South Dakota and Minnesota! Won't you write for the actual survey maps and figures?

WDAY

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

THE VIOLIN

...the "singing voice" of the symphony

How old is the violin?

It is difficult to say—for the violin is the result of extremely slow evolution. Ancient instruments contributing to its development include the Egyptian lyre and kithara, the medieval rebec and the fiddle of 13th Century Europe. By the early 16th Century, the true violin had emerged—and the Italian town of Cremona became famous for fine violins.

"Four and twenty fiddlers"

During the reign of Louis XIII of France, the "band of 24 violins of the King's chamber" was formed to play at court. Imitated in England in the King's Music," the 24 violins became the "four and twenty fiddlers" of the familiar nursery rhyme. In early symphonies, the violins were not always playing—and you will find them still the "singing voice" of the symphony today.

...the "singing voice" of the symphony

Did you know the name violin was applied originally to not one instrument, but to a family of four instruments corresponding to the four human voice parts? Of this violin family, the oldest member is the viola. Because of their special fitness for singing melodiously, violins have been long been used in orchestras to carry the all-important "voice" parts.

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THE VOICE OF THE VIOLIN—extending over a frequency range from 200 to more than 10,000 c.p.s.—has never yet been recorded commercially with absolute fidelity. But you will find that the most nearly perfect transcriptions now available are:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
of Western Electric Company

195 BROADWAY, NEW YORK, N. Y.

0 • December 11, 1944

BROADCASTING • Broadcast Advertising

Elgin Xmas Show

ELGIN NATIONAL WATCH CO., Elgin, III. will sponsor a two-hour YOUTH XMAS SHOW 4-5:30 p.m. on the full CBS network. Program talent will include Bob Hope, Jack Benny and Rochester, Bing Crosby, Carmen Miranda, the Don Cossack Choir, Joseph Szigeti, with Don Ameche as m.c. Tony Stanford will be handling production. Elgin agency is J. Walter Thompson Co.

AMERICAN SCHOOL, Chicago (home study course), through Gulp Adv., Los Angeles, in a West Coast campaign, is sponsoring live hour recorded musical program on KFVD Los Angeles and KROW Oakland. Weekly 30-minute program of music and news is used on KNRK Los Angeles. Other stations will be added.

M. WEINSTEIN, Los Angeles (jewelers); adding to local schedules on Dec. 1 expanded five-week "Gem's of Music to six times per week on KQKX Los Angeles. Agency is Adolph Weinland Adv., Los Angeles.

PACKARD BELL Co., Los Angeles (radiao, equipment), has appointed Dan B. Miner Co., Los Angeles, to handle advertising effective Jan. 1. Radio will continue to be used along with other media.

YOUTH FOR CHRIST Inc., Los Angeles (religious), in addition to weekly half-hour live broadcast "Challenge to Youth" on KMPC Hollywood, has started transcribed version of program on KGA Spokane and KTKN Kitchikan. Other stations will be added. Agency is Tom Westwood Adv., Los Angeles.

PETROL CORP., Los Angeles (petroleum products), has appointed K. McVickar & Staff, Los Angeles, to handle advertising. Firm will continue to use radio and currently has daily spot announcements. Stations: KXNE, KINX, KFJX, KFMP, KGPR, KPRO. With one per week on KPAC.

LOS ANGELES EXAMINER, Los Angeles (newspaper), has appointed Dan B. Miner Co., Los Angeles, to handle advertising. Radio will be used.


CHICAGO UNITARIAN Council, Chicago, has been sponsor of "Come Home" campaign for quarter-hour show Sunday for 11 weeks on WATI Chicago. Agency for "Come Home" campaign is W. Earl Bethell Adv., Chicago, through Buchanan & Co., Los Angeles, on Nov. 28 started participation twice-weekly in that program utilizing Tuesday and Thursday time. Contract is for 13 weeks.

GABY Co., Philadelphia, has announced the appointment of Paul Laut, Paul Laut & Co., Philadelphia, as advertising agency. Plans are being formulated for the extensive advertising of Gaby Seal Lotion, Gaby Anti-Chaf Balm, Gaby Hand Lotion, and other Gaby products in local newspapers, national magazines, outdoor, car cards and trade journals.

O'ROURKE OF CALIFORNIA, San Francisco (Castle hats), using radio for the first time, on Dec. 6 started sponsorship of Wednesday night hockey games at Winterland, San Francisco, on KROW Oakland (Cal.). Contract for season is expected to run 15 weeks. Agency is Garfield & Guild, San Francisco.

WESTMINSTER CANNERS Ltd., Vancouver, has started spot announcement campaign on Canadian Pacific coast stations. Account is placed by Ardell Adv. Agency, Oakville, Ont.
Employe Shifting Is Adjudged Unfair
WAYS Cited for Interfering With Collective Bargaining

UNILATERAL action on the part of a radio station in shifting em-
ployees and changing working conditions to avoid collective bargain-
ing constitutes an unfair labor practice, according to the
recommendations of a trial examiner of the National Labor Relations
Board in a dispute between WAYS Portland, Ore., and transmitter tech-
nicians of the International Brotherhood of Electric Workers.

The examiner, Charles E. Per-
jons, in an intermediate report
dated Nov. 29 (Case No. 5-C-1794),
found that the station, after re-
ceiving an order by the NLRB
certifying the IBEW as the ap-
propriate bargaining unit, rear-
ranged its operations and its per-
sonnel with the result that the
majority representation formerly
enjoyed by the union was lost.

In support of his findings, the
examiner cited a decision of the
U. S. Supreme Court upholding
Board rulings that in the absence
of special circumstances a certifi-
cation of representatives must be
honored for a reasonable period
(Franks Bros. Co. v. NLRB, 321
U. S. 702, 704). In this decision
the Court said:

The Board might well think, that were
it not for (a) order elections upon every
claim that a shift in union membership
had occurred during proceedings occa-
sioned by an employer's wrongful refusal
to bargain, recalcitrant employers might be
able to continue opposition to union
membership indefinitely to postpone per-
formance of their statutory obligation.
That the Board was within its statutory

ANPA Plan Endorsed

IN LESS than four weeks after the
American Newspaper Publishers Assn., Bureau of Advertis-
ing, asked its members to approve an
expanded schedule of activities
and a budget increase from $400,-
000 to $1,000,000 a year, the Bu-
reau reports that more than 40%
of its members had replied and of
that number 93% had accepted
the plan without qualification.
Establishment of a retail advertis-
ing department is one of the major
features of the plan.

Hayes Named by OWI

ARTHUR HULL HAYES, gen-
eral manager of WABC New York,
has been named Office of War
Information regional consultant
for New York by John D. Hymes,
associate chief, OWI Domestic Ra-
dio Bureau. He succeeds Herbert
L. Pettus, director of WHN New
York.

affirmative actions to recognize the
union and upon request, negoti-
ate with it. The parties were
given 15 days for filing briefs and
opportunity for requesting oral
argument before the Board before
the final ruling is made.
Many Applications
(Continued from page 46)
has filed for a new station in Des Moines on 940 kc, to operate un-
limited time with 1,000 w day and
250 w night. John W. Boler, ma-
jor owner of North Central Broad-
casting System and president and
part-owner of KVOX Moorhead, Minn., as well as treasurer and
part-owner of KSJB Jamestown, N. D., has option to purchase a
minor interest in the new company.
John Ruan, operator of Ruan
Transportation Co., is vice-presi-
dent and 23 1/2% owner. Edwin F.
Buckley, treasurer and holder of
23 1/2% interest, is president of
the Central National Bank of Des
Moes. Joseph F. Rosenfeld, attor-
ey, is secretary and also holds
23 1/2% interest as does Kenneth L.
Durham, president of Rollins Hospi-
tary Mills. Robert W. Root, associ-
ated with Ruan Transportation, is
6% owner. Option to purchase 5% interest is held by John Urice.
J. E. Rodman, operator of KFRE
Fresno, Cal., seeks new local out-
let at Bakersfield, Cal. on 840
kc with 250 w and unlimited time.
He has also requested permission to
shift KFRE from 1340 kc to 1060
kc, increasing power from 250 w
to 1000 w. Eastern Radio Co.,
Reading, Pa., requests local facili-
ties on 1240 kc with 250 w and
unlimited time. President of com-
pany is Murray Carpenter. J. A.
Grieg is secretary-treasurer and
Betty W. Landen is vice-president.
Each holds a third interest.
Frequency of 1400 kc is sought by
Arkansas Democrat Co., publisher
of the Arkansas Democrat, in its
petition for a new local at Little
Rock. Power of 250 w and unlim-
ited hours are asked.
Maj. Reynolds Files
The Times-Publishing Co., Erie,
Pa., is applicant for a new local on
1490 kc with 250 w and unlim-
ited time. Donald W. Reynolds, now
a major in the Army in charge of
Yank magazine in the Southwest
Pacific, requests a new outlet for
Fort Smith, Ark., on 1230 kc
with unlimited time and 250 w. Prior to
entering the service he was in
the newspaper publishing field.
A 100 outlet with unlimited hours on
1490 kc is requested by Southside
Virginia Broadcasting Corp., Po-
ters, Va. Company is controlled by

WKIP Assignment
WKIP Poughkeepsie, N. Y., has
filed with the FCC an application for
assignment of license from Pough-
keepsie Broadcasting Corp., now
controlled 100% by Pough-
keepsie Newspapers Inc. to the
newspaper's editor. No money is
involved in the shift, which elimi-
nates the subsidiary corporation.

Louis H. Peterson, president
(48%), owner and operator of the
Bowman Co., advertising agency,
and Jonas Welland, vice-president
(48%), operator of WFTC Kin-
ton, N. C.

John M. Spottwood, Key West,
Fla., former Naval purchasing
agent and recently discharged from
the Army Quartermaster Corps,
seeks standard facilities of 250 w on 1340 kc with unlimited
hours of operation. Daytime hours
on 730 kc with 250 w are requested
by Western Carolina Radio Corp.,
for a proposed outlet at Shelby,
N. C. Lee B. Weathers, president
(17%), is associated with operation of Star Publishing Co.,
broadcasting Star. John W.
Schenck, vice-president (5%), is
major owner of Lilly Mills Co.,
thread and yarn manufacturer.
Holt McPherson, also associated
with Star Publishing, is secretary-
treasurer (17%). Star Publishing
holds 15% interest and Henry Lee
Weathers, now in the Navy, 11%.
Air Capital Broadcasting Co.,
Wichita, Kan., has filed for a new
local outlet on 730 kc with 250 w
and unlimited time. President and
22 1/2% owner is Vernon Walling,
farmer and general manager of a
local lumber concern. Lynn R.
Broderick, vice-president (65%),
is a collector of internal revenue
and is associated with publishing of
Marysville Advocate Democrat.
Remaining interest is held by H.
M. Jones, also local businessman.
Wayne M. Nelson, operator of
WKIP Concord, N. C., requests a
new standard station for Charlotte,
N. C., to use frequency of 1410 kc,
WEGO present channel, with 250 w
and unlimited hours. In compa-
nying application Mr. Nelson re-
requests construction permit to
change frequency of WEGO from
1410 kc to 1200 kc.

No. 1 Station in
No. 1 Market

PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

BROADCASTING • Broadcast Advertising
In planning your radio or facsimile "newspaper" avail yourself of the FINCH PATENT STRUCTURE

Anyone planning a radio or facsimile edition of a newspaper is invited to study the opportunities given by patents issued to Finch relating to radio communication, especially those here shown.

BROADCASTERS:
You are cordially invited to use the services of our advisory committee on Facsimile Publishing, George Henry Payne, chairman.

FINCH TELECOMMUNICATIONS, INC.
PASSAIC, N. J.
Our Respects to
(Continued from page 40)
assets of C. Francis Jenkins, whose Washington video transmitter in 1925 had made the first successful telecast in the United States. In 1929 DuMont was given the task of erecting television stations at Jersey City and Passaic. The Passaic station, W2XCD, was the first to broadcast sight and sound together, a pioneering step which brought DuMont a prompt reprieve from the FCC for his unauthorized use of an experimental sound channel for picture accompaniment. Also at Passaic the first direct camera pickup was developed by mounting a lens in front of the rotating disc then used for scanning, permitting the transmission of outdoor as well as studio subjects.

When the DeForest company went out of business in 1931, DuMont decided the time had come to go into business for himself. Using the basement of his home in Upper Montclair, N. J., as a workshop, he launched Allen B. DuMont Laboratories Inc. to develop and manufacture cathode ray tubes for use in television receivers. This market proving too limited at that time, he experimented with other uses, developing oscillographs for testing electrical apparatus, as well as tubes for radio compasses, direction finders, depth measuring instruments and a wide variety of industrial uses.

The cathode ray tube which young DuMont developed is fundamental in visual radio, and is playing an important part in such services as television and the miraculous radar. He relates that when he sought to patent his “radar” system in 1933 military officials persuaded him not to disclose information of such military importance by placing it on public record at the Patent Office. In 1939 when radar developments had become generally known to radio scientists, DuMont decided to file the application prepared in 1933, only to find that a French patent, filed in 1937, covered enough of the same ground to render his own application useless.

Outgrowing his home plant, he took a store in town, expanded into a chain of five adjoining stores and then moved the organization into a three Stories as its first direct camera pickup was developed by mounting a lens in front of the rotating disc then used for scanning, permitting the transmission of outdoor as well as studio subjects.

Meanwhile, television was not forgotten. Experiments with video circuits and tubes were under way almost constantly from 1931. Against the opposition of larger broadcasting interests which attacked his financial status and his lack of broadcasting experience, DuMont secured a license for an experimental video transmitter at Passaic in 1938. That same year he brought out his first line of home television receivers, beating the first cathode ray tube set to the market. A European trip in 1939, during which he saw what the British were doing, had strengthened his belief in the future of television broadcasting and his determination to play a part in it.

Enter Paramount
In August of 1938 Paramount Pictures acquired a sizable stock interest in the company. In 1940, second experimental television station, W2XWV in New York was built. This station now operates under a commercial license, with the call letters WABD, telecasting regular programs each Sunday, Tuesday and Wednesday evenings, and has recently opened its second studio, permitting a greater flexibility of operation.

WABD’s outstanding contribution to the development of television broadcasting lies in its policy of placing its facilities at the disposal of program producers and advertising agencies wishing to experiment with the production of commercial programs. During the postwar period more than a score of organizations have gained valuable television experience through the cooperation of the DuMont station. For this contribution, DuMont was presented with the 1945-46 award of the American Television Society.

DuMont engineers have also done their share of postwar planning, both in transmitting and receiving equipment which will go into production as conditions permit.

Married in 1929 to Ethel Steadman, DuMont is the father of two children, 15-year-old Allen B. DuMont Jr. and 7-year-old Yvonne. An enthusiastic golfer until the war deprived him of the time, he now spends most of his leisure hours aboard his cruiser, the world’s first television-equipped boat. This also enables him to get in a lot of swimming, a sport at which he won a number of medals during his school days when he was a member of the swimming team.

DuMont is a fellow of the Institute of Radio Engineers, American Institute of Electrical Engineers, Radio Club of America, Television Society of London, and Sigma Xi.

L&M Replacement
LIGGETT & MYERS Tobacco Co., New York this week starts Chesterfield Supper Club, musical variety program as a replacement for Chesterfield Music Shop with Johnny Mercer on 137 NBC stations Monday through Friday, 7-7:15 p.m. Marvin Block leaves his announcing duties on Chesterfield’s Music That Satisfies on CBS, to serve as M.C. on the new show, but will continue to produce the latter program, Bill Slater taking over as announcer. Regular artists on Supper Club will be Ted Steele’s orchestra, Mary Ashworth and Perry Como, vocalists. There will be guest stars, starting with Jimmy Savo. Agency is Newell-Emmett Co., New York.
CONSIDER WHEN YOU SELECT A NEW TRANSMITTER

In selecting your new transmitter, consider clarity, tone, high fidelity—all basic essentials for good broadcasting. The radio audience can't possibly hear your signal any "sharper" than you send it.

The new Westinghouse Transmitters have been designed for faithful reproduction of any type of program over the entire range of frequency and percentage of modulation. Specifically:

1. *Equalized Audio Feedback System* helps to strengthen the inherent high fidelity of the audio and modulation circuits.
2. *Simplified Class C* circuits permit easy adjustment of transmitter for continuous, high-fidelity output.
3. Low carrier noise by use of generous filtering of rectifier supplies proper shielding.
4. Conservative design and operation permits wide range of loading and modulation at high fidelity.

Supporting data on all these features will be furnished gladly, along with detailed facts on other Westinghouse advantages, such as: Low Operating Cost, Simplicity of Control, Continuity of Operation, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

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

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES... OFFICES EVERYWHERE

A M • ELECTRONICS • FM
MODERN RADIO IN THE FAR NORTH

Dave Driscoll Tells How Jazz-Happy GIs Miss Commercials on AFRS Programs

By DAVE DRISCOLL

Director of the War Services and News Division, WOR New York. Mr. Driscoll, as a correspondent for Mutual, has just returned from an Air Transport Command trip to the Far North.

TO THE GI and the civilian alike, radio is all important in the far north. A recent tour of the bases of the North Atlantic Division of the Air Transport Command gave us an opportunity to see at first hand what modern communications mean to those living in isolated sections of the world.

At Army installations and ATC bases in Newfoundland, Labrador, Greenland and Iceland, radios supplied by Special Services were found in every barrack. Generally they were tuned to a broadcasting station operated on the base for the entertainment of the GI. Many of them, however, were found with their dials set on shortwave stations of the U. S. and Great Britain. The local GI station and the transmitter of the Iceland State Broadcast Service at Reykjavik were the most reliable, for in the north, the Aurora Borealis plays havoc with shortwave signals.

Programs by AFRS

Army transmitters are programmed by Armed Forces Radio Service and by the local station staff. Broadcasting readers are familiar with the type of material contributed by Armed Forces Radio Service—basically popular American commercial shows with commercials deleted. The boys are jazz-happy even though there were less than a dozen girls—Red Cross workers and Army nurses—to dance with. At that particular base, designated as BW-1 on the southern tip of Greenland, the transmitter of WXLS was programmed by Sgt. Donald Arnold, former announcer at WGNY Newburgh, New York. Interviewed one night, the sergeant had this to say about his station which operates with 1,000 w power.

“Greenland with its 750,000 sq. mi. of rock and ice and a native population of something like 18,000 has two Army stations, the other is located at a base farther north. Both operate to serve the GIs on the bases and in the remote weather outposts where the only communication with the world at large is through the radio.

“The majority of our programs are composed of the Armed Forces Radio Service material, but we are trying to present as much local talent as we possibly can. And this is something that should be of great interest back home—the GIs around here miss the commercial plugs in our shows!”

INTERVIEWING Sgt. Don Arnold (r) at an ATC base BW-1 on the southern tip of Greenland is Mutual correspondent Dave Driscoll, also WOR New York director of war activities, author of this article.

Visitors to Iceland are dumb-founded by the complete radio facilities, both long and shortwave, to be found there. The shortwave transmitter has beams to New York, London, Germany and the Scandinavian countries. However, it is the longwave transmitter that is most astounding.

All radio in Iceland is under the direction of the Iceland State Broadcast Service, Jonas Thorbergson, general director. The longwave station operates on 100,000 w in peacetime, although its power has been cut during the war for security and operational reasons. Few people in the world are more dependent on radio than the Icelanders. The country is large and the settlements are scattered around the coast and cut off from one another by mountains, which often are impassable during the winter months. Since there are no railroads in Iceland, winter transportation is extremely difficult.

With the introduction of broadcasting, every remote valley has thus been brought into the high tide of civilization. A large proportion of the Icelandic nation depends upon the sea for sustenance both in merchant ships and fishing vessels. Radio has been instrumental in keeping those at sea in close touch with land.

When the broadcast service was established in 1930, there were practically no radio receivers in Iceland. But on July 1, 1943, there were roughly one set for every five persons. The annual license fee is 50 kronur, or about $4.50 a year. Unlike the BBC and certain other government operated systems, the Iceland station is permitted by law to sell commercial time. Spot announcements are the most popular buys.

The Iceland Station annually transmits about 2400 hours of program material. Content is similar in character to the programs on the American radio networks. Special emphasis is put on rendering an efficient and reliable news schedule. The station organized its own news gathering service.

Icelanders are one of the most well educated people on earth, and therefore it is only natural to find that they emphasize education by radio. Four languages, for example, are being taught via the airwaves.
You have a choice of four pitches: 98, 118, 141 and 161 lines per inch; either of two directions: In or Out; and either of two speeds: 33 1/3 rpm or 78 rpm. Sixteen conditions in all provided by one lead screw and its simple related mechanism on a Fairchild No. 539 Portable Recorder.

Other recorders require eight separate feed screws to obtain equal flexibility.

The Fairchild recording head mechanism is easily operated. The octagonal reading scale is mounted directly in back of the carriage mechanism. It is calibrated in minutes for each pitch, speed, direction. It shows the minutes of recording completed, the minutes remaining. It is set by rotating the scale until the required conditions appear at the top.

Pitch is selected by snapping one of four gears into place. Direction is controlled by the movement of a lever. All without the use of a single tool.

The Fairchild No. 539 Portable Recorder is built with long practiced precision skill to meet the exacting demands of radio and communications for studio-quality recording in the field. Descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88 - 06 Van Wyck Boulevard, Jamaica 1, N. Y.
Time is money, IF

Radio Broadcasting has given a new and dramatic meaning to the familiar admonition, "Time is Money." And we don't mean "money" to the broadcasters only.

Time is money to advertisers if a station will make it so. At WMMN that is our Ace job—making time worth money to a host of local and national advertisers. We do it by programming to the folks we know and who make us one of America's Finest Direct Response Audiences.

ASK A BLAIR MAN
Columbia Network

There are more broadcasts of a political nature, such as discussions direct from the Althing, or Parliament, than in any of the other Scandinavian countries. Incidentally, the programs are supervised by a program council, consisting of 6 members chosen by none other than the Althing itself. The Minister of Education appoints one of them chairman.

The station has all manner of modern equipment including portable recorders, which can be rushed to any point for documentary broadcasts and interviews. Your correspondent had a good example of the Icelandic radio efficiency when he had a portable recorder delivered and set up in the American Minister's home in Reykjavik, for an interview with the Icelandic Prime Minister, in less than 30 minutes.

A conversation we had with the Icelandic Director of Information, Bjarri Gudmundsson, about the dubbing of recordings would have astounded the best dubbers in the United States.

Speaking of radio in the far north, let's really give a bow to the men of the Army Airways Communications Service without whom there would be no Army transport flying or ferrying of tactical planes over the tremendous expanses of water, ice and mountains.

KWBU Corpus Christi, Tex. has appointed The Brabham Co. as national representative effective Jan. 1.

Edgar Bell Seeks Station in Peoria

Applies for 1 kw Unlimited Directional on 1350 kc.

EDGAR T. BELL, veteran newspaper and radio executive of Oklahoma City last week applied to the FCC for a new station in Peoria, Ill., which he would operate as a personal enterprise. Mr. Bell is business manager and secretary-treasurer of the Oklahoma Publishing Co. and is the managing head of WKY Oklahoma City, KLZ Denver, affiliated with the Oklahoma Publishing Co. ownership, and KVOR Colorado Springs, in which he is a one-third owner.

The Peoria facility sought is 1350 kc, with 1,000 w unlimited time using a directional. The application was filed by Mr. Bell as an individual, rather than through a company. Since 1915 Mr. Bell has been identified with Oklahoma Publishing Co. and in 1928 WKY was acquired as the first of the radio properties.

Mr. Bell is well-known in both radio and newspaper circles. While Peoria has only one station—WMBD—there are two other applications pending for facilities. Head of WMBD is Edgar L. Bill. WMBD is a CBS outlet, and the new Bell application states that conversations have been had with NBC regarding affiliation.

Toothpowder Promotion Is Revamped by Colgate

COlGATE - PALMOLIVE FEET Co., Jersey City, which starts the hour-long Kay Kyser program on 138 NBC stations 10 p.m. Dec. 27 for Palmolive Soap and Colgate Dental Cream, is readjusting its radio advertising for another product—Colgate Toothpowder—on the same date, with the discontinuation of Inner Sanctum on 123 CBS stations Wed., 9-9:30 p.m. Nationwide spot campaign for toothpowder starts this week, augmenting promotion on Colgate Theatre of Romance on CBS Tues., 8:30-8:55 p.m.

Less than a week before the Kay Kyser sponsorship was announced, O-P-P had shifted Sanctum from Palmolive Shave Cream through Ted Bates Inc. to Colgate Toothpowder through Sherman & Marquette, moving to Wednesday from Saturday 8:30-8:56 p.m., Nov. 22, the last minute change in plans to drop the show evidently dictated by the taking on of the big-budget musical show. The previously scheduled spot radio drive for toothpowder starts Dec. 14, including transcribed spots from five to six times weekly on 193 stations. Agency is Sherman & Marquette, New York.

Sues Jergens
ANOTHER suit charging slander was filed last week in Circuit Court in Chicago against the Andrew Jergens Co., Cincinnati, sponsors of Walter Winchell, on the Blue Network, by George Washington Robnett, executive secretary of the Church League of America.

DICK DAVIS TO WELL, NEW HAVEN

Appointed General Manager

New Haven, Conn., Dec. 11—H. C. Wilder and Associates, owners and operators of radio stations WSYR, Syracuse, WTRY (Albany-Troy-Schenectady), WKNE, Keene (N. H.-Vt.) and WELI, New Haven, announce the appointment of Richard W. Davis, formerly General Manager of WNBC, Hartford, Connecticut, as General Manager of Station WELI effective immediately.

Born in Springfield, Massachusetts, thirty-three years ago, Mr. Davis attended the schools of that city and the University of Alabama.

Although young in years he is a veteran radio man. His start in the industry came when he was yet in his teens by participating in a public service program over WBZ. His entire management experience and business background have been built in Connecticut, and he is an authority on Connecticut markets.

He said later: "I have never lost interest in public service broadcasting and this has been one of my major sources of pride."

For three years Mr. Davis was program director of WMAS, Springfield, and in 1935 became General Manager of WNBC, New Britain, Connecticut, which went on the air as a 150 watt daytime independent outlet. Under Davis' direction the station became one of the most progressive in New England.

Mr. Davis is a director of the Hartford Chamber of Commerce and has been active in civic affairs. His chief hobby is his wife and two lovely blonde daughters, 5 and 8—the pride and joy of the Davis household.

Dick Davis is taking over his new duties immediately. He is receiving a flood of congratulations from the whole radio industry.

Page 58 • December 11, 1944
BROADCASTING

Late Registrations

LAST minute registrations for the TBA convention Dec. 11-12 at the Commodore Hotel, New York, in addition to the list on pages 24-25 follow:

Paul C. Harper, Leo Burnett Co.
H. Beard, Reader, Pa.
Arthur E. Newton, Stromberg-Carlson Co.
Sid Gamble, Television Producers Assn.
W. Johnson, Motion Picture Advertising Service.
L. G. Parent, Parent Engineering Corp.
Louis E. Schecter, Times Theatre, Baltimore.
C. H. Bell, General Electric Co.
Edward C. Cole, Yale U., drama dept.
D. F. Schmidt, T. F. Joyce; Dan Halpin.
RCA Victor.
W. J. Moby, KGVO.
S. S. Sanabria, American Television Labs.
Roger W. Clipp, E. R. Okot, L. E. Litttlejohn, WFL.
Gregory L. Ikely, Michael Z. Wyszak.
Frederic Ulman Jr., Ralph E. Austria.
Thomas H. Hutchinson, SKO Television Corp.
W. A. Wynne, WEED.
Charlotte B. Chadwick, R. T. O'Connor Co.
Dugman D. Ira, Emerson Radio & Phonograph Corp.
A. B. Clark, D. A. Quarles, Ralph Bown.
Washington Institute of Technology.
David Wald, S. Weinberg, Mark Glaser,
Dewald Radio Mfg. Corp.
Dean E. Woodrige, Bell Telephone Labs.
Olga Lee, NYC.
Josephine Lyons, BBDO.
J. A. Schlick, Bausch-Lomb Optical Co.
Roger M. Wise, Dr. R. M. Bowie, Sylvania Products.
Karl Kniger, Anderson, Davis & Platte.
Chester MacCrae, John A. Mullen.
Dubbert, Clifford & Sheffield.
R. G. Sloan, Peabody & Ryan.
A. D. Chiquoine Jr., BBDO.
George P. Blackmaw, L. Ransberger & Co.
R. M. Daubert, International Detroit Corp.
H. Edward White, Eastman Kodak Co.
Bert Hanauer, WFRB.
John F. Roral, NBC.

Still on 100 w

EDITOR BROADCASTING:

On Page 68 of your Nov. 20th issue, reference is made to CJCH "being one of the three new Canadian stations to go on the air during the first half of November, with a power output of 1 kw."

While we do have authorization to operate at 1 kw, we are temporarily operating at 100 w pending receipt of equipment, which we hope will be in the very near future. It may not be necessary to correct the reference, but we wish to bring it to your attention and thus avoid possible misrepresentation.

M. J. HUMPHREYS, Manager
CJCH Halifax, N. S.

Wilson to Sponsor

WILSON Sporting Goods Co., Chicago, will sponsor on the Blue Network the national professional football championship game between the Green Bay Packers and the winner of the eastern title. Harry Wismer, Blue sports head, will broadcast the game on either Dec. 17 or Dec. 24, depending on the results of the Dec. 10 game which will decide the eastern title winner. Agency is U. S. Adv. Co., Chicago.

KOH to Join NBC

KOH Reno, Nev., owned by McClatchy Broadcasting Co., and operating on 630 kc with 1000 w, joins NBC as supplementary outlet effective May 15, 1945, bringing the network total to 150 stations.

Any coverage map of greater New York will show that Brooklyn with its 3 million population represents THE major city within greater New York. Brooklyn is a city of homes and family living and as such deserves special consideration. WBYN makes it easy for you to be "sure". To reach its thousands of apartments and homes trust to the only full-time Brooklyn Radio Station . . . WBYN.

For Availability: WILLIAM NORINS, Gen. Mgr.

WBYN 1430 ON THE DIAL

December 11, 1944 • Page 59
Pepsodent Names R & R  
PEPSODENT Division of Lever Bros., Montreal, has appointed Ruthrauff & Ryan, New York, as agency for toothpaste and tooth powder advertising in Canada, effective Jan. 1. When Lever acquired Pepsodent Co. it was believed the entire account might be shifted from Foote, Cone & Belding, Chicago to R & R, which handles a large share of Lever advertising. Present appointment, however, covers Canadian advertising only, with R & R handling from both Toronto and New York, the routine servicing and screening for Pepsodent's NBC-Bob Hope program on two NBC-CBC Canadian stations and the full Dominion Network.

Bayliss Corbett, of WNAX News Staff, Wins Arthur B. Church $500 Award

FIRST prize, a $500 War Bond, went to Bayliss Corbett, member of the news staff of WNAX Yankton, S. D., for his entry, "The Tune Chasers", in the $1,000 contest staged by Arthur B. Church Productions to name a new transcribed library soon to be offered for commercial sponsorship.

According to E. P. J. Shurick, sales promotion and publicity director of KMBC Kansas City, there were so many good suggestions that it was necessary to stage a poll among a select list of more than 100 advertising experts to assist in determining final winners. Judges making the final decisions included B. L. Hupp, chairman of the board, Loose-Wiles Biscuit Co.; W. J. Krebs, president of Potter-Turnbull Adv. Co.; Marrel Crump, president of Pepsodent Advertising & Sales Club.

Diverse Titles

Other $25 War Bond winners were:

The actual library title and details as to availability for sponsorship will be revealed in January, it was stated by Mr. Shurick.

Express Co. Discs
AMERICAN EXPRESS Co., New York, through J. M. Mathes Inc., New York, new appointed agency handling its Travelers Cheques, starting January will test a five-minute disc Traveling Reporters on KWK WPIL KOMO and probably on a Los Angeles station. Program draws from company files to present in drama form money difficulties encountered in traveling. Firm previously used another recorded feature, Cheque Your Music.

The Hooper Index conclusively proves that South Bend listens to WSBT all the time. It also proves that the listening ratio is powerfully high...Here is nation-wide proof. The election night audience broke all records for a sustained period of time—the average for three hours being 51.3 percent for the entire nation...In South Bend, though, WSBT's audience ALL of the time is nearly that great. That's why you must use WSBT if you want to cover South Bend.
Canadian RTPB Elects Officers, Forms Panels

AT THE SECOND meeting of the Canadian Radio Broadcasting Planning Board (CRTPB) held recently at the Ritz-Carlton Hotel, Montreal, officers were elected and six study panels were organized. Meeting officially formed the CRTPB, drew up its constitution and set fees for contributing sponsors. Reg M. Brophy, Canadian Marconi Co., Montreal, and one-time executive, was elected president with R. A. Hackthun, Stromberg-Carlson Co., Toronto, vice-president. W. W. Richardson, secretary-treasurer of the Radio Manufacturers Assoc. of Canada, Toronto, was elected to the same post with CRTPB. Alan B. Oxley, RCA-Victor, Montreal, was named general co-ordinator, with Gordon Olive, chief engineer of CBC, Ottawa, and G. E. Irwin, Philco Co. of Canada, Toronto, as co-ordinators. Headquarters are at Room 703, 159 Bay St., Toronto.

It was decided to set up only six panels in Canada instead of 15 panels as set up by the RTPB in the U. S. The Canadian body will study (a) spectrum utilization and frequency allocation; (b) standard broadcasting and international station short wave broadcasting; (c) radio communications including point-to-point, portable, mobile and emergency service communications other than broadcasting; (d) FM broadcasting, facsimile, relay systems and television; (e) aeronautical radio and radio aids to navigation; and (f) industrial, scientific and medical radio.

Two More Seek FM

KWK St. Louis in an application filed with the FCC late last week requests a new FM outlet on 47,700 kc with coverage of 7,480 sq. mi. Estimated cost for the station is $106,846. Quincy Newspapers Inc., Quincy, III., seeks a new FM station on 47,300 kc with coverage of 16,760 sq. mi. Approximate cost is $72,050.

Cosby to N. W. Ayer

CLARENCE COLBY, formerly general manager of WINS New York, previously manager of KWK and KXOK St. Louis, joins N. W. Ayer & Son, New York as a timebuyer.

Maj. Wasmer Inactive

MAJ. LOUIS WASMER, owner of KIHF and KGA Spokane, for two years with Army Air Forces communications and Office of Strategic Services, will go on inactive status in February upon completion of accumulated leave. He left Washington for Spokane last Friday, to complete pending negotiations for sale of KHQ under the FCC's duopoly regulations.

WNHC Formal Opening

WNHC New Haven is holding its official opening ceremonies this evening (Dec. 11) at its new studios at 1110 Chapel St. Operating with 250 w on 1340 kc, station began actual broadcasting Dec. 2.

Kemp to Agency

THUR. J. KEMP, CBS executive for a decade joins McCann-Erickson, New York Jan. 1, in an executive capacity, Lloyd C. Coulter, vice-president in charge of radio announced Friday. CBS Detroit manager for over a year, Mr. Kemp previously was eastern representative in New York of the Columbia Pacific network. He had served also as sales promotion manager of KNX, Los Angeles, and sales manager of KIHF and KFRC San Francisco.

HE KNOWS EVERY DOLLAR
BY ITS FIRST NAME

Because he sees it so often. Local money circulates locally, just as California valley families, nearly cut off from outside stations, listen locally. The Beeline, with its primary coverage of 41 adjacent counties serves Central California and Western Nevada from within.

WHAT IS

The Beeline

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

*See McClatchy Beeline rate listing first under California in Standard Rate and Data.
SPOT TEASER PROBLEM SOLVED
KECA 'Word Cartoons' Use Five-Second Station
Breaks; Prove More Effective

By CLYDE SCOTT
General Manager
KECA Los Angeles

"YES Mr. Advertiser, we know you have a new million dollar talent program and we're sorry we have no spots available to publicize your new show on our station. Yeah, we know you've spent several thousand dollars in producing those clever one-minute promotion transcriptions, but we simply haven't a one-minute availability for sale or for free. Yes, it's tough, but what can we do?"

Sounds familiar doesn't it?

What's the answer? KECA, the Blue Network station of Los Angeles, thinks it has solved the problem. For they release as many as 1500 program promotion announcements per month despite a "sold out" schedule. Practically every station break carries a spot teaser of 10 to 12 words and these are scheduled as often as 50 or 60 times per day during the 18-hour broadcast day.

Word Cartoons
Everyone at KECA has a hand in preparing these "five-second word cartoons" as they call them. The "word cartoon" idea developed from the outstanding attention-getting value of small space in newspapers when humorous cartoon style copy is used. Instead of employing "Be sure to listen in tonight for Joe Blow and His Buffoons", lots of attention compelling value is packed into these five-second messages. And after the listener hears 10 or 15 a day he will tune to the program out of curiosity if nothing else.

The announcers are given free rein to give the written copy their own oral interpretation. Contributed by the staff under the direction of Bud Edwards, program director, and Bill Davidson, production manager, they are usually written to fit the style of the program.

Let's say it's the Duninger show that gets the break this Wednesday. Announcements may total 10 or more in number, given in this style:

(Confidential) Who knows more about your dear lady, than your husband? Duninger might, tonight at 9.

Don't you believe that he doesn't know what you're thinking about? Who? Why Duninger, tonight at 9.

Many announcements are written in swing style, such as:

Don't be a numbskull, get into the game of Scramby Amby, KECA tonight at 7:30.

Mystery thriller with cop and killer—Two Bell Theatre tonight at 9:15.

He doesn't really care, but still the ladies swoon, everyday at noon—Morton Downey, KECA.

Even Burma Shave style copy gets the break with:

Blind Date! Can't Wait! 9 tonite!

Can't be late! KECA!

For a comedy show such as Alan Young's program announcements are usually of this nature:

(Confused, screaming) Aw, warden don't step me now—I got to get out of here and hear Alan Young tonight at 8:30, KECA.

The juvenile audience is not overlooked either. Along about 5 o'clock in the evening when the Blue lineup of kid shows hits the air the six quarter-hour programs are punctuated with reminders of this nature:

Even Hop Harrigan, Dick Tracy and Jack Armstrong combined have no idea what Countersay will do tomorrow at 8:30.

Around dinner time they are declared with:

Aw kid—let dad stay up till 8:30 tonight so he can hear Countersay's tool.

Early morning programs receive very late "evening before" promotion with:

Her, milkman keep those bottles quiet if you want to hear Don McNeil in the morning at 6:30, KECA.

Morning listeners are urged to stay tuned to midmorning programs with such suggestions as:

What's cookin' good lookin'? The Mystery Chef knows at 11:15.

And where does KECA find the time to release 50 or more such announcements each day? It seems that the KECA commercial station breaks are of the 20-second variety. The Blue Network gives the station 30-second station breaks—30 less 20 leaves 10 good seconds for such "quickie" program promotion and it clicks.
FCC GRANTS THREE
STATION TRANSFERS

A complaint charging misrepresen-
tation of prices, origin of manufac-
ture and quality of product was issued
last week by the Federal Trade Com-
mission against Harold Hirschbaum,
trading as Laser Radio Mfg. Co. and
Consolidated Radio & Television Co.,
New York.

Day Local on 730
Given Alexandria

INTERNATIONAL aspects en-
tered in the grant last week by the
FCC of a construction permit to
the Potomac Broadcasting Corp.,
for a new local in Alexandria, Va.,
to operate with 250 w daytime only
on 730 kc. Under the Havana Treaty
730 kc is a 1-A channel assigned to
Mexico.

Swift Food Account

McCANN-ERICKSON Inc. has
been appointed advertising and
merchandising counsel for Swift
& Co., Brookfield butter, eggs and
cheese. The account will be serv-
ed by the food group of the
agency's Chicago office headed by
Albert W. Sherer, vice-president.

Meet WHB's Dick Smith—
Director, Special Events... War Programs... Newscasts

Coming from a long line of Smiths,
this one took to radio back in 1928.
Since then he has announced, writ-
ten or produced more than 30,000
programs—special events, newscasts
and musical shows. That's figuring
six-a-day for 16 years, not counting
Sundays! We call him our "Miracu-
Ious Mister Smith"—and it's how
we figure the many skills you
employ when you advertise on WHB.
This Smith, after serving as a "shave-
tail" in World War I, graduated
from the University of Iowa; then did
a bit of banking, school teaching and
accounting before he landed in
front of a mike. He has two sons:
one, a promising south-paw on a
high-school freshman football team
... the other, co-pilot on a Flying
Fortress. Dick's pride in them
equals only by his pride in WHB
"the-station-with-agency-point-of-
view", where advertisers are clients
who must get their money's worth
in results. If you want to sell the
Kansas City market, WHB is your
happy medium!

For WHB Availabilities, 'Phone DON DAVIS
KANSAS CITY—Scovitt Building—Harrison 1161
NEW YORK CITY—507 Fifth Avenue—Vanderbilt 6-2550
CHICAGO—333 North Michigan Blvd.—CENTRAL 7980
HOLLYWOOD—5855 Hollywood Blvd.—Hollywood 6-211

THOU FRI. - SAT. MORNING, NOON - 1 P.M. NUMBERS.- WED. - SAT. MORN. NOON - 1 P.M. COMMON END-OF-WEEK SHOW.

10.6 31.9 18.9 20.3
22.5 4.1
Probe of ‘Terrorism’ Asked
By Woodruff; Assails FCC

DECLARING that the FCC has “too much power”, Rep. Roy O. Woodruff (R-Mich.) in the House last Wednesday demanded a Congressional investigation of “terrorism on the radio and of persecution of writers and commentators, both press and radio”.

He lashed out at Government bureaus which, he charged, keep news from reporters who happen to incur the wrath of the Administration or “somebody in the Administration”. He denounced “union racketeers”, emphasizing that he did not mean “legitimate patriotic union leaders” and declared that “Mr. Caesar Petroillo does control the music that goes out over the airways, and he has defied both the President of the United States and the War Labor Board”.

Assails FCC

“The very evidence that such a terrorism is in effect over the air waves of America is to be found in the fact that every broadcasting company, big and little, in this nation must go back to the FCC every six months, hat in hand, humbly to seek a renewal of its license,” the Congressman continued. [The license term is now three years,] “This means that this arbitrary—and there is no question but that the FCC has been arbitrary—(sic) could deny any broadcasting company in this nation its license and in two weeks’ time ruin it by putting it off the air even temporarily.

“This is altogether too much power. It is too dangerous a power to be vested in any board which has shown the disposition toward an independent radio that the present FCC has shown”. He referred to the House Select Committee to Investigate the FCC and of its sudden decision to terminate public hearings into the 1940 sale of WMCA New York [BROADCASTING, Dec. 4] and move behind closed doors, declaring:

“It is indeed a powerful hand that can reach out and squalch investigations which appear leading directly toward administrative unfairness and something infinitely worse—suppression of the proper functioning of the Congress itself. It is a historical fact, so thoroughly established that no one even attempts to refute it or deny it, that the very first step toward the enslavement of any nation is the suppression of free speech, free press and, in this modern day, free radio.”

Rep. Woodruff touched on the late Boske Carter who, he stated, “was driven off the air” because the “Administration or somebody in the Administration did not like his broadcasts”. He mentioned the recent Upton Close contract cancellation by NBC and asserted if “pressure groups” could “drive men like Upton Close from the airways, we are, indeed, in the midst of totalitarianism”.

“I believe it is time for the Congress of the United States to investigate this whole question of terrorism on the radio, and of persecution of writers and commentators, both press and radio, who will not bend the knee to the Administration,” concluded Rep. Woodruff. “I believe it is the duty of this Congress to see to it that free speech and free press are not destroyed in this great country.”

BROADCASTING

Page 64 • December 11, 1944

BUSINESS RIVALRY was forgotten as Birmingham’s three stations got together to broadcast commercially a Thanksgiving Day game between Birmingham’s West End High School and Ramsey High for the benefit of the Crippled Children’s Clinic. Broadcasters, who sold the game broadcasts for $3,000 and turned it over to the Clinic are (1 to r.): Ed Norton, chairman of WAPI; John Bell, president of WBBC; Henry Johnston, vice-president of WSGN. WAPI handled pregame color, WSGN carried first portion of the play-by-play and WBBC finished it, all three stations sharing expenses. Crowd of 27,000 paid $130,000 to see the game, which had been promoted by radio and newspapers.

Shoe, Hosiery Concerns
Expand Spot Programs

RADIO advertising has proved so successful for Commonwealth & Leather Co., Whitman, Mass., which started distributing transcribed spot programs to a few dealers for local placement several years ago, that discs supplied by the company are being used on some 200 stations throughout the country, according to the agency, Fuller & Smith & Ross Inc., New York. One-minute and 30-second spots and jingles promote Bostonian and Footsaver shoes. List is being gradually expanded. Basch Radio Productions, New York, cuts the discs.

Another company which is making extensive use of locally placed discs is Westminster Ltd., New York, hosiery manufacturers, now using one-minute music spots on nearly 100 stations through its local dealers. Next spring Westminster will distribute a new series featuring a musical trio and the Westminster chimers, which will be carried on all their 100 outlets. Records are also cut by Basch and the agency is Fuller & Smith & Ross.

... ANOTHER OF THE NATION’S LEADERS USING THE BLUE NETWORK!

Coca Cola—a global invitation for "The Pause That Refreshes", an American Hall Mark of Quality to the BLUE six days a week, Monday through Saturday with "Spotlight Bands."

HOW YOU CAN JOIN THE "BLUE BOOK" OF RADIO ON THE PACIFIC COAST

Twenty new Pacific Coast advertisers in 1944 joined the fast moving, volume sales crowd listed in the "BLUE BOOK." There are still hot times available on the Pacific BLUE from San Diego to Seattle. Let us help you plan sales success in this vast market. See us in:

NEW YORK, CHICAGO HOLLYWOOD • SAN FRANCISCO DETROIT • PITTSBURGH

PACIFIC BLUE NETWORK

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3,535,000 people—eager listeners to their radio—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings results, because we know Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS MONTREAL CANADA

BROADCASTING • Broadcast Advertising
Lea Committee Report May Show Need For Passage of New Radio Legislation

Need for radio legislation is expected to be reflected in the report of the House Select Committee to Investigate the FCC, now being formulated by the Committee staff. Chairman Clarence F. Lea (D-Cal) said last week he would ask permission to file the report with the House clerk since the absence of Congress, inasmuch as it cannot be completed until after Congress adjourns. Tentative date for adjournment sine die is set for next Saturday (Dec. 16).

Meanwhile the Committee has agreed to expedite its investigation into the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, Chairman Lea disclosed. Still sitting behind closed doors, the Committee last week heard 14 witnesses, including the six men who were members of the Commission when the WMCA transfer was approved Dec. 17, 1940.

Need for Law Seen

Chairman Lea said he felt the Committee, of which he has been chairman since October 1943, had brought the need for some definitive legislation. Although he declined further comment, the chairman stated some months ago that one of his first objectives in the 79th Congress would be a new radio bill.

Last week's executive sessions brought from Colin Campbell Ives, law partner of Philip Handelman and counsel for Mr. Flamm, a statement urging the Committee to open the doors of its hearings and reveal the "Corcoran system." Referring to Sommer, a former White House confidential whose name has figured prominently in the WMCA transaction, Mr. Ives said, after leaving the Committee chambers last Tuesday:

"I have never had any sympathy for Mr. Corcoran's system and have today revealed how it functions. I cannot understand why the Congressional Committee should want to keep the system a secret by excluding the public, since so many lawyers and businessmen throughout the country have had first hand experience with the Corcoran system that it is now a matter of public knowledge." His statement charged that Mr. Corcoran threatened Mr. Flamm with an "income tax trouble" if "I, in Mr. Flamm's behalf, would dare to take any steps in the matter".

Witnesses, in addition to Mr. Ives, who was a Harvard Law School classmate of both Mr. Corcoran and James Lawrence Fly, former FCC Chairman, included: George H. Payne and T. A. M. Craven, former Commissioners; C. J. Durr, Paul A. Walker, Norman S. Case, present Commissioners; Mr. Fly; Col. Telford Taylor, former FCC General Counsel; Mrs. Mary Donahue, his former secretary; David H. Diebler, FCC principal attorney.

Mark Ethridge, publisher of the Louisville Courier-Journal, licensee of WHAS, and former NAB President; Lowell Mellett, former executive assistant to the President, now a newspaper columnist; Libby Schneider, commercial traffic manager of WMCA and former secretary to Donald S. Shaw, WMCA general manager under Mr. Flamm; William C. Koplovitz of Dempsey & Koplovitz, Washington law firm which represented Mr. Noble in the transaction.

Murrow Feted

WHAT the British have heard of our radio programs since the war has increased their respect for American radio entertainment, according to Edward R. Murrow, chief of the CBS European staff, who spoke before a group of 200 radio, press and advertising people at a luncheon given in his honor last Tuesday at the Hotel Ambassador, New York. Mr. Murrow told BROADCASTING that it would be difficult to say what effect has been made on the British attitude toward commercial radio, since the commercials are not heard, but that he doubted seriously whether there will be postwar commercial radio in Britain.

N.Y. Bank Program

A FORUM conducted by the New York Newspaper Guild will be sponsored on WMCA New York as part of a total of 3½ hours weekly purchased by Modern Industrial Bank, New York Guild programs, beginning Dec. 12, as a weekly 42-minute feature, will present discussions of public issues by newspapermen, with John T. McManus, New York Guild president, as moderator. The bank's 52-week contract also calls for a thrice-weekly commentary by Leon Pearson from Washington; a five-times weekly newscast; and a Sunday morning review, all quarters, Metropolitan Adv, New York, is agency.

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, we're not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with twice the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. WAVE gives you complete coverage at lowest cost. Scratch where it'll do the most good, pardner—with WAVE!
Nets Face Double Strike Threat

(Continued from Page 18)

it could get no protection from a decision of a Government tribunal in which all sides had opportunity to be heard.

NABET already has on file a 30-day strike notice which it submitted May 10 when Mr. Petrillo threatened to take over turntable functions from five top-owned stations on June 1 under his agreements with the nets. It will exercise its right to strike under this notice whenever any move is made in the jurisdiction of the spokesman declared.

While the current dispute over turntable functions directly applies only to NABET members of the IBWE, which has jurisdiction at CBS and several hundred independent stations, also are concerned. When details of Mr. Petrillo's plan to take over platter-turning operations at all radio stations throughout the country and provide jobs for 2,000 musicians were revealed last spring, IBWE locals at approximately 50 stations protested or served notice of strike intentions if the plans were carried out. Most of the locals have since left IBWE and have joined NABET [BROADCASTING, Oct. 30].

Text of the NABET release follows.

Over the last weekend the nation was treated to another of the suspense communique which Petrillo of the AFM wass so fond of creating. This was in connection with the Jack Benny show and was a direct outgrowth of the recent rulings of the NLRB. In this ruling the NLRB gave NABET jurisdiction over the platter-turning record booths for the purpose of broadcasting.

This NABET threat to withdraw of musicians from the Jack Benny show was intended as a threat to the broadcasting companies, an attempt to coerce NABET into joining the ranks of the AFL, whereas its members desire that it remain independent, and to prove to the NLRB and the public that Petrillo is above the law and will only abide by the de- cisions of lawmaking bodies when those decisions are favorable to him.

In reading this release and that that this tribute collecting gentleman seems to have thought of the large networks to the point where they are willing to do anything to please the bums, even to the point of asking us to relinquish our rights under the law that guaranteed them. In order to prevent this, Mr. Petrillo's union will have to go down to its knees to the bums.

Strong rumor from New York indicates that Mr. Petrillo has established himself not in 'hiding anything' in connection with network bargaining for two weeks. It seems that Congress intends to and probably will pass a law for Christmas Jan. 1, 1944. Could it be that Mr. Petrillo intends to tie up until Congress is out of the picture?

During the course of bargaining negotiations Tuesday morning with NBC and the Blue Network, the bargaining committee from NABET was asked by the networks that the musicians union, on the orders of Mr. Petrillo, would not recognize the decision of the NLRB certifying NABET as bargaining representative for NBC and Blue network on the grounds that NABET was a 'company dominated union.'

Mr. Petrillo has retained the able and eminent labor lawyer, Joseph C. Padway, as his attorney. Mr. Padway has been representing Mr. Petrillo for the last eight years and has his respect as Blue and NBC network cases. Mr. Padway has been before the members of the Constitution of NABET and all collective bargaining agreements. Mr. Padway's associate on the Blue Network in Washington that his client would not carry out whatever unreasonable order of the National Labor Relations Board.

If Mr. Padway, as the outstanding labor lawyer in the United States, believes that NABET is a 'company dominated union,' it is Mr. Padway's immediate duty to file such a charge with the NLRB, and if

WPEN Transfer Approval Is Slated

FCC Action in $620,000 Sale To ‘Bulletin’ Foreseen

APRIL a six-month period, during which it made a far-reaching investigation, the FCC last week was to have approved sale of WPEN Philadelphia FM adjuncy at Arde Bulova, New York broadcaster and watch manufacturer, to the Philadelphia Bulletin for $620,000, exclusive of dollar-for-dollar payment of cash reserve not to exceed $50,000 additional.

If approved by the FCC Dec. 9, as scheduled when BROADCASTING went to press, the action would have come a day before the purchase option was to expire, which would have permitted Mr. Bulova to cancel the transaction. Last July the Catholic Truth Society, through Rev. Edward Lodge Curran, its president, had written the FCC protesting purported trafficking by Mr. Bulova and alleging certain misrepresentations regarding ownership. No complaint, however, was made against the Bulletin.

WVO Incomplete

The station would be turned over to the Bulletin in 15 days after FCC approval, or by about Dec. 24. The contract carried a provision whereby Mr. Bulova could cancel after six months, if the FCC did not approve, and the Bulletin could cancel after a year.

With the approval of the WPEN transaction, Mr. Bulova will have completed the sale of four stations within the last year, with sale of WVO New York to Mester Bros. for approximately $300,000 still pending. Other sales completed are WOCB Boston, for $225,000 to the Cowles brothers; WBNC Hartford, for $220,000, to W. O'Neil, president of the General Tire & Rubber Co.; WELI New Haven to Col. Haven, for $225,000.

The Bulletin is headed by Robert McLean, president of the Associated Press; Richard W. Scolum is general manager and H. W. Stodd- hill, business manager.
STAR of brigadier general is pinned on David Sarnoff’s shoulder by Maj. Gen. H. C. Ingers, Chief Signal Officer. Promotion of the RCA president on leave was approved by Congress last week simultaneously with confirmation of the appointment of Brig. Gen. Frank E. Stoner, who is Assistant Chief of Army Signal Corps, to the rank of major general.

WLDB New York has started building a library of recordings of people in the news, making a special point of obtaining on-the-scene recordings of national and local events, and talks by prominent persons.

and former salesman for KABC San Antonio; C. O. Baldwin (22 1/2%), local businessman; Hoyt Houck (22 1/2%), half-owner of KASA Elkh City, Okla., and Walter G. Russell (22 1/2%), attorney, who has 25% interest in KASA.

James A. Noe, operator of WNOE New Orleans and KNOE Monroe, La., is applicant for a new standard station in Shreveport, on 1560 with 250 w and unlimited time. McClatchy Broadcasting Co., which operates KFBS Sacramento, KERN Bakersfield, KMJ Fresno, KWG Stockton and KOH Reno, has applied for a new local outlet in Modesto, Cal. on 1600 w with 250 w and unlimited hours.

John L. Plummer, trading as John L. Plummer Enterprises, requests a new local station for Boggus, Tex. to operate on 1490 w with 250 w and unlimited time. Mr. Plummer has 60% interest in the firm of Plummer & Kershaw, optical engineering consultant. Camden Radio Inc., Camden, Ark. has petitioned for reinstatement of its application for a new standard station on 1490 w, 250 w, unlimited time.

BMB MAY APPOINT HEAD THIS WEEK

APPOINTMENT of a general manager of the Bureau of Broadcast Measurement and formal adoption of articles of incorporation and by-laws are the agenda for the first meeting of the BMB negotiating committee and temporary board, called for 10:30 a.m. next Friday at the offices of the American Assn. of Advertising Agencies, New York.

At a meeting in New York last Wednesday, representatives of the AAA and Am. Advertisers Assn. informed approved corporate articles and by-laws, submitted by J. Harold Ryan, AAA president, copies are to be placed in the hands of each of the 15 board members for study before final adoption.

Selected to represent the AAA in the organization stages until permanent directors are elected for three-year terms, are: Frederic Gamble, AAAA president; Leonard T. Bush, vice-president of Compton Adv.; Carlos Franco, supervisor of station relations, Young & Rubicam; Linnea Nelson, chief timebuyer, Walter Thompson; D. E. Robinson, director of research, Pedlar & Ryan.

Although the AAA has tentatively selected its five board members, all had not accepted as BROADCASTING went to press and Paul West, AAA president, withheld announcement of his group until next Friday’s meeting.

Board members to represent the NAB, chosen at a Board meeting in Chicago Nov. 14-15 (BROADCASTING, Nov. 20), are: President Ryan; Dr. Frank Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Roger W. Clay, WPTL Philadelphia; Hugh Feltis, KFAB Lincoln Omaha.

Attention last week’s conference were all members of the NAB group except Mr. Feltis; Mr. Gamble, Mr. West and Paul F. Peter, NAB Director of Research.

St. Louisans Get News Despite Paper Strike

WHEN A storm Dec. 7 at the plants of the two St. Louis afternoon dailies, the Post-Dispatch and the Star-Times, threatened St. Louisans with a dearth of news on the third anniversary of Pearl Harbor, KSD and KXOK, the papers’ respective stations, broadcast headline news, as well as comic features, market reports, stock quotations, sports, and other news.

KSD, the Post-Dispatch station, began airing the contents of the paper at 12:15 p.m., shortly after the first edition failed to appear, canceling all regular programs throughout the afternoon and evening. At 12:36 p.m. KXOK carried an Army casualty list from the unprinted Star-Times city edition. The Star-Times, published an hour of time on each of two other local stations, WTVM and WIL, from the unpublished edition. KXOK too canceled all scheduled sustaining and commercial programs as a public service.

Papers failed to appear when members of Local 16, AFL, Paper Handlers’ Union, an affiliate of the International Printing Pressmen’s Union, went on strike.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS INC
BBC Given Scroll By New York Club
Cooperation With American Networks to Continue

A PLEDGE that the BBC's cooperation with American networks and stations will "go on until the final entry into Berlin and Tokyo" was given by William J. Haley, director general of the BBC, last Wednesday in accepting the scroll presented to the BBC by the Radio Executives Club of New York. Acceptance was short in words from London to the lunch at the Hotel Ambassador, New York, under auspices of the Radio Executives Club of New York. Highlight of the occasion was presentation of a citation to the BBC for its "unstinting cooperation with American broadcasters, networks and independent stations." Participants in the presentation ceremony were (1) to r): Lord Halifax, British ambassador; Warren Jennings, REC president, Radio Executives Club of New York; John Salt, North American Director of BBC, who received the citation on behalf of the British network; Elmer Davis, OWI Director.

KOBAK SEES RADIO AS MASS EDUCATOR

DECLARING that radio has proved its ability to "inculcate ideas and promote ideals" and its capacity to enlighten and inspire, Edgar Kobak, Mutual president, in an address prepared for delivery Sunday night (Dec. 10) at the Fourth American Nobel Anniversary Dinner at the Hotel Astor, New York, said: "Radio as the vehicle cannot be expected to write the blueprint. To handle the job of outlining this educational effort, he envisaged a "national educational committee, composed of leaders in religion, education, politics, economics and industry," with independent scientists, thinkers and writers also represented. "This curriculum would then be turned over to radio to carry to the people," Mr. Kobak said, adding, "I believe that were such an undertaking started, you can count on radio to help. Radio has never yet hesitated a moment to do whatever was necessary for the good of our country."

Mr. Kobak's address, as well as those of Kent Cooper, AP managing director, and Darryl Zanuck, vice-president, 20th Century Fox, each outlining how his medium can aid education for peace, were broadcast on MBS, 10:30-11 p.m.

TO HONOR the British Broadcasting Corp., more than 1,000 persons met at a luncheon Dec. 6 at the Hotel Ambassador, New York, under auspices of the Radio Executives Club of New York. Highlight of the occasion was presentation of a citation to the BBC for its "unstinting cooperation with American broadcasters, networks and independent stations." Participants in the presentation ceremony were (1 to r): Lord Halifax, British ambassador; Warren Jennings, REC president, Radio Executives Club of New York; John Salt, North American Director of BBC, who received the citation on behalf of the British network; Elmer Davis, OWI Director.

EXPRESSIONS of surprise, interest and pride followed one another in rapid succession across the face of C. W. Myers, owner of KIN Portland, Ore., at the BBC luncheon of the Radio Executives Club of New York last Wednesday when John Salt, North American director of the BBC, told of a request from London for a recording of the launching of Liberty ship in one of the Kaiser shipyards, with Henry J. Kaiser speaking.

"We took a chance and sent a telegram to station KIN in Portland," Mr. Salt said, "and it so happened they had just done a program for the launching of a Liberty ship, and we were able to get a recording of it, which has the signature of Henry J. Kaiser speaking."
IS RADIO EXPENSIVE?

Hornel Analysis Reveals
Cost of Contacts

ANSWER to the argument that radio time and talent costs are too high is found in an analysis recent week by BBDO under the title, "How Much Does Spam Advertising Cost?" The analysis is based on a clinic held by George A. Hornel & Co., Albert Lea, Minn., at which various media and techniques were reviewed.

Dissecting the cost of printed media advertising per delivered copy, the analysis covers a "stupendous $28,000 a night radio show."

That's enough dough to buy 20 fairly good cars at wartime prices or build four or five pre-war homes. Let's look at the cost per person reached. Surveys prove that that show was reaching 10,000,000 radio homes each Sunday night. And research shows that in each home from 2½ to 2½ people were listening at each radio. Let's be conservative and take the low figure—2½ listeners per set that was reaching 25,000,000 people at a cost of 1/10 of a cent per person. Which should we buy ... a half-hour of good will building entertainment ... a cast with millions of friends ... two or three commercial messages ... or a 'penny' postcard at actually 16 times the cost.

V-E Day to Bring
Surplus Equipment
Creutz Expects Transmitters Will Be Made Available

A SUBSTANTIAL number of broadcast transmitters, ranging from 1 kw to 50 kw power, will become available to present and prospective station owners upon the conclusion of the war in Europe, according to John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, WPB. Most of the equipment will be sold on the market as surplus property but some of it, including high-power transmitters, which will still be in process of manufacture, will be completed to fill long-standing non-military orders.

Mr. Creutz expects that an appreciable number of transmitters of various types, some of which can be used for broadcasting will be turned over after V-E Day to the Defense Supplies Corp. for surplus disposal. The bulk of broadcast equipment in use by the military is unsuitable for commercial broadcast operations, although a considerable part of it will likely be utilized for Federal, state and local government needs.

Some May Be Sold

In the immediate future there may be a small number of 1, 5 and 10 kw transmitters available to broadcasters. Some of them will not be finished for several months, but others are now under construction. With WPB permission, manufacturers may be allowed to sell the equipment direct to broadcasters but WPB will grant no preference ratings to broadcasters for purchase.

These transmitters, about ten in all, are what remain of about 35 transmitters of various sizes which were recently canceled by OWI, Army, Navy and other agencies as the result of changes in requirements occasioned by developments in the European theatre. About half of the total was to be used for other than broadcasting purposes. Most of the equipment, which included a 50 kw broadcast transmitter, was taken up by Government agencies for operations in the other theatres.

Meanwhile, WPB issued a revision to its amendment of Nov. 22 to PR 13 to permit certain tube manufacturers to buy tubes out of idle or excess inventory for resale for civilian or military requirements. The revision merely removes an unrestricted restriction in the previous amendment.

In Southern New England People are in the Habit of Listening to WTIC


Provisional Directory

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An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
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From FCC Application to Complete Installation of Equipment
1409 Church St., N.W., Washington D. C.

Paul A. DE MARS
Consulting Electrical Engineer
"Pioneer in FM"
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Phone: Metropolitan 0540

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Menley Bldg. District 8215
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May, Bond & Rottrock
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg. Wash., D. C.
District 7863 Globe 5880

Herbert L. Wilson Associates
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
991 Bread St., Bridgeport, Conn.

Professional Directory

DECISIONS

December 4
John Kennedy Radio Corp., Chicago—
Placed on pending file application for a new commercial television station.
1498 kc-KWLX Longview, Wash.—
Granted change of call letters to WGST, granted renewal of license to Grant and Mary McChesney, executrix of estate of Grant McChesney, deceased, to pay $15,000.
1446 kc NEW-Marshall Broadcasting Co., Marshall, Tex.—
Designated for hearing application new station 250 w unlimited.
1450 kc NEW-KXON Marshall, Tex.—
Designated for hearing application new station 250 w unlimited.
1414 kc NEW-Hereman Anderson, Tulsa, Okla.—
Granted petition to amend application
new station by rescinding Frank C. Franklin as co-applicant, and reconsidered and granted application as amended for CP 1460 kc 250 w unlimited.

December 5
KKA Seattle, Wash.—Passed over petition for leave to amend application with new conditions.
KHQ, KGA, Spokane, Wash.—
Granted petition for continuance of hearing on application for renewal of license now set for 12-14, and continued same to 12-18.
WKBW Buffalo, N. Y.—Granted motion for indeftinite postponement hearing on application for CP 12-15, and postponed same until after final action of FCC on December 661, at which time a further date will be fixed.
WJAC Washington, D. C.—
Granted, conditional amendment of
transmitter license for station.
1246 kc-KYSO Ardmore, Okla.—
Granted voluntary sale of CP from 250 w to 500 w.
WLTU Oklahoma City, Okla., to John F. Easley. No money involved.
WRJY, Walsworth, Ark.—
Granted voluntary application
voluntary transfer of license from D. E. Kendrick, deceased, to Nelle M. Kendrick, executrix of estate.

December 6
WAVD, Washington, D. C.—
Designated for hearing new application for limited license.
WTVG, Chattanooga, Tennesse.—
Designated for consolidated hearing on
new application for_hat deamnestation.

Applications

December 4
1240 kc NEW-KPJF Wichita, Kan.—
Granted CP 250 w.
1244 kc NEW-KPCK Grand Junction, Colo.—
Granted CP 250 w.
1249 kc NEW-KBWH Rapid City, S. Dak.—
Granted CP 250 w.

December 6
47,500 kc NEW-KBQX Long Beach, Calif.—
CP new FM station 18,690 sq. mi., $37,000 estimated cost.
47,500 kc NEW-KKIPE Kansas City, Mo.—
Application for CP new FM station.

New Business

Colgate-Palmolive-Peet Co., Joliet, Ill.—
Colgate-Palmolive-Peet Co., Joliet, Ill.—
Cover new FM station, 100 Wats.
Colgate-Palmolive-Peet Co., Joliet, Ill.—
Grant new FM station, 100 Wats.

December 4
1455 kc NEW-James A. Neve, Shreveport, La.—
CP new standard station 250 w unlimited.

December 5
1450 kc NEW-WJIP Jackson, Fla.—
New CP new FM station, 96,500 sq. mi., $60,000 estimated cost.

December 6
1450 kc NEW-WJWF (WBBN) Chicago—CP change to change hours from 8:30 to 7:30.

December 7
1450 kc NEW-WLX Portland, Ore.—Change hours, new vertical antennas and changes in ground system.

December 8
1450 kc NEW-WJOK Colorado Springs, Colo.—
New CP new FM station 250 w unlimited.
1450 kc NEW-WJAF Vineland, N. J.—
Cover CP new FM station 45,500 sq. mi., $50,000 estimated cost.
1450 kc NEW-WJWC Portland, Ore.—
CP new FM station 10,991 sq. mi., $56,000 estimated cost.

December 9
44,200 kc NEW-Washinaw Broadcasting Co., Ann Arbor, Mich.—CP new FM station, 4,472 sq. mi. (home office)

December 10
44,200 kc NEW-WJFR Clinton, Ia.—CP new standard station 1 w unlimited.

December 11
44,200 kc NEW-WJWA Detroit—
CP new FM station 10,991 sq. mi., $50,000 estimated cost.
DeMILLE IS GRANTED RESTRAINING ORDER
TEMPORARY restraining order was granted Cecil B. DeMille last Thursday in Los Angeles Superior Court Judge Emmet Wilson on his plea for an injunction against what he termed union from suspending his membership and removing him from the air because he refused to pay his union political assessment. Court set hearing for Dec. 15. Not only does the temporary order stop AFRA from suspending and keeping DeMille off the air, but it also forbids union from effecting a situation where other organization members might not cooperate by appearing on the weekly CBS Lux Radio Theatre of which he is director-producer-me.
DeMille argued that he is not opposed to unionism nor has he violated any union rules. DeMille asked and was granted a provision in the court order that he be kept off AFRA's good standing list until the court can pass on the issue.
Suit was directed against AFRA; Ken Carter, Los Angeles chapter president; National Secretary Emily Holt and George Keller and 20 others, all directors. DeMille told the court he has paid $2,000 yearly on Lux Radio Theatre.

HARVEY WATCH CO., New York, on Dec. 17 for 52 weeks renew John B. Kennedy on 65 blue stations, Sun.-11:15 a.m. Agency: A. W. Lewis Co., Newark, N. J.

SKELLY OIL CO., Kansas City, Dec. 11 for 52 weeks renew for Dixie commer-

ative five weekly, Lloyd Burlingham and "Red Pollock's" Saturday 7-7:15 p.m. (CWT) on 25 NBC stations. Agency: Henri, Hurst & McDonald, Chicago.

JOHN MORELL & Co., Otowamasu (Red Heart Dog Food), Dec. 11 for 12 weeks renew for outdoors commer-

ative, 9-9:15 a.m. (CWT) and 11-11:15 a.m. on NBC network. Agency: Henri, Hurst & McDonald, Chi-

cago.

ANDREW JERGENS CO., Cincinnati (Jer- gens, Face Powder), Dec. 27 renew Mr. and Mrs. North on 128 NBC stations, Wed.-6:30 p.m. Agency: Lemen & Mitchell, N. Y.

CARNATION Co., Milwaukee (evaporated milk), Jan. 1 for 52 weeks renew Carnation Contested Hour on NBC network, Mon.-7:30 p.m. Agency: Erwin, Wager & Co., Chicago.

DeMILLE GRANTED RESTRAINING ORDER

SERVICED DIRECTORY

COMMERCIAL RADIO EQUIP. Co.
Kanatae City, Mo.

Washington, D. C.

Hollywood, Cal.

MORE RF KWATT HOURS PER DOLLAR WITH F & O Transmitting Tubes
Freeland & Olschner Products, Inc.
611 Borone St., New Orleans 13, La.
Raymond 4756

High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNERT-SPEEDY-Q

RECOMMENDED FOR REPRODUCTION AND LOUDSPEAKER FACILITIES • • • FRENCH AND ENGLISH WRITE US

U. S. RECORDING CO., Inc.

1121 Vermont Ave., N.W., Washington 8, D. C.

DISTRICT 1401

(Sub. to Corp Reg.)

CONTRACT-CONCEALED DYNAMITE

V. P. & EL

"AND A Dispatch from Reuter's"

WKAT (BLUE)

4TH YEAR

ADVERTISING AGENCIES

Without Contract Connections

U. S. RECORDINGS REG'D

633 Dominion Sq. Bldg., Montreal, Canada

FOR RECORD PRODUCTION AND LOUDSPEAKER FACILITIES • • • FRENCH AND ENGLISH WRITE US

For example, famed Duke University is in Durham. Also, Durham makes 25% of the nation's entire cigarette heads. Best of all this . . .

WINDY

owned by durham herald-sun papers

represented by howard h. wilson co.

Durham

North Carolina's third largest city (1940 U. S. Census). City and county are compact and easily sold as one unit. Present estimated Durham County population is . . . 100,000

busy, high earning people. For example, famed Duke University is in Durham. Also, Durham makes 25% of the nation's entire cigarette heads. Best of all this . . .

MARKET

can be air-dominated at 250 watts rate over the station which surveys repeatedly prove has more listeners in the area than all other stations combined.
Fisher’s Blend Becomes Sole Owner Of KOMO; B. F. Fisher Acquires KJR

A TRANSACTION whereby Fisher’s Blend Station Inc. becomes sole owner of KOMO Seattle and Birt F. Fisher acquires KJR has been consummated, it was disclosed last week with filing of a petition by Birt F. Fisher, Washington, and L. Fish, Wayland, Washington, to the FCC. No immediate cash was involved.

Under the agreement Birt F. Fisher (no relation to the principal officers of Fisher’s Blend Corporation) transfers his one-third interest in the corporation to the organization and in turn receives KJR. One of the last remaining duopoly cases to be settled since the FCC adopted Sec. 336 banning multiple ownership, the KOMO-KJR transaction presents several unusual aspects.

Facilities Swapped

A switch of call letters, approved last April 18, was the first step in the procedure. KOMO formerly operated with 5 kw on 950 kc and KJR operated with 5 kw on 1,000 kc. In the agreement KOMO gets the original KJR facilities and vice versa (Broadcasting, April 24).

Use of the same studios, offices, transmitter site and antenna also are involved. Although the offices have been partitioned off and two separate organizations have been set up, both stations must necessarily share certain facilities, due to the wartime equipment freeze.

Fisher’s Blend Station Inc. began operation of KOMO in 1926 and in 1933 acquired KJR from NBC. Officers are: O. W. Fisher, president; Dan R. Fisher, vice-president and treasurer; Donald G. Graham, vice-president; Birt F. Fisher, secretary and general manager; W. W. Warren and Bennett J. Fisher, assistants secretary and assistant treasurer. Directors are Messrs. O. W., Dan R. and Birt F. Fisher. Birt F. Fisher agrees to resign as director of the corporation on approval of the transfer by the Commission.

In the petition the FCC was asked to authorize use of a common antenna pending acquisition of new equipment for KOMO, which has placed order with RCA for a 50 kw transmitter. An application for 50 w on 1,000 kc is pending before the FCC. Joint use of the transmitter site also is asked, until such time as a new site, already acquired by Fisher’s Blend, can be used. Transmitter site is leased under a 10-year pact to Birt F. Fisher, who has an option to purchase at $55,250, but the transmitter is transferred to KJR.

Agree on Taxes

Each party agrees to assume its proportionate share of taxes for 1944, Fisher’s Blend to pay two-thirds and Birt F. Fisher one-third. Fisher’s Blend agrees to lend Birt F. Fisher $20,000 at 1½% interest on a 10-year note.

KOMO is to be affiliated with NBC and KJR with the Blue.

Ivey Accounts

ACCOUNTS which Neal D. Ivey is expected to take with him in re-signing as president of Ivey & Ellington, New York, to set up the Neal D. Ivey Co. in Philadelphia (Broadcasting, Dec. 4) may include Bayuk Cigars Inc., Philadelphia; General Baking Co., New York (Bond bread); and Philadelphia Transportation Co., Philadelphia, all radio advertisers. I&E retains its other radio advertiser, McKesson & Robbins, New York (Bax), it is understood. Jesse T. Ellington, executive vice-president of I&E in New York, has been elected president of the agency, succeeding Mr. Ivey who announced he will remain a director of the New York agency and retain his financial interest in it. In addition to the accounts, the following personnel resigned from Ivey & Ellington to join Neal D. Ivey: Paul A. Dorn, treasurer; William F. Fitzpatrick, production manager; John J. McLaughlin, manager of public relations; Stella M. Killcullen, media buyer.

Zippo Plans Spots

ZIPPO MFG. Co., Bradford, Pa., plans to start a spot radio campaign for Zippo Cigarette Lighters as soon as the Government permits a certain amount of consumer sales, the size of the drive depending upon the quantity of lighters released for civilian use. Setting the sights for such a campaign for sometime after the first of the year with a possible radio budget of $250,000, Lee-Stockman Inc., New York agency, is preparing recorded spots which will be tested shortly in the East. With no product to sell, there are no commercials in the test spots—30- and 60-second records featuring a “barber-shop” musical quartet.
Help Wanted

continuity-writer—Good pay. Must have permanent position. Will travel. Box 925, BROADCASTING.

Operator-announcer. First class radio telephone. Must be capable of news and commercial announcing. For regional NBC station in western city of 50,000. Good salary and good future. Box 926, BROADCASTING.

Progressive daytime southern station needs chief existing announcer. The chief must be technically on the top. The announcer must be a man for newscasts and commercials. If you can double and handle both jobs, we'll be glad to talk to you. Send full information, transcription. No drifters. Box 966, BROADCASTING.

What ever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and count on for years. We need two of them. We offer steady employment, good pay and comfortable surroundings and good salary to this type of man. Are there any out there? Box 910, BROADCASTING.

WGAC, Augusta, Ga., Blue, wishes one man to its announcing staff. No untold operating, no copy work, 2 men all shifts. Excellent opportunity to join large congenial staff.

Five opportunities in southern network affiliate for good operating knowledge and continuity. Permanent. Man with some record, must have continuity experience preferred. Salary $45 weekly. Box 941, BROADCASTING.

Men to organize and develop radio department and/or affiliated station. SPLIT the opportunity with sound radio sense. Give complete details including salary. Box 946, BROADCASTING.

Engineer with first class ticket wanted for Regional station. Excellent opportunity. Salary $45 for 40 hours. Details first letter, please. Box 966, BROADCASTING.

Announcer—Any class operator license. Experienced capable handling news and recording shows. Excellent opportunity for dependable and reliable operator. Who knows sound radio sense. Give complete details, including salary. Box 946, BROADCASTING.


Writer, by divisional headquarters of major network. Must be experienced in radio news writing or have full background of Broadcast. Good opportunity for dependable and reliable writer. Salary $40 to $60 per week depending upon ability. Box 971, BROADCASTING.

If you are a salesman with a record of a job well done and high opportunity for you at WHOT, South Bend, your name will interest our capable program department, excellent news and music conditions, liberal wage, good prospects. Write to Mr. Bert Seibert, WHOT, South Bend 4, Ind.

Help Wanted (Cont'd)

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. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont'd)

Announcer—Experienced, versatile, general routine, news, foreigners. First class license, major midwestern market. The man we want must be worth $40 or more per week to start and must be looking for a permanent position. Include all pertinent data in first letter. Phone number, snapshot and all other pertinent data in first letter. For personal interview in New York December 16th to 18th inclusive. Work with Weed and Company, 360 Madison Avenue, or write Box 966, BROADCASTING.

Chief engineer for 250 watt network station in good midwestern market. Excellent future. Send complete information, experience and education. Box 971, BROADCASTING.

KFRK, Sioux City, Iowa, has an opening for an announcer. Send audition and full particulars.

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

A good opportunity for man now holding straight announcer position, to become part program director with progressive 250 watt station, with post war plans. Must have confidence in self that you are qualified. Permanent, not a wartime job. Must carry regular announcing schedule and be able to edit news. Salary $45.00- $50 per week. Write, wire, or call 72-C, WATT, 15th & State, Kansas City.

Wanted—Engineer with first class license, Salary $40 to $60 per week depending upon ability. Must have continuity experience. Write Thomas Phillips, 121 W. 16th St., Erie, Penn.

Announcer—Southern NBC affiliate has immediate opening for experienced announcer to become permanent part of growing operation. Excellent salary and above average. Give detailed outline qualifications, references and expected earnings, first letter. Box 973, BROADCASTING.

Wanted—Good all-round announcer, also transmitter engineer. Can use salesman, with continuity experience, Blue Network station. Give all details and best letter in first letter. Answer to station WOLS, Florence, S. C.

Wanted—Radio telephone operator, first class license, received, full time position for permanent position with progressive organization. WBIR, Knoxville, Tennessee.

Situations Wanted

Advertising-public relations man, 18 years newspaper experience, 17 years of age, married, no physical defects, wants permanent position. Box 965, BROADCASTING.

Top flight newscaster writer available January 1, New York, midwestern experience. 25 years experience in broadcasting, directing large station news department. Reliable, Low job change past twelve years. Write Box 970, BROADCASTING.

Station executives: Ambitious young ladies desired for production department of modern growing station. 1/2 hour radio and dramatic study. 8 years actual radio experience. Some script and commercial writing. Salary $4500.00 and above! Box 972, BROADCASTING.

Copy writer. Woman experienced in all types commercial copy musical continuity, woman’s participation show. Metropolitan and regional network organization. Will travel anywhere, but interested in connection promising future. Box 966, BROADCASTING.

WANTED—Frequency monitor and modulation monitor. Phone Central 6566, collect, Chicago, Mr. Clifford.

WANTED—Two 1ST-C licensed transmitters, 800 watts, good condition or new. Box 961, BROADCASTING.

Wanted to buy—One type T-2C recording attachment complete with cutting head and table. Send description. WISS, Butler, Pa.

WANTED—Any type vertical antenna. Phone collect Central 6566, Chicago, Mr. Clifford.

For Sale

For sale—Mobile equipment in 1937 Buick Century Eight as follows: Collins model 25G-40 watt transmitter, Gates-107 speaker amplifier complete, two channel coil, glass antennas with mast, aerial port, all in good condition with mount, Oman model 10 LB-1000 watt power meter, Marcon model 41000B portable plate meter, Collins model 8000C, package price $125,000. Make us an offer. WAPD, Paducah, Kentucky.

Miscellaneous

Want Friday morning availability for thirty minute radio show. William F. Holland, Stinton Hotel, Cincinnati.

WILL BUY

250 WAT RADIO STATION

I HAVE: One wife, two boys enough money to buy Ten years in RADIO

WANT: A good little station license A good wife and two boys A reasonable income

I WILL: Take over any time Answer all replies Hold yours in confidence

BOX 977, BROADCASTING

December 11, 1944 • Page 73
KMBC Hearing May Presage Extension of Standard Band

FCC Defers Action on Application for 50 kw On 540 kc Until Allocations Are Decided

INDICATIONS that the FCC may have reached a decision to extend the standard broadcast band below 650 kc was seen last week when Commissioner Arthur E. Dobbs, the FCC's only motions chairman, granted a motion for indefinite postponement of a hearing in the application, KMBC v. City of Kansas City, for the FCC's continuing permit to change frequency to 540 kc and to increase power to 50 kw.

Originally set for Tuesday (Dec. 12), the hearing was postponed "until after final action of the Commission in Docket 6681 (allocations), at which time a further date for said hearing will be fixed," said the FCC public notice. That gave rise to speculation that the Commission looks favorably upon extension of the standard broadcast band. Otherwise the hearing would have gone ahead and the application would have been denied, it was pointed out.

Early Petition Denied

Both the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board have recommended that the standard broadcast band be extended. IRAC suggested limitation of an additional channel at 540 kc, while committee members of RTPB Panel 4 recommended even further expansion. The allocation committee of Panel 4 recommended extension to 520 kc, while the receiver committee has stuck to its original suggestion that the standard band be extended only to 530 kc. Panel 4, of which Howard S. Frazier, NAB Director of Engineering is chairman, is attempting to resolve the conflict.

An earlier petition by the Midland Broadcasting Co., licensee of KMBC, requesting the FCC to amend Sec. 2.71 and to take steps designating 540 kc for standard broadcast, was denied [BROADCASTING, Sept. 25]. At that time the Commission designated the application for hearing. Allocation hearings did not begin, however, until Sept. 25.

Designation of the hearing date as Dec. 12 led to the speculation that the Commission had agreed to extend the standard band, inasmuch as the FCC a fortnight ago notified the State Department it had tentatively approved an allocation plan pertaining to frequencies below 30 mc [BROADCASTING, Dec. 4]. Recommendations will not be made to the State Dept., however, until after the Commission has completed with IRAC conferences which are under way.

The allocation committee of Panel 4, of which Andrew W. Ring, former FCC assistant chief engineer in charge of the broadcast division, is chairman, will consider that the 540 kc channel be used for regional stations with 1.5 kw power, while the 530 and 520 kc channels be allocated to local stations of 250 w power [BROADCASTING, Nov. 13].

The meeting last month the Panel 4 allocation committee recommended that the FCC set aside 10 clear channels, each 10 kc wide, in the 200-400 kc band for stations of 500 kw or greater power to provide adequately for rural coverage [BROADCASTING, Nov. 20]. Whether the Commission will be guided by the committee recommendations could not be learned, although Mr. Frazier said Panel 4 had not yet filed its formal recommendation with the Commission, pending outcome of the conflict between the allocation and receiver committees.

New Graphical Standard For Radio Issued by ASA

A REVISED American Standard for graphical symbols for radio, telephone and telegraph use has been approved by the American Standards Assn., 70 E. 45th St., New York, giving new symbols for new types of apparatus and reconciling conflicts in previous standards. Work on the new standards was carried out under the technical leadership of the American Institute of Electrical Engineers and the American Society of Mechanical Engineers, with the Signal Corps Standards Agency, the Aeronautical Board and the Bureau of Ships cooperating as well as the industries concerned.

Copies of the new standard (232.5-1944) may be obtained for 30c from ASA. The standard is a revision of and supersedes the American Standard Symbols published in 1942.

AID TO FCC MAIN MEETING TOPIC

WORK of the Interdepartment Radio Advisory Committee and the Radio Technical Planning Board, Government and industry groups which prepared and presented data to the FCC to assist it in the task of allocating frequencies to the various radio services for the post-war period, will be discussed by Capt. E. M. Webster, IRAC vice-chairman, and Alfred N. Gooldsmith, RTPB vice-chairman, at the 1945 winter technical meeting of the Institute of Radio Engineers.

More than 40 papers, covering technical developments in all phases of radio, will be presented during the four-day meeting to be held at the Hotel Commodore, New York, Jan. 24-27.

PRF Formed to Operate FM Community Station FORMATION of a People's Radio Foundation for the specific purpose of operating a community-type FM station in New York, supported and directed by various progressive groups, was announced last week by Joseph Bradsky, attorney, and a member of the board of directors of the "PRF Plan." At the same time it was disclosed that plans to establish FM stations along the lines of the "PRF Plan" are in progress among similar union, labor and educational and civic groups in ten or more cities throughout the country.

Motivating force behind the Foundation and the general movement is the International Workers Order, New York, which is both a fraternal insurance benefit society and a federation of 15 nationality, or foreign language groups. The IWO's membership is drawn from the trade unions—both the AFL and the CIO, with the latter predominant. The "PRF Plan" is a sequel to the "IWO Plan of FM" which has been developed by the IWO under the direction of Eugene Konecky, publicity director, and a former radio man.

CKAC Montreal has named Adam J. Yonah Jr., as representative, effective Jan. 1.

Blue's Committee Electing Officers

Four Districts of Planning Advisory Group Involved

MEMBERS of the Blue network Stations Planning & Advisory Committee are electing representatives to hear the district members including a newly-created unit comprising the southeastern and Florida group. Election is being conducted by mail. A full explanation of the election of Fred Ernt & Ernest, New York.

The new unit—District 8—is being formed out of District 4 in a move to include District 1, which has had twice as many stations as any other unit, with new stations likely to be added in the area as well. Due to the election results, District 8, which is being established in District 1 and 2, and representing 32 stations, is now well on its way to being effective in District 1, and 3.

Districts involved in the current election in addition to District 8 and their present representatives are as follows: District 2, Allen Campbell, WWXY Detroit; District 4, Henry P. Johnston, WSGN Birmingham; and District 6, Harold Hough, KGKO Fort Worth.

EDGAR KOBAK MUM ON MBS MEETING

FIRST meetings of the Mutual executive committee and board of directors since Edgar Kobak became president of the network, held over the weekend at the Ambassador Hotel, New York were expected to be "get-acquainted" affairs for the directors and the new president, routine business and an informal discussion of network operations making up the agenda.

Executive committee, which convened at Midland; Benjamin M. Campbell, WGN Chicago; H. K. Carpenter, WHK Cleveland; Edgk. H. O. Bailey, WIP Philadelphia; Leonard Kapser, WCAE Pittsburgh; Edgar Kobak; John Shepard 3d; Theodore C. Streibert, WOR New York; Alfred C. Wacker, Allen Weiss, Don Lee, Hollywood.

Directors and shareholders, who met Sunday and today included: Alfred C. Wacker, chairman; E. M. Antrim, WGN Chicago; Hope E. Barroll Jr., WFBF Baltimore; Chester M. Campbell; J. E. Campbell, CKLW Detroit-Windsor; H. K. Carpenter; Benedict Gimbel Jr., WIP Philadelphia; Leonard Kapser, WCAE Pittsburgh; Edgar Kobak; John Shepard 3d; Theodore C. Streibert, Lewis Allen Weiss.

Tangerines on Nine

FLORIDA CITRUS commission, Lakeland, Fla., is promoting tangerines this season on WHOM WAT WPTWT WMN WKP WFWAS WRBWB WBYR. One series of twenty sixty-second spots, and continue through Jan. 13, using an average of ten one-minute transmitted spots, insurance frequency reduced to seven spots weekly. The second cycle runs for five more weeks beginning Jan. 15. Agency is Benton & Bowles, New York.
Yes — KMBC is youth-conscious! Programming built for entertainment and as a constructive influence has always been a prominent part of KMBC's daily schedule. Its "Big Brother Club" makes Distinguished Service Citations weekly to youth for extraordinary attainment in living up to the fundamental ideals for which American Youth is recognized the world over. Membership card, microphone pin and creed of virtuous living are given to all youth in the Heart of America without cost or premium. Sorry—the project is not offered for sponsorship!
This Study Is a “Range Finder” For Radio Program Aimers!

The statewide survey of radio listening conducted in Oklahoma by Dr. F. L. Whan of the University of Wichita gives an accurate picture of the program preferences of listeners of different age groups, by sex, by economic status and educational background, and by place of residence.

Thus, if you wish to aim a program at a certain type of listener, the data supplied by this study will tell you the type of program which will most nearly hit the target.

No amount of “experience”, intuition, or random guesswork can determine the type of program which will reach the maximum number of listeners you want to reach as accurately as can be determined from the facts in “The Oklahoma Radio Audience of 1944”.

After you’ve chosen the type of program you need to reach your type of customer, the study will further prove that you can reach more of them morning, afternoon and night over WKY than over any other station.

Any program over WKY will reach more Oklahoma listeners than can be reached by any other station. The right program over the right station will do your selling job right in Oklahoma.

WKY will send you a copy of the study upon request.