MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION!
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MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION!
Do you ever rush out late Saturday night or early Sunday to mail a letter? Perhaps, if it is a life-or-death matter. And to 1,786 WLS listeners, getting a picture of our WLS National Barn Dance cast is that important. We didn't tell them to rush. We didn't say their letters had to be "postmarked by midnight". We simply said: "All who write in will receive a picture of the entire WLS National Barn Dance cast of stars."

We made this offer Saturday night, October 28, 1944. First delivery to our office Monday morning brought 1,786 requests for the picture. (First week's total was 24,978). That's RESPONSE ... IMMEDIATE response! Typical of the vast WLS audience, in Chicago itself and throughout four Midwest states. When WLS speaks, these folks listen! They hear! They ACT! ... If you have a product to sell or a story to tell, let us give it an "Over Sunday-Sendoff" any day of the week. And be ready for RESULTS!
CHRISTMAS IS MANY THINGS...

The joy of homecoming...
The pungent odor of pine...
The magic of unwrapped gifts...
The taste of mince...
The splendor of a snow-filled night...

IT IS ALSO...

The indescribable coldness of frozen fox-holes...
The discarded ration can...
The hurting blankness of exhaustion...
The noise of gunfire – the silence of stealth...
The killing of an enemy...

WPEN 5000 WATTS 950 ON THE DIAL
PHILADELPHIA, PENNA.
Electronic Television

This is a story of leadership—as clean-cut, unassailable and complete as any industry can show.

It's the story of RCA's development, in all of its basic essentials, of the electronic television system in use today. For RCA engineers contributed ALL of the essential elements of this system—including tubes and circuits.

RCA factories built the first transmitters and the first receivers of the type now almost universally used. The Radio Corporation of America through its broadcasting service—the National Broadcasting Company—installed the first commercial television station—a station whose operating and programming technique has set a standard of performance in the television broadcasting field.

**ELEMENTS OF THE TELEVISION SYSTEM**

1. **THE ICONOSCOPE**—The "electric eye" of the television camera. Developed by Dr. V. K. Zworykin, RCA scientist, and brought to a high degree of perfection by RCA engineers.

5. **THE FIELD CAMERA**—The RCA field pickup camera shown here is the first camera to use the "orthicon" pickup tube—by far the most satisfactory for "outside" pickups.

6. **REMOTE PICKUP EQUIPMENT**—RCA engineers built the first television equipment for field pickups—and the first such equipment (shown here) for use with the "orthicon" camera.

7. **THE RELAY TRANSMITTER**—The first transmitters to be used for television relaying were built by RCA engineers—the one shown here is for relaying from a remote pickup point.

11. **THE SYNCHRONIZING GENERATOR**—Furnishes the signals that key transmitter and receiver together. This type of synchronizing, now almost universally used, was developed by RCA.

12. **THE VIDEO TRANSMITTER**—The first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA.

13. **THE TELEVISION ANTENNA**—RCA engineers have designed a large number of antennas for television. The turnstile antenna, shown here, was developed by Dr. G. H. Brown of RCA Laboratories.
RCA and NBC engineers, working together, established the first television system, put on the first outdoor program, the first "theatre" television, the first Broadway play, the first baseball game, the first television from an airplane.

Consider, for instance, the elements of the television system as presented on these pages. Note that RCA engineers played a big part in developing every one of them. Add to this the fact that these same engineers have been working 100% of their time on radio, radar and other electronic equipment of the most advanced types for the Army and Navy, and you can well understand the basis for RCA television leadership.

You can expect the best of all kinds of television transmitting and receiving equipment from RCA—the leader from start to finish.

2. THE KINESCOPE — The reproducing tube used in all present-day receivers. Developed by Dr. V. K. Zworykin of RCA Laboratories as part of his "all-electronic" television system.

3. THE "ORTHICON" — The high-sensitivity pickup tube, which requires much less light and hence makes outside pickups practical. Developed by Dr. Rose and Dr. Iams of RCA Laboratories.

4. THE STUDIO CAMERA — Deluxe-type studio cameras shown here were first designed and built by RCA. Cameras of generally similar design are now used in nearly every television studio.

5. BEAM ANTENNAS — Beam antennas such as the one shown here, which may be used with the relay transmitter shown at left, are largely based on original RCA research.

6. THE FILM SCANNER — The arrangement which allows standard motion picture films (24 frames) to be televised over a 30-frame, interlaced system was devised by RCA engineers.

7. THE MONITOR EQUIPMENT — The system of monitoring several video channels by means of a picture tube and an oscilloscope for each channel was first used by RCA engineers.

For Everything in Television

BUY MORE WAR BONDS
Today—

When You Think of

NEW ORLEANS

... You Think of

The Air Capital of the South

CHICAGO & SOUTHERN

DELTA

EASTERN

PAN-AMERICAN

... AND

WWL

NEW ORLEANS

The Greatest Selling Power
In the South's Greatest City

50,000 WATTS

CLEAR CHANNEL

CBS AFFILATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
A GOOD POINT

WSIX, "The Voice of Nashville", goes straight to the people in the Middle Tennessee, Southern Kentucky area who have money to spend for your product. You get direct and adequate coverage for the least expenditure. Top interest local and network programs selected from Blue Network and Mutual Broadcasting Systems prove their listening audience through enthusiastic sales response. Let WSIX point sales for you in this section.

THE KATZ AGENCY, INC.
National Representatives

5000 WATTS
980 K. C.
BLUE MUTUAL

WSIX "The Voice of Nashville"
Announcing

The Opening of

New and Larger Quarters

at

Suite 809-812, International Building

1319 F Street, N.W.

Washington, D. C.

Telephone: D1strict 1319

This office will engage in the following expanded business activities of the Company:

☆ War Contract negotiations with Army and Navy

☆ Washington engineering representation on Standard, FM and Television applications.

☆ Eastern representative of the Company's Pioneer FM Station K O Z Y in Kansas City, Missouri

☆ Conduct the Engineering Research program of its two recently authorized Washington, D. C. Developmental FM Stations, W3XL, (Main Station), and W3XLA, (Satellite Station), 49.9 Mgs.

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

1584 Crossroads of the World

HOLLYWOOD, CALIF.

WASHINGTON, D. C.

1319 F ST., N. W.


6th Floor, Porter Bldg.

KANSAS CITY

MO.

★ ★ ★ ★ ★ ★ ★ ★ ★ BUY MORE WAR BONDS ★ ★ ★ ★ ★ ★ ★ ★ ★
Inaugurated 1924: GOING STRONGER... GROWING GREATER THAN EVER BEFORE!

HERE'S THE CAKE YOU HELPED TO BAKE

20th Anniversary KOA
DECEMBER 15, 1944

* Time Sales, Dollar Volume

Since the cat whisker and crystal set days, KOA's rise to its present high place—FIRST IN DENVER—has been one of breath-taking progress and growth. Every year, for the past 20, more advertisers and agencies have bought more time, in dollar-volume, on KOA than on any other Denver station. Your long term use of KOA, coupled with its ability to produce has helped this famed NBC station to observe this important milestone.

FEW STATIONS IN THE NATION CAN EQUAL KOA'S DOMINANCE

- You need KOA to sell the Denver Market and Mountain and Plains States Region.
  - Power (50,000 watts)
  - Top NBC Programs
  - Coverage (7 states)
  - Listener Loyalty (69%)*
  - Dealer Preference (68.8%)**
  - Sales Results

* NBC Test of 412 Cities
** Ross Federal Survey
At Deadline . . .

CHICAGO Regional War Labor Board denied AFRA demand for assigned fees for commercials at seven Chicago "B" stations but granted flat 15% increase retroactive to Nov. 1, 1943.


SINCLAIR Refining Co., New York, renewing on Jan. 2 the Monday, Tuesday, Thursday and Saturday 8-8:15 p.m. period on 148 MBS stations for 52 weeks, will replace Arthur Hale's Confidentially Yours with Frank Singiser's Sinclair Headlines. Agency is Hixson-O'Donnell, N. Y.

RESOLUTION passed by the American Farm Bureau Federation at its convention in Chicago stated, "Clear channel broadcasting, free from interference, is invaluable to rural America as a source of news, information and entertainment. We urge no reduction in the number of clear-channel stations and no limitation of clear-channel broadcasting."

NEW FCC applications at deadline: St. Louis Star-Times (operating KWOK) commercial television station channel 2; KPRB Hot Springs, move main studios to Memphis, increase from 1,000 w night, 10,000 w day to 25,000 w night and 50,000 w on 1,000 kc; KXQ Seattle, power increase from 1,000 w to 10,000 w and hours from limited to unlimited on 770 kc clear channel of WJJ New York; Mid-State Broadcasting Co., Perea. 1500 kc with 1,000 w—fifth applicant for that city.

SELLERS of SALES

FROM a potential pedagogue to an active timebuyer in three meditated moves might be a capsule biography of Helen Wilbur, timebuyer of Doherty, Clifford & Shenfield, New York. Helen trained at Brooklyn College and Columbia U. with aspirations of becoming one of the best teachers in the New York City Public School System. Before starting her teaching career, however, she accepted a position with the New York Times in the display classified advertising department. Fascinated by the dynamic, ever-moving business of publishing, Helen became convinced that advertising was her métier.

After two years with the Times Helen joined the media department of Pedlar & Ryan and eventually transferred to radio. At Pedlar & Ryan she bought time for Procter & Gamble, Bristol-Meyers, Lady Esther and others. With five-and-a-half years of extensive media experience at Pedlar & Ryan, Helen, early this fall, became one of the original members of the firm of Doherty, Clifford & Shenfield, formed by Lawrence Shenfield, Donald Clifford and Francis Doherty, former executives of Pedlar & Ryan. Among the timebuying activities of Doherty, Clifford & Shenfield are supervised by this tall, attractive, auburn-haired, capable young executive. This includes such major accounts as Ipana, Mum, Ingram's Shaving Cream, Vitalis—all products of Bristol-Meyers, and Reid's Ice Cream, product of the Borden Milk Company. The programs for Bristol-Meyers products are NBC; Mr. District Attorney; and Blue: Gracie Fields; and for Reid's Ice Cream: H. V. Kaltenborn Edits the News on WEA New York.

Helen is single and spends her free time reading best sellers and sketching caricatures of her friends.
FIRST IN THE WEST WITH
* ALL-TELEVISION STATION
* TELEVISION BROADCASTING
* ALL-TELEVISION BUILDING
* FREQUENCY MODULATION
* ALL-FM BUILDING

FIRST ON THE PACIFIC COAST WITH
* NETWORK RADIO BROADCASTING
* COMPLETE RADIO COVERAGE (38 Stations)

And now—First in the West actually to buy a television site of the height considered most advantageous for Frequency Modulation and Television Broadcasting. Don Lee’s purchase of a site atop Mt. Wilson, home of the famous Mount Wilson Observatory, will give KHJFM and W6XAO a transmitter height of 5,900 feet for Frequency Modulation and Television Broadcasting. No finer site in Southern California could be obtained.

The Nation’s Greatest Regional Network

LEADS THE WEST IN ALL THREE TYPES OF BROADCASTING

Mutual
DON LEE

BROADCASTING • Broadcast Advertising  December 18, 1944 • Page 11
"Dear F&P: In behalf of Blunk and Blunk, Inc., we wish to express . . ."

Since it's almost Christmas-time, we're sure you won't mind our getting just a little sentimental. One of the things that makes us feel pretty darned good at Christmas is the knowledge that we've made a lot of swell friends during our twelve-and-a-half years in this business—that we've earned a small place in your confidence and esteem—that so many of you have been so generous in acknowledging whatever good work we've been able to do for you.

So thanks—and thanks—and Merry Christmas!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Blue Additions Presage Network Scramble

3 Cowles Stations Among 6 Added June 15

By ROBERT K. RICHARDS

Six major market stations—among them three of the Cowles' group—have signed as affiliates of the Blue Network effective June 15, 1945, in a move that probably presages other important network shifts.

New Blue affiliates, as announced by Chester J. LaRoche, vice-chairman of the network, are: KRTN Des Moines, 5,000 w on 1350 kc, now affiliated with CBS; WNAK Yankton, 5,000 w on 1270 kc, now CBS; WCOP Boston, 500 w on 1150 kc, independent; WPDQ Jacksonville, 5,000 w on 1270 kc, now MBS; WFTL Miami, 10,000 w on 110 kc, now MBS; and WALW Lawrence, 5,000 w on 680 kc, now CBS.

Quick Action

Contracts were signed Dec. 15, 1st date permitting such negotiations under the network rules put into effect by the FCC June 15, 1943. Those rules limit network contracts to two years and limit advance options to six months.

That other station shifts are in the offing, aside from those necessitated by the new Blue tie-ups, is a foregone certainty. Conversations looking toward station changes were begun weeks ago, in anticipation of expirations. A number of on-flight stations are being courted by the Blue, but certain Blue affiliates are said to be casting about.

CBS last week announced five new affiliates, bringing its total to 162. Herbert V. Akerberg, vice-president in charge of station relations, announced KOTA Rapid City, S. D., KGGY Scottsbluff, Neb., and KTTY Yakima, Wash., will join the network Jan. 1. WJEF Grand Rapids, Mich., owned by John E. Fetzler, operator of WJKO Kalamazoo, and Assistant Director of Censorship, becomes a CBS affiliate Jan. 15, and KEBN Bakersfield, Calif., joins the network May 15.

NBC last week announced one additional affiliate—WMAM Marietta, Wis.—which joins the network as a supplementary station after Jan. 1. The station operates with 250 w daytime and 1,000 w nighttime on 570 kc.

Blue last week announced reduction of 2 1/4% in the complete network discount schedule, as projected on rate card No. 32 dated Jan. 15. Max Woods, Blue president, explained that three years ago when the Blue struck out on its own, it offered a price inducement to advertisers sacrificing "a substantial portion of what might be called normal operating income" and that now "it is essential that we get on a basis which is more nearly adequate and more in line with general network practices."

Blue also announced appointment of Humboldt Greig, of its sales staff, to the new post of director of business development. Mr. Greig, founder of Greig, Blair & Spight, which became John Blair & Co., has been with Blue two years and has handled such accounts as Procter & Gamble, Kellogg and General Foods. Before that he was eastern representative of the McClatchy stations.

Cincinnati affiliation changes likewise are scheduled. WKRC leaves Mutual June 15 to rejoin CBS. WSAI, recently sold by Crossley Corp. to Marshall Field, has renewed its affiliation with the Blue. Mutual will go either to WCKY, 50,000-watt which relinquishes CBS, or WCPO, Scripps-Howard owned 250-watt. Conversations are reported in progress.

Blue Now Has 193

With the addition of these new outlets, Blue affiliates now total 193. Commenting on the move, Mr. LaRoche, who signed the contracts for the network, said: "We are naturally gratified that the owners and operators of these six key stations have decided to affiliate themselves with the Blue Network. These new stations will enable us to bring Blue programs to thousands of additional radio homes and through their affiliation will give to the Blue the benefit of the advice and cooperation of some of the outstanding and most forward-thinking business and radio executives."

Three of the stations—WNAK KRTN and WCOP—are owned and operated by the Cowles Broadcasting Co., also licensees of WMJ in Jersey City and WOL, Washington. Gardner (Mike) Cowles, president of the company, who signed contracts affiliating his three outlets with the Blue, ascribed the move to his admiration for the Blue method of doing business.

We think the Blue has a great future," he said "and we are delighted to bring to the listeners of three of our stations the high quality Blue program service."

ESJ, formerly a CBS affiliate in Sioux City and currently a Blue outlet, probably will return to CBS,

(Continued on page 79)

Rosel Hyde Slated to Take FCC Post

Quick Action Necessary To Confirm Porter This Session

AFTER THE Senate confirms the nomination of Paul A. Porter as the successor to James Lawrence Fly as chairman of the FCC, President Roosevelt is expected to name to the Commission Rosel H. Hyde, veteran assistant general counsel in charge of broadcasting, to succeed Comdr. T. A. M. Craven.

That was the authoritative word in Washington last week. Confirmation of Mr. Porter, popular New Deal official, former radio attorney and latterly the publicity director of the Democratic National Committee in the successful Fourth Term campaign, may not come this week—before sine die adjournment of this session. Mr. Hyde's nomination—assuming there is no switch in White House sentiment—would probably come after the first of the year, and after Mr. Porter takes over the FCC helm. Mr. Hyde is an Idaho Republican, and was considered for the vacancy filled last February when E. K. Jett, an independent, was elevated to a commissionership from chief engineer.

Mr. Porter returned to Washington last Tuesday after a fortnight rest in Florida following the grueling political campaign. He conferred privately last Friday with Senator Wheeler (D-Mont.) Chairman of the Interstate Commerce Committee, and last word was that a public hearing on his nomination might be held this week—Thursday or Friday. It will be a race against time to get Senate confirmation prior to adjournment, expected late in the week, but there appeared to be no concerted opposition and his Senatorial sponsors felt it could be accomplished.

Should Congress adjourn before confirmation, the President would be required to submit his nomination to the next session of Congress which convenes Jan. 3. Then the Senate Committee would consider his nomination again. This might conceivably delay assumption by Mr. Porter of his FCC post until mid-January.

The Hyde nomination appeared to crystallize last week following lengthy consideration. The Craven post has been vacant since July 1. Conceivably either a Republican or Democrat could be named to it since the law simply provides that there shall not be more than four of the seven members of the FCC.

(Continued on page 77)
TBA Calls for United Television Effort

Out of Laboratory, Convention Agrees

BY BRUCE ROBERTSON

In a Parley which attracted a large number of equipment manufacturers and representatives of the motion picture industry, as well as broadcasters and advertisers, Television Broadcasters Assn. Inc. conducted its first annual convention in New York last week, calling for united effort to give the new art form to the public.

The convention was a sell-out, with a capacity registration of 750 and, by best estimates, over 1,000 attending major sessions. Of the registrants, about 20% were broadcasters, but the vast majority of this group included delegates from equipment-manufacturing concerns which also operate radio stations.

Out of Laboratory

Relatively few standard broadcasting station delegates were present. At least 10% of the registrants were from the motion picture industry, and another 10% from allied industries. Approximately 25% registered as representing directly manufacturers of equipment. Remaining was made up of advertising agency representatives and miscellaneous delegates.

Dominant theme of the convention, as expressed by most who spoke on general advances in the art, was the belief that the meeting marked a transition, with television passing now from the laboratories into the hands of business.

John F. Royal, vice-president of NBC in charge of television, asked members of the TBA to join in adopting a code which would set standards of performance to be observed by all telecasters.

“Television is not a medium,” Mr. Weiss said in part. “Television is here to stay and the public is ready to receive it when the producers deliver it... my own concept is that (at this time) no city can support one television station unless it has a population of at least 500,000 people. I further believe that not more than one of the people in the foreseeable future are going to be eligible to receive television receivers.”

Mr. Weiss' comments had been preceded with a welcoming address to the convention by Allen B. DuMont, president of TBA and head of the Passaic, N. J., laboratories bearing his name. He was introduced by J. R. Popple, secretary of TBA, chairman of the conference and chief engineer of WOR New York. Dr. DuMont expressed the hope that television would be over in a year and the conviction that, if such were true, television would enter an era of expansion.

Keynoting the convention, E. W. Engstrom, research director of RCA Labs., stated his emphatic belief that television was ready for the public. He estimated that one-fourth of those who would wait until further developments could be realized before expanding the field.

“Now, as at earlier times,” he commented, “there are those who raise their voices in opposition, but today the industry in regard to television is as nearly united in its recommendations as it is practical to expect.”

Some of the opinions were expressed by Dr. W. R. G. Baker, vice-president of GE and chairman of the RTPB, who spoke also before the first session of the convention. Mr. Baker stressed the need for examining television that it might progress through experimentation and that the new industry might develop in the United States.

He pointed out that 21 advertising agencies recently had added television directors as an index to business development.

“Television will not take the country by storm the day the war is over,” Dr. Baker said. He predicted, however, that at least 10% of television stations would be in operation in this country five years after the war is concluded.

Broad band systems for chain relay of television programs and multiplex telephone transmission combining both the coaxial cable and principle and radio relay, will be ready in a few years. TBA delegates were told by Harold S. Osborne, chief engineer, AT&T.

Mr. Osborne pointed out that the television facilities now used for intra-city transmission of television programs from remote locations to transmitters will be employed in the future, but that more remote locations to provide additional facilities.

Mr. Osborne said that within five years after programs now developing for chain relay in Boston, would be launched, a basic coaxial cable loop will stretch along the Eastern seaboard, and west to California, from the East Coast through Chicago to the northwest.

Many Predictions

Prediction that the manager who undertakes to operate a television outlet on a shoestring would find himself without an audience was made to the first general session by W. R. Baker, president of W. R. Baker, Inc., director of production, RKO Television.

Mr. Baker predicted the constitution of the convention as Gregory Irsky, chief engineer of International Broadcasting Corp., will be possible to program station simply and economically by the use of programs on film. He emphasized that the time unit is television probably will differ materially from the current 16 minute unit. During his experience, he related, programs of one-hour duration were much more popular than shorter productions.

No basic commercial rate card has been worked out for videograms. Mr. Hutchinson observed. He said that the matter may be employe in presenting commercials could not, in his opinion, be patterned after present day procedures. He said the new principles of broadcasting and the entire new exploration into this problem would be required before television could be commercially effective.

Robert L. Gibson, assistant to the vice-president in charge of publicity and advertising of GE, discussed his company's experience with different types of television programs during the last

For additional news and photos of TBA convention see pages 18, 20, 22, 24, 25, 26.
five years. Employing lantern slides to illustrate his lecture, Mr. Gib-son described the various types of programs which appealed espe-
dially to video audiences, according to GE surveys.

The first three types of programs in popularity, are sports, quizes and games—all of them, he noted, having an element of spontaneity. The audience, he said, likes a show where “anything can happen”, where the climax is not pre-determined, as in a play.

Panel Groups Meet

Seven panel meetings were held simultaneously Monday afternoon, followed by a summary session at which the panel chairmen gave reports. Dornik A. Israel, executive vice-president in charge of engineering, Emerson Radio & Phonograph Corp., was general chairman.

Panel 1, broadcasters, chair-maned by Sam Cuff, manager of WABD New York, who posed some problems confronting television broadcasters such as union jurisdic-
tion, building and storage of props and other administrative matters heard reports from the managers of other television stations: Condur. William C. Eddy, USN, on leave from WBKB Chi-ca-go, told of the use of gadgets to obtain effects in limited studio space. John T. Williams, WNBT New York, discussed difficulties in obtaining suitable film programs, sew or old, from major movie produc-ers who refuse to release their shows to television. Paul Knignt, WPTZ Philadelphia, related the problems of remote pickups from spots where a station must generate its own power and news teaks occurring when there is no audience.

Cinema Adaptation

Klaus Landsberg, W6XYZ Holly-
wood, adapted description of motion picture scenes to television and the use of projected mobile and stationery backgrounds. He also discussed the shortcomings of movie actors, accustomed to frequent nakeups, to retakes if a scene goes badly, to pauses to re-learn for-tuned lines and to other privel-edges not possible in a continuous video performance.

Manufacturers’ panel was con-
ducted by C. A. Priest, GE. David 3. Smith, Philco, outlined the de-
erations of RTPB Panel 6 on el-vision, of which he was chair-
nan. Merril A. Trainer, RCA, re-
tiewed camera and picture tube de-
velopments which will provide bet-
er pictures with less light.

Walter S. Lemmon, International Business Machines, described a two-directional video radio relay system which IBM and GE will install between Washington and New York and New York and Sche-
nectady, designed to carry not only he audio and video signals, but also a “pay load” of several FM channels, several facsimile chan-

(Continued on page 20)

THEY LED PANEL discussions among advertising agencies during the TBA parley. First row (1 to r.): Ted Long, BBDO; Harry Trenner, William Weintraub & Co. (presiding); Beth Black, Joseph Katz Co.; Don McCulure, N. W. Ayer. Second row, William Forbes, Young & Rubi-

FILM, possible medium to mass television in the future, is examined by these agency leaders (1 to r): Frank Silvernail and Ted Long of BBDO; Herb Leder, Benton & Bowles; Harry Trenner, William Wein-
traub & Co.; Don McCulure, N. W. Ayer.

LEADING DISCUSSION in the TBA Broadcasters’ Panel were these video station managers (1 to r): Samuel Cuff, WARD New York; Paul Knight, WPTZ Philadelphia; John T. Williams, WNBT New York; Condur. William C. Eddy, attached to the Great Lakes Naval Training station, on leave from WBKB Chicago.

SOME PROMINENT in standard broadcasting convened with video enthusiasts at the TBA parley. Here are (1 to r): C. H. Cottington, Er-

Timebuyer Video Silence Is Broken

Silvernail of BBDO Poses Questions at TBA Meeting

Producers, copywriters, ac-
count executives and other ad-
vertising agency men have said their say about television on many occasions. But the time-
buyer, who will certainly be as

important in the television pic-
ture as he is in radio, had re-
mained silent until last week when Frank Silvernail of BBDO tossed a few pointed and per-

(Continued on page 20)

WE Video Plans

WESTERN ELECTRIC Co. will manufature transmitting equip-
ment for television as well as for AM and FM broadcasting in the post-
war era, according to an an-
ouncement last week by F. B. Lack, vice-president in charge of the radio division. Indicating that an active program of video handling presents, with first checking the timebuyer on the feasibility of setting up lines and facilities for tele-

vision?

December 18, 1944  Page 15
NBC, Blue Given Ultimatum by NABET

Contract Renewal Demanded by Technicians

By JACK LEVY

A N U T M T I U M was served last Friday on NBC and Blue networks by the National Assn. of Broadcast Engineers & Technicians (NABET) that unless contracts are signed immediately granting the technicians jurisdiction over turntable operations NABET will strike at both networks.

Upon resumption of contract negotiations Friday morning in New York with the two nets, Alan T. C. to the NABET Presi- dent, served notice that unless the companies bargain "in good faith" the technicians would walk out of the network studios and their affiliated stations in 72 hours. NABET stated that, with the cooperation of the networks, the contracts could be nego- tiated in two days.

Affected by the NABET edict are NBC-owned stations WEA New York, WRC Washington, WMAQ Chicago, WTAM Cleveland, KPO San Francisco, and KAA Denver; Blue-owned stations WJZ New York, WENR Chicago, and KGO San Francisco; Holly- wood studios NBC and Blue; and 143 NBC and 148 Blue non-owners affiliated.

Nets May Appeal

It was expected that the networks would meet NABET's terms or take the matter to the NABET Board in order to prevent the strike. WLB took jurisdiction in the case last May when NABET threatened a strike to prevent the musicians from taking over the turntables. The Board at that time ordered the jurisdictional dispute in status quo pending determination of jurisdiction by the National Labor Relations Board.

It appeared likely, as Broadcasting went to press late Friday, that any suspension of negotiations which might occur during the weekend would result in WLB calling the parties to a hearing. Negotiations continued all day Friday and were to be resumed Saturday.

Earlier, Mark Woods, Blue pre- sident, issued a statement to the network affiliates in which he ex- plained that Mr. Petrelli has warned the Blue that if it does not keep a previous agreement award- ing platter-turning functions to AFM "he will order a series of wild strike, by withdrawing musings from our programs at sporadic intervals" (see statement on page 78).

Declaring the Blue is "in the middle of a jurisdictional fight" between the AFM and NABET, Mr. Woods said the network is "helpless" in the situation as it cannot bring the issue to the courts. "We are faced with interference or stoppage of broadcasting by the union or the other," Mr. Woods as- serted, "and until the courts decide the case, we will continue to be faced with this threat."

Immediately prior to resumption of negotiations Friday morning Mr. Powley told Broadcasting he took issue with Mr. Woods' state- ments to fight in the middle of a union dispute. "This dispute which he refers to," Mr. Powley said, "was settled Nov. 25 by the NLRB. NABET is asking the networks to abide by this deci- sion and continue negotiations in good faith."

"Will Not Surrender"

In an earlier statement, Mr. Powley declared NABET will not surrender in the dispute. "If the managers take wild strike, he said, "the companies should bring this to the attention of the WLB and not be asking NABET to ca-
gulate" (see statement on page 78).

Capitulation by NABET, Mr. Powley continued, would penalize every radio station in the country, particularly some small independ- ent stations which rely largely on records for their programming. "Faced with the prospect of paying $90 a week for a 25-hour week, the small stations would be forced out of business," he asserted.

BMB Board at First Meeting Approves Corporate Articles

WITH ADOPTION of articles of incorporation and bylaws, the Broadcast Measurement Bureau of- ficials got under way Friday at the first board meeting at head- quarters of the American Assn. of Advertising Agencies Inc. in New York. Articles were instru- mental to the necessary papers for incorpora- tion either in New York or Delaware, depending on their judgment.

Although several names were discussed in connection with execu- tive personnel, no decision was reached. The board plans to meet again shortly in an effort to com- plete organization arrangements by Jan. 1.

ANA Members Named

Heads of the NAB, AAAA and Assn. of National Advertisers will be incorporators of BMB, with five members from each organization serving on the board. ANA board members, announced Friday, are: Donald B. Stetlter, advertising di- rector, Standard Brands; Joseph M. Allen, assistant vice-president and advertising manager, Bristol- Myers Co.; A. N. Halverstadt, di- rector of media, Procter & Gamble; Robert F. Elder, director of market research, Lever Bros. Co.; J. A. Miller, advertising director and sales promotion manager, Standard Oil Co. of New Jersey.

Legal counsel for the BMB is being handled by John Logan Davis, NAB; George Link, AAAA, and Isaac W. Diggs, ANA.

Representing the NAB are: President J. Harold Ryan, Chicago, Frank Stanton, CBS New York; Frank M. Russell, NBC Washington; Roger W. Clipp, WFIL Phila- delphia; Mr. Feltis. AAA board members are: President Frederic Gamble, Leonard T. Bush, Comp- tion Adv.; Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson Co.; D. E. Robinson, Pedlar & Ryan.

Attending Friday's session in ad- dition to the BMB board and coun- sel were Harold Beck Jordan, AAAA staff member; Paul West, ANA president, and Paul F. Peter, NAB research director.

WQXR Recalls Its Spot Restrictions

WABC Long Has Limited Chain Break

EDITOR BROADCASTING:

WJZ has been getting a lot of deserved credit—your recent editorial being a good example—having banned station-break announcements between the hours of 8 and 10 p.m.

But when WJZ is singled out as a pioneer for abandoning commer- cial station-break announcements for only two hours each day, I want to call your attention to the long-established practice regarding station-break announcements at WABC.

The fact is that WABC has never, with the exception of limited time signal service announcements, sold station-breaks at any hour of the day or night. Currently, these time signals which are sold to Bulova constitute the only exception in the field of station-breaks.

In view of this history, I think the record should be clear on the question of leadership in this area of station operation.

ARTHUR HULL HAYES

General Manager

WABC New York

EDITOR BROADCASTING:

I liked your editorial, "Trail Set- ters", in this week's BROADCASTING. But hadn't you forgotten some of the NAB committee in the fellow who puts the notches on the trees area of the "Trail Settlers"?

Memories are so short that we want to point out that WQXR rea- lly started to improve the spot announce- ment situation when March of this year we banned a singing commercials from the station. And at the same time we said that we would accept other tradi- tions only if they were I keeping with the station's policy.

At that time there were some peo- ple who said that we could never do it without a policy. Well, we have, and we are constantly striv- ing to make our advertisers' mes- sages more acceptable (and there fore more productive) to our list eners.

ELLIOTT M. SANGER

Executive Vice-President

WQXR New York

BROADCASTING • Broadcast Advertising
Is your type of program popular with your type of consumer in Iowa?

This Book TELLS You—
Plus a LOT MORE!

We've said—and now repeat—that many an agency would willingly pay thousands of dollars or the exclusive use of the 1944 Iowa Radio Audience Survey.

Why? Because, if for nothing else, this Survey tells you what kinds of programs your best prospects prefer—gives the relative popularity of all types of programs in Iowa—gives the comparative figures for men and women, by age groups, by age of residence (urban, village, farm), and ven by educational status!

DOZENS OF VITAL FACTS

The study on popularity of program material is only a fraction of the new, up-to-date, authentic information contained in the 1944 Survey. It also gives charts and maps showing the relative popularity and intensity of coverage of every station in Iowa... maps showing counties in which each Iowa station is "heard regularly" and "listened-to-most"... breakdowns showing the hours at which men and women listen most to radio, in cities, villages and on farms.... And much, much more!

Conducted by Dr. Forest L. Whan of the University of Wichita, this Survey is worthy of every radio merchandiser's intensive study. Get your order in NOW. Your copy is FREE. No obligation, of course.

GET YOUR FREE COPY!

Station WHO
Des Moines 7, Iowa
Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name ...........................................
Company ......................................
Street ..........................................
City ............................................
State ............................................
Paramount Plans Relay Nets For Nationwide Video Service

Two nationwide experimental television relay networks are proposed in applications filed last week with the FCC by Paramount and DuMont Labs Inc., subsidiary of Paramount Pictures. Although the applications state that operations proposed will permit television stations throughout the country to offer far better and more interesting service to the public, they also recognize a need for large-screen television receivers. The applications of both companies are for two relay networks connecting two groups of cities from New York to Los Angeles and from Chicago to New Orleans.

Experiments Planned

In the first group are New York, Buffalo, Chicago, Des Moines, Kansas City, Albuquerque, Los Angeles. The second group embraces Los Angeles, New York, Chicago, Dallas, Houston, New Orleans, Birmingham, Atlanta, Charlotte, Richmond, Washington, Philadelphia, New York.

Mr. Raibourn, also treasurer and director of the Allen B. DuMont Labs, in which Paramount owns substantial interest, testifying last week in the FCC allocation hearings [BROADCASTING, Oct. 20], said that one of the economic problems facing television was that of lighting up stations by network. He urged experiments with relay stations in the lower portion of the spectrum.

Eight Applications

Research and experimental work with FCC-colony relay systems will be conducted under Mr. Raibourn’s supervision, assisted by Klaus Landsberg and George Shupert. Equipment will be provided by the DuMont Labs. Programs carried will be for direct reception by the public, the applications specified.

Expressing belief that such features as important news events can be brought to motion picture theatre audiences at the time they occur through telephone relay systems, the applicant indicated that experiments may be carried on in that direction.

To permit a thorough investigation of television as involved, as well as the feasibility of a television relay system, Television Productions plans to begin operation immediately upon grant by the Commission, beginning July 1. The following points will be fulfilled: New York—Peru Mountain, Vt.; Peru Mountain-Buffalo; Buffalo-Detroit; Chicago-Detroit; Chicago-Des Moines; Los Angeles-El Paso. Two relay stations are planned for each point to conduct two-way transmission. Applications were filed for the following facilities:

WPIX, New York, 180-216 mc., channels 13-14; 258-270 mc., channels 9-10; 204-216 mc., channels 9-10.

DuMont, 202-242 mc., channels 13-14; 258-270 mc., channels 9-10.

Du Mont Labs, 180-216 mc., channels 9-10; 204-216 mc., channels 9-10.

Des Moines, 180-216 mc., channels 9-10; 204-216 mc., channels 9-10.

Chicago, 180-216 mc., channels 9-10; 204-216 mc., channels 9-10.

Los Angeles, 180-216 mc., channels 9-10.

Each unit will consist of a visual and an aural transmitter and receiver connected with a maximum power of 100 w, A5 and special emission (FM for aural), unlimited time.

Application of du Mont Laboratories to operate WXYZ and WEXIA Los Angeles.

Clarence Cosby Named Chief Ayr Timebuyer

CLARENCE COSBY, formerly general manager of WINS New York, has been named chief time buyer, according to an announcement by H. L. McLintock, vice-president and general manager of radio.

Mr. Cosby will work under Robert Collins, radio department manager, and Tom McDermott, business head of the radio department. Mr. McDermott, who bore the title of chief time buyer at one time, had been directing time buying in addition to his other tasks.

Mr. Cosby entered radio in 1939 as general manager of KWK St. Louis, a post he retained until 1939, when he became commercial manager of KKOK, in the same city. He rejoined a program in 1943 giving WINS in December. He left the New York station in October of this year. Prior to entering radio, Mr. Cosby had been in charge of advertising and art production for Baldwin Piano Co.

Canadian Union

MONTREAL stations are to meet with representatives of the newly-organized CIO Radio Stations Employes’ Union Dec. 19 but no definite commitments or demands have been made, it is understood, although the union supposedly plans negotiations with all stations in Quebec province. Connections with Canadian Broadcasting Corp. stations are not likely since they are government operated and cannot make union contracts. All CBC employees are paid standardized rates applicable in all parts of Canada. This is the first time that all employees of Canadian stations are being unionized or that stations are being given contracts covering all employees, technical and non-technical. Union plans to expand into Ontario are uncertain.

Canadian Union

BROADCASTING • Broadcast Advertising
As little time as two years ago . . . it took a lot of nerve for a time buyer to put the independent station on a schedule for Baltimore.

It was so much easier to pick out the big name call letters. Less fighting to keep them on the list.

Then came the dawn when “cost-per-listener” figures were figured. Those time buyers who are known to be “dumb as a fox” earned their title to shrewdness when they stuck to the independent in Baltimore, W-I-T-H!

W-I-T-H’s record for years shows biggest results for lowest costs in this, the country’s sixth largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.
TBA Urges United Television Effort

Delegates Told Art Now Ready for Public; 1,000 Attend
(Continued from page 15)

nels and a number of channels for business machines, which will support the relay system until network television is established on a paying basis. He displayed a model of a relay tower which will be 125 ft. high, to house delicate equipment in all kinds of weather, automatic in operation and which will probably serve as a guide station for air traffic in addition to its other functions.

Keister on Satellites

James Keister, GE, discussed satellite stations which will take programs from the relay system and broadcast them in communities too small to provide local program service, explaining how the local manager can supplement this network with special programs of local events. Charles Robbins, Emerson Radio & Phonograph Corp., proposed that television broadcasters, manufacturers and dealers cooperate in surveying each market to determine the circulation necessary to interest advertisers; then the set makers and dealers market sets on a liberal purchase plan while the broadcasters supply a high quality sustaining program service which will help to sell more sets and attract the advertising support necessary for station maintenance.

Paul Chamberlain, GE, predicted that television will provide home demonstrations of all types of merchandise on a scale never attained by the Fuller Brush man in all his travels. Describing television as a "natural" for department stores, he suggested "image" setups within stores to merchandise to shoppers in other departments and actual telecasting to prospective buyers.

Dr. Peter Goldmark, CBS, expressed the need for 753 line black-and-white and 525 color, requiring 10-mc bands and necessitating a step up in the spectrum to give adequate service. If the FCC approves the RTTPE television panel proposal and allocates 460-900 mc. for experimental television, he predicted that soon after the war engineers will be able to utilize that full frequency range.

Agency's Video Position

Harry Trenner, William H. Weintraub & Co., was chairman of the advertising agency panel. Dr. Peter Goldmark, CBS, expressed the view that the agency's place in television will be "just about what should be expected"—a normal agency function in a new and developing advertising medium." Pointing out that a large part of the country's 2,000 agencies are engaged in some form of radio advertising for their clients and that about 60 agencies produce most of the major radio programs, he stated:

"These programs are successful because the agency staffs which produce them are at once good showmen and good advertising

agencies will have a most important part—a most responsible part—in the future of successful television."

Commercial clients were discussed by Don McClure, N. W. Ayer & Son, who told how the simple slide with the word "Atlantic" that opened the early football telecasts of Atlantic Refining Co. on WPTZ Philadelphia attracted by a sweater,¬a girl holding a football on which the names of the opposing teams were lettered. From a close-up of the ball the camera dollied back and ended up with a short play to the studio announcer who gave the welcome and the opening commerce.

Frank Silvernail, BBDO, posed a number of questions a timebuyer would like answered about television, pointing out that there is a lot more to know than the basic questions of how many people will tune in, how much time, how many hours a day, when they will tune in most, and what will it cost?

Declaring that agencies thin they can make an easy trans¬fer from radio to television because they are basically the same and deluding themselves, Herbert Leder, Benton & Bowles, said if the government does not remove from television the radio director must make a basic mental adjustment. He must realize that television is similar to films in effect upon an audience and that in this context dialogue is subordinated to the visual.

Clifford Denton, New York Daily News, chairman of the publication panel, pointed out that the basic simplified product and television should make then supplementary, rather than competitive. William Kostka, Look magazine, said that television, like radio, demands a public man with editorial matter and also with advertising. As a competitive ad¬vertising medium television may first take some advantage from other media, he said, but eventually it will create additional advertising that will benefit them all. Dr. G. B. Caldwell, Caldwell-Glem Corp., pointed out that the television might have an adverse

Popele Is Elected President of TBA; Gibson, Baltin and Hanson Get Posts

J. R. POPELE, secretary and chief engineer of WOR New York, was elected president of Television Broadcast Assn. for the coming year at a meeting of the TBA board of directors last Tuesday afternoon following the conclusion of the first annual conference of the association, held at the Hotel Commodore, New York. Mr. Popele succeeds Allen B. DuMont, president of the Allen B. DuMont Lab., operator of video station WABD New York, who served for the past year as the first TBA president.

Robert L. Gibson, assistant to the vice-president in charge of advertising and publicity of General Electric Co., operator of WRGB Schenectady, GE television station, was elected vice-president of TBA, succeeding Lewis Allen Weiss, executive vice-president, Don Lee Broadcasting System. Will Baltin was reelected secre¬tary-treasurer, and O. B. Hanson, vice-president and chief engineer, NBC, was elected assistant secretary-treasurer, a post held last year by Mr. Popele.

At the annual membership meet¬

ing preceding the board meeting, Curtis W. Mason of Earle C. An¬thony Inc., Los Angeles; F. J. Bingley, chief television engineer, Phibco & Radio & Television Corp., Philadelphia, and Mr. Dumont were reelected directors for three-year terms. Mr. Popele was elected a director to fill the vacanony created by the resignation of Worthington Miner, television program director of CBS, and will serve for the two remaining years of that term.

An educational type of membership in TBA was inaugurated by a resolution stating that in addition to active members (operators of or applicants for video stations who pay dues of $1,000 annually) and affiliate members (those interested in television who pay dues of $500 a year), a new class of educational members be added. These members would pay no dues at present, but the "Board has the right to determine which, if any, of the educational members shall be required to pay dues and the amount thereof."

Meeting approved the addition of Farnsworth Television & Radio

BROADCASTING • Broadcast Advertising
THE teamwork between a brace of bird dogs is a beautiful thing to see.

One backs the other. Both point the game. In the case of WOV, two great listening audiences team up and complement each other to give this important station a constant selling power... night and day. In the daytime, WOV overwhelmingly dominates New York's vast Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audiences of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Reo.
effect on theatre and movie attendance because pure laziness will aid it in keeping people at home.

In the program producers panel, conducted by Thomas H. Hutchinson, Herbert Graf, NBC, discussed problems of televising opera, expressing the belief that as radio has popularized concerts, so television will popularize opera, forcing it to take off at top hat and spats the language of the people. Irwin Shane, Television Workshop, talked of the sources of talent, pointing out that it will develop as the demand for it develops and culling circuits during the winter layoff as a good potential talent field.

Lee Cooley, Ruthrauff & Ryan, stressed the need for self-censorship to keep television entertainment good taste and suitable for viewing by a family group. Hoyland Bethinger, GE, spoke of the importance of lighting and camera techniques. R. B. Gamble,

WINNER OF THE FIRST award in engineering at the TBA—cited for developing the iconoscope and the storage principle of picture pickup. Dr. Vladimir K. Zworykin of RCA Labs, greets delegates as Paul Rabourn, director of television activities for Paramount Pictures, who made the awards, looks on.

Farnsworth, demonstrated some of his slide effects. Edward Sobol, NBC, said that television requires good acting which radio and movie talent seem unable to deliver. He suggested that video stations might take a tip from baseball teams and send out scouts to find good talent.

Raymond E. Nelson, Charles M. Storm Co., said that television is only radio all over again, declaring that if the producers know good programs and how to put them over, the programs will sell goods. Robert Emory, WOR, gave a practical example of video production by outlining the procedure he was using in a program being presented by WOR on WABD the following evening. Condr. William C. Eddy, demonstrated his projection kaleidoscope to the panel.

William Morris Jr., William Morris Agency, chairman of the talent panel, stressed the responsibility placed on the artist by the unprecedented scope of television, which he called the "consummation of the dramatic arts." Hope Bunin, puppeteer, discussed the important part puppets can play in television. Richard Manville, research consultant, reporting on a survey of 500 televisioners, said that audiences want good entertainment, live or film, contrasty backgrounds, easy-to-read title cards and maps, more closeups of performers, visual identification of performers in advance.

Dell Sharbutt, announcer, said that "foresight, study and intelligent planning will help the announcer avoid the fate that overtook so many stars of silent pictures when talkies arrived." Frieda Altman, actress, described her experiments with makeup for television. Larry Brooks, actor and singer, contrasted television's opportunities and problems with those of other entertainment fields. Selma Lee of the Morris Agency, asked for open mindedness in the selection of video performers. Jessica Dragonette, singer, talked on televised operettas. Hilda Simms, actress, discussed pantomime on television. Leo Hurwitz, CBS staff video director, said one must not become pessimistic over failures in the present "grouping for technique" stage of television production.

Paul J. Larsen, Society of Motion Picture Engineers, chairman of the panel on theatre television, discussed the willingness of theatre operators to bring the public the best in television as in other forms of entertainment. Paul Rabourn, Paramount Pictures, pointed to the theatre's ability to outbid broadcasters for big programs if necessary and discussed film pickups of program material for delayed showing. Dr. E. W. Epstein, RCA, described optical systems for projection television in theatre and home. Ralph Austrian, RKO, spoke on the use of film for video programming. Ralph Beal, RCA, said that television can give theatres spontaneous features instead of the " canned" features of the motion pictures.

100,000 Postwar Technicians

The two main postwar problems blocking television's expansion on a national scale—lack of mass production techniques to produce receivers at a cost within reach of the average consumer, and lack of engineers to serve stations and sets are being solved by the war. Condr. Eddy told the Tuesday morning meeting of the conference.

Discussing at some length the Navy electronics training program which he said in ten months of intensive education turns out engineers as good as the prewar average, Condr. Eddy pointed out that at the end of the war between 50,000 and 100,000 men experienced in handling radar and other electronic equipment at least as complex as any used in television will be available. He urged the industry in its postwar planning to be ready to absorb them.

Questions ranging from: "How soon will color television be practical?" to "Who is going to do the research in makeup, costuming, etc.?" and including economic, social and engineering aspects of television were discussed by a panel (Continued on page 24)
An Old-Fashioned Christmas
For Modern KFAB Listeners!

Every year...at Christmas...up-to-date folks in the vast KFAB area go "old-fashioned."

Christmas out here is filled with tradition...tradition that makes this greatest of all anniversaries a day of simple rejoicing by God-fearing people. Christmas out here means a renewing of the principles of good will to all men. Yes...an old-fashioned Christmas is a part of the lives of Midwestern folks.

There's another tradition, too, that most folks observe out here. For twenty years these families have depended on KFAB for livestock reports, better-farming programs, news, and entertainment. In this way, KFAB has become a welcomed member of the "family circle."

If you have a message for these 340,000 listening families, we invite you to join the "family circle" with KFAB, THE BIG FARMER STATION.

"The Big Farmer of the Central States"

Hugh Feltis, General Manager

Represented by Edward Petry Company

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Fulton Lewis, jr.

is heard on
more stations, by
more people, with
more sponsors than
any other News Reporter

... Lewis is currently heard on 240 Mutual stations with more than 130 sponsors. For sponsorship in your city call, wire or write: WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

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

comprising O. B. Hanson, NBC; J. E. Keister, GE; Allen B. DuMont, DuMont Labs.; C. B. Jolliffe, RCA; F. J. Bingley, Philco; Curtis Mason, Earle Anthony stations; A. H. Brokly, Balaban & Katz; and Klaus Landsberg, Television Productions, and chairman of A. N. Goldsmith, engineering consultant and vice-chairman, RTFB. Any market that can support a sound broadcasting station can support a television station, Mr. Hanson declared in answer to one question.

A question about experiments with broadcast pictures of more than 525-line definition, present standard, disclosed that both DuMont and RCA have conducted such experiments. Dr. DuMont said the additional transmission difficulties encountered were much greater than would be justified by the slight improvement in picture quality. Dr. Jolliffe said that the present standard is a compromise between picture quality and frequency availability, but he added that increasing definition by no means solves all the problems.

Broadcasters desiring to build or acquire new studios with an eye to future use for television were told that the simplest process is to start with the high ceilinged ground floor location, within line of sight of the transmitter, unless coaxial cable connection is available. It could be adapted to sound until video comes along. Questions about network television evoked comments that the time differences will be more important than in sound broadcasts, with probably many delayed broadcasts; that satellite stations in small markets will want practically fulltime network program service, whereas the economic situation will probably limit such service to four or six hours daily at first; that it may be eight to ten years before facilities will be developed capable of networking color television.

Asked if AM, FM, television and facsimile broadcasting operations could or should all be carried on by a single operator, Dr. Jolliffe said that if a company has licenses for all these services they certainly should be coordinated. He emphasized that a broadcaster has no preference with the FCC for receiving a license for any other service except that his record of public service in sound broadcasting might be an admissible consideration.

Sarnoff Views Future

Sounding a note of warning to the television broadcasters that industry differences must be resolved if America is to lead in developing the new art, Brig. Gen. David Sarnoff, on leave as president of RCA, asserted before the delegates attending the annual banquet that America excels the rest of the world technically in the field.

"In the matter of planning for the use of television, however," Gen. Sarnoff added, "I believe that England is far ahead of the United States. Unless such remaining differences as may exist within the industry are composed, and unless the United States proceeds with it's planning for a public service television as soon as the war is over and as soon as materials and the necessary frequencies are made available, I believe that England will once more take the lead in the establishment of television as a public service."

Gen. Sarnoff said that interest in television is worldwide and that the country which pioneers in it's development will be the one to establish its designs, it's pattern and it's standards.

Comparing television to broadcasting, Gen. Sarnoff said that he believed the former to be a greater art. "But I do not believe the two are mutually competitive or mutually exclusive," he added. He reviewed briefly his personal relationship to the art of broadcasting, beginning after the last war and appealed to the delegates to devote all their efforts to the early conclusion of this conflict.

WMAL Grid Exclusive

TWO-YEAR contract for exclusive broadcast privileges, both a home and abroad, on football game of the Washington Redskins pro team has been signed by WMAL Blue Washington outlet, it was announced last Wednesday by K. H. Berkeley, general manager of the station. Harry Wissmer, Blue sport director, will handle play-by-play WMAL has aired the pro game during the past two years.

CHESSER M. CAMPBELL, recently elected to the MBS Board succeeding the late W. E. Macfarlane, and vice-president of WGBS Chicago, talks with Lewis Allett Weiss, vice-president and general manager of Don Lee, executive vice-president of Mutual, and vice president of TBA.

THEY CAME from all walks o radio life to attend the TBA sessions (1 to r): Ken Berkeley, manager, WMAL Washington; Charlie Brown, RCA Camden; Charles Hammond, NBC New York; Ted Streibert, vice-president of WOF New York, and executive vice president of Mutual.

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BROADCASTING • Broadcast Advertising
"WILD AND SWEET - THE WORDS REPEAT"

Then pealed the Bells more loud and deep:
"God is not dead, nor does He sleep!
The wrong shall fail, the right prevail,
With Peace on earth, good will to men."

H. W. LONGFELLOW

A Clear Channel — 1070 Kilocycles — 5000 Watts
National Representatives: John Blair & Company

A Mutual Station  W I B C

INDIANAPOLIS, INDIANA
Owned and Operated by The Indianapolis News
FRENCHMEN CAN BE WRONG
John Royal Says It Isn't Quite True What
They Say About French Video

LATEST chapter in the can-you-see-stuff-in-French-television intrigue, co-sponsored by NBC and CBS, was written by John F. Royal, television vice-president of the latter network during the TBA convention in New York last week.

Varied Opinions
To relate this in its sequence, and arrive at the royal kick in the pants with a proper respect for radio dramatic technique, one must recall first that NBC and CBS do not see eye-to-eye about television.

They have, one might say, iconoscope, a dreadful optic affliction induced by looking through the wrong end of a cathode ray tube. CBS, it is generally known, wants television to go upstairs in the spectrum, convinced that further experimentation in the higher frequencies is necessary before television is ready for presentation to the public. NBC, willing to work its way upstairs eventually, wants to start downstairs and give the people a look now.

Of recent date, Edward R. Murrow, CBS representative in London, planed over to Paris and returned with glowing stories that television a la Francaise made our video look like a dull Saturday night with the old stereotype. In France, he reported, engineers were working with 1000-line reproductions in the higher frequencies and would be ready to go full tilt as soon as the war was over.

Anyone who knows networks can deduce that this was inflammatory stuff over at NBC, especially around the photography shop. NBC has been experimenting in both upper and lower strata of the spectrum but wants to start below, reproducing with something between 400 and 500 lines. Most television now in the U. S. casts an image of 525-line dimension.

Well, it seems John Royal has a boy over in Paris, too. He's John MacVane, and Mr. Royal hastily called John to get the low-down on the high frequencies. MacVane's response was read at the TBA convention by Mr. Royal, not without a certain amount of smugness.

It reported, in summary, that Mr. MacVane had talked with one Jean Guignebert, director general of French radio, and that Mr. Guignebert had denied emphatically that French television had made tremendous forward strides during the occupation. In fact, he implied that it was moving at a dog trot.

Mr. MacVane quoted him as saying, "I believe it will take us at least four and probably more years of experimentation with 1000-line high frequency television before it will be practicable for the public."

And also: "At the moment France is not even going ahead with its 450-line television on a minor experimential scale."

TBA AWARDS

FOLOWING are the awards made by TBA to individuals and organizations for outstanding achievements in the science of television. The awards were presented at the first TBA annual banquet, Commodore Hotel, New York, Dec. 11, by Paul Raibourn, Paramount Pictures Inc.

ENGINEERING
First award to Vladimir K. Zworykin, RCA Laboratories, for development of the iconoscope and the storage principle of picture pickup, resulting in the first practical television pickup equipment. Coor-dinate awards to Philo T. Farnsworth, Farnsworth Radio and Television Corp., Ft. Wayne, for work on television scanning methods and the electron multiplier; Lloyd Espenheiser, Bell Telephone Laborato ries, for inventing the coaxial cable to transmitting wide bands of radio frequency suitable for modern television; Dr. Peter Goldmark, CBS New York, for work in the development of motion picture pickup equipment and electronic analysis and control of equipment for color television; F. J. Bingley, Philco Radio and Television Corp., for improvement in contrast of television picture through flat face tubes and experiments on link operations, particularly as regards outdoor events; Dr. Allen B. Dulmont, Allen B. DuMont Laborato ries, for the development of the cach-e-ray tube to a satisfactory commercial instrument of television control and reproduction.

PROGRAMS
First award to WABD New York, Allen B. DuMont Laboratories, for making its facilities available to all for study of the correlation of economic and artistic problems of television production, received by Sam Cuff, manager; to Stations WNTB New York, WRGB Schenectady and WPTZ Philadelphia, owned respectively by NBC, GE and Philco, for first examples in the world of network operation and resulting dramatic program, resulting in a low cost. Awards received by John Williams for WNTB; Robert Gibson for WPTZ and Paul Knight for WPTZ. To WCBK New York, CBS, for successful lighting of a radio broadcast program usually heard in sound only to the field of visual and sound enter tainment. The program, "The Miami Goes shopping," was received by Washington, D.C. To WXZY Hollywood for the introduction of motion picture techniques to television programming, received by Klas Landberg.

GENERAL CONTRIBUTION TO TELEVISION
First award to Brig. Gen. David Sarnoff, on leave as president of RCA, for his initial vision of television as a social force and the steadfastness of his leadership in the face of natural and human obstacles in bringing television to its present state of perfection.

OTHER AWARDS
To Dr. W. R. G. Baker, vice-president, GE, for his leadership in standardizing television through the National Television Systems Committee and through the Radio Technical Planning Board; David B. Smith, Philco, for his work on the NTSC and the planning of television future as panel chairman with the RTPB; J. A. N. Gold, consulting engineer, New York City, for his work on the NTSC and the RTPB, and his vision of the relationship of the motion picture and television.

Members of the Committee on Awards were Mr. Raibourn; Fred R. Lack, vice-president, Western Electric Co.; Eric Hodgins, vice-president, Time Inc.; Grestes Caldwell, editor, Electronic Industries; C. E. Butterfield, Science Editor, Associated Press; Bruce Robertson, Broadcasting.

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. WBIG GREENSBORO, N. C.

Represented by Hollingberry
"TO MARKET, TO MARKET, TO SELL A FAT PIGI"..

America, as never before, is geared for mass-production. The extent to which we achieve mass-consumption will be the measure of our prosperity. The greatest replacement-market the world has ever known must be supplied with efficiency and dispatch. New brands, new kinds of products, the output of new industries, must flow smoothly, in volume, through retail outlets.

Radio is a major, and indispensable, factor in the cycle of present-day distribution. The stations of Westinghouse are alerted to the challenge of our expanding economy. Ready with new ideas, new program and selling techniques, which will move your product from factory to consumer with maximum speed, minimum cost.

Make no mistake about it, competition is alive and stirring. NBC Spot Sales will help you to get a head-start in coping with it—by effectively beaming your selling to the 18,000,000 thriving, commodity-hungry, but discriminating citizens in Westinghouse primary areas.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • WGL
REPRESENTED NATIONALLY BY NBC SPOT SALES
Chinese, Soviet Postwar Video Plans Charted by Representatives to TBA

TELEVISION for the masses, to be employed mainly as an educational implement, is foreseen in Russia and China by representatives of those two nations attending the TBA conference.

Gregory L. Irsky, chief engineer of the motion picture industry of the USSR and now visiting the U. S. as a member of the Soviet Government Purchasing Commission, believes that the first use of video in his nation will find thousands of villages throughout the great nation viewing images cast upon huge screens erected in population centers.

Crowds a Problem

“We have always had a problem in handling crowds at our great pageants and parades,” Mr. Irsky pointed out. “For example, when we have the great celebrations honoring Lenin in Red Square, thousands visit Moscow for the spectacle. With television screens erected in the squares of Russian villages, we hope to bring such spectacles, which do much to anneal national unity, to the people.”

Mr. Irsky said he visualizes the development of the art in his nation as threefold, with motion pictures, radio and television representing three distinctly different media. “I do not agree,” he stated, “that the three shall be moulded into one, or that one shall smother the other.”

He pointed out that his mission in the U. S. now is to purchase equipment for further research in the field. He said emphatically that he believed television should be “given to the people as quickly as possible.”

Commenting on the theory that television should wait until further technical advances had been made, he quoted a Russian prover which, translated, means: “The best is always an enemy of the better.”

Representing China at the TBA sessions was T. Y. Lo, of the China Motion Picture Corp. Mr. Lo said that the resources of his people were, as a result of the war, so depleted now that television could not develop immediately in China as a mass instrument.

“There will be nine or ten years of rehabilitation in China,” he pointed out. “Until that time has passed, and until the national living standards have been improved, the average Chinese could not buy an expensive receiver. Consequently we see television developing first in our country as an educational instrument, with screens placed in libraries and other places of assembly. It will not, in that stage, carry entertainment as such,

John F. Shaughnessy
JOHN F. SHAUGHNESSY, 55, designer of some of Adm. Byrd’s wireless equipment, and Dec. 9 at his home Hollis, Long Island, Mr. Shaughnessy, a radio research expert, served in the Navy during World War I as a radio technician. A native of Canada, Mr. Shaughnessy, came to the United States as a child. In 1926 he moved to Richmond Hill to operate WAGH, now WABC, and in 1928 he formed an association with Maj. Edwin H. Armstrong in experimental work at Columbia University. Since Pearl Harbor he had conducted classes for young people at Hollis in radio code and transmission.

but be utilized totally for rehabilitation and education.

The war has arrested the forward movement of the art in China, Mr. Lo emphasized, and at this time China actually has no television. He added, however, that he and others, on assignment, are following closely the progress of the industry in this country, and are hopeful that they can rely upon American markers for the purchase of the equipment they will need for postwar construction.

Two regional engineers of the Canadian Broadcasting Corp. asserted that Canada, at present, has no television and looks to the U. S. and other powers of the world for leadership. One of the Canadian delegates, Norman R. Olding, CBC regional engineer in Vancouver, B. C., said that the his Canadian colleagues believed the time had come to make television available to the public, and that such a move should be made with all the speed that equipment shortages would permit. He was accompanied to the TBA convention by L. L’Allier, CBC regional engineer for the French-Canadian section in the province of Quebec.

Deletes Plugs
LOCAL Chicago advertiser, Peter Hand Brewery, in cooperation with the OWI went all out to help the drive for 17,000 more war workers by deleting all commercial messages from its four shows last week. The firm also built the plots of The Crime Files of Plamond, 9:30-10 p.m. Tuesday and Mystery House, Sunday 9:30-10 p.m., both on WGN, around the subject. A new song, “Fire Power to Eisenhower” with music and lyrics by Harry Frohman, Richard Platt and Fred Levings, all of the WGN staff, was introduced on Say It With Music 6:45-7 p.m. Thursdays.

Barbasol Expands
BARBASOL Co., Indianapolis, in a gradually expanding spot campaign for shaving cream which started Nov. 8 in 380 markets, is using quarter-hour, 10-minute and five-minute musical programs, sports and news programs and one-minute and chain break live and transcriptioned announcements on about 60 stations. Campaign is in addition to the Gabriel Heatter program on Sundays, 8:45-9 p.m. on 170 MBS stations. Agency is Erwin, Wasey & Co., New York.
Reflecting Prosperity. Here, one of the 104 sawmills, in an area containing the world's largest mills, casts its reflection in the still waters of the Spokane. Lumber production for the first 9 months of 1944 totaled 2,935,166M board feet.

Your sales, too, reflect the prosperity of the Inland Empire when KHQ carries your message. It covers completely this Empire by the Lakes—all at the cost of just one medium. No other single medium in this entire area can make this claim.

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.
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.
Radio's Bond Aid Lauded by Ludlam
OWI Bureau Chief Tells of Industry Contribution

PRELIMINARY estimates of radio's support of the Sixth War Loan drive show it to be the greatest campaign contribution to date according to figures compiled last week by the OWI Domestic Radio Bureau whose chief, George P. Ludlam, highly praised not only the quantity of time donated and the person involved, but mentioned particularly the high calibre of the material aired.

Commenting on the figures which show 20% more circulation than in any previous campaign, Mr. Ludlam said, "We are tremendously gratified at radio's wholehearted cooperation in the War Loan drive—particularly at the high calibre of that cooperation, as revealed in our monitory reports. All here feel—and I know that the Treasury shares this view—that all connected with the radio industry, advertisers, networks, stations, talent, writers, directors, producers, all who have had a part in getting the Sixth War Loan on the air, are entitled to view their contribution with the pride that comes from a big job well done."

Only a Part
Radio's actual part in the campaign is greater than the figures reveal, since, Mr. Ludlam emphasized, they do not represent the entire contribution but only that portion contributed through the regular OWI radio allocation plans. More than 80% of the regular allocation facilities were devoted to the War Loan, producing over 1,676,000,000 listener impressions, the Radio Bureau's index of circulation.

The specific OWI allocations were, 202 network programs during the four-week period under the Network Allocation Plan, an additional 221 network shows under the Special Assignment Plan, 208 programs under the National Spot Allocation Plan and 75,012 transcribed announcements under the Station Announcement Plan.

As to the quality of the messages, the Bureau's monitoring reports for the first two weeks of the drive rate 45% of the messages "excellent", 33% "good", 17% "fair" and only 5% "poor".

FM Primer
TO HELP educators interested in establishing FM stations, a primer of facts, figures and ideas about the educational uses of FM broadcasting, "FM for Education", has been published by the U. S. Office of Education, Federal Security Agency. The primer was written by William D. Boutwell, until recently director of the Information and radio services of the Office of Education, assisted by Ronald R. Lowdermilk and Gertrude G. Broderick. It may be purchased from the Superintendent of Documents, Government Printing Office, Washington, for 20c.

How to hit a Duck
[OR SELL A LISTENER]

To hunt duck successfully, first find your duck. And when you shoot, aim—like our expert above—not where the duck was but where he's going to be.

In radio advertising, too, find your listener first—and when you shoot, aim where that listener is going to be.

There's a big flock of radio listeners waiting for you in the Middle West—and you can shoot where they're going to be by aiming your selling message over WENR.

For this clear-channel station's powerful 50,000-watt voice reaches more listeners than any other major Chicago station—3,524,000 families—13,000,000 individuals—One Tenth of a Nation!

We've got slews of facts and figures, graphs and charts, case histories and sales records to show you how other advertisers are using WENR to build sales economically in the Middle West. Any Blue Spot salesman will be happy to demonstrate how you can do the same.

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YOU MIGHT WIN EVERY TIME, AT DICE —

BUT — YOU CAN'T "ROLL" INTO WESTERN MICHIGAN FROM CHICAGO OR DETROIT!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the figures for 3:00 P.M. to 6:00 P.M., Monday through Friday:

3:00 P.M.—6:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>50.5%</td>
</tr>
<tr>
<td>STATION B</td>
<td>17.1%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>25.7%</td>
</tr>
<tr>
<td>MISC.</td>
<td>6.1%</td>
</tr>
</tbody>
</table>

No, nobody expects any form of advertising to be a "sure thing", or even wants it to be — because sure things never have spectacular returns even for unusual skill or good fortune.

But there's no use betting your dough against certain loss—and that's what you do if you "gamble" on covering Western Michigan with any station or combination of stations in Chicago or Detroit. It just can't be done, and we can prove it to you. The only good bet in Western Michigan radio is to buy coverage right here in the territory.

Once an advertiser realizes that, the next logical step is to use WKZO. We'd be mighty happy to tell you why—with true facts, and no bologna. May we?

* Though the odds are actually 351 to 244 against the man rolling the dice!

WKZO 5,000 Watts
590 KC
CBS

KALAMAZOO

strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

December 18, 1944 • Page 33
Supreme Court Will Review
WOW State Tribunal Reversal

Writ of Certiorari Granted; Gillin, Woodmen Contend Decision Contrary to Federal Law

ONE OF THE most unique cases in radio history, transfer of WOW Omaha by the Woodmen of the World Life Insurance Society to Radio Station WOW Inc., headed by John J. Gillin Jr., will be reviewed by the U. S. Supreme Court. Involved is the question of a state court setting aside a grant of the FCC.

In granting the writ of certiorari, the Supreme Court requested counsel to discuss in their briefs and oral arguments the questions: (1) whether the judgment is final within the meaning of Sec. 237 (b) of the Judicial Code (relating to writs of certiorari) and (2) whether the Federal questions raised by the petition for certiorari were properly presented in the record. The Solicitor General was invited to file a brief amicus curiae if he so advised.

Drew Wide Attention
Transfer of WOW, approved Dec. 15, 1942, by the FCC, drew nationwide attention because of its unusual lease-arrangement and because a certificate holder in the Woodmen of the World, Dr. Homer H. Johnson of Lincoln, Neb., filed suit to enjoin the transfer.

On Oct. 3, 1942, the Society and Radio Station WOW Inc., of which Mr. Gillin is president and general manager, entered into a 10-year lease whereby WOW Inc. was to pay the Woodmen $8,100 per month rental for the first three years and $5,600 per month for the next 12 years. There was no re-capture or reversionary clause in the lease.

Application for consent to assignment of license to the new corporation was filed with the FCC on Oct. 7, 1942 and on the following Nov. 23 Dr. Johnson filed his suit in Douglas County District Court, charging the rental income was inadequate. On Dec. 18, 1942 the transfer was granted by a 4-3 vote, Chairman Fly and Commissioners Craven, Case and Payne voting for the transfer and Commissioners Durr, Walker and Wakefield dissenting.

On Jan. 5, 1943 the Society and WOW Inc. filed a joint petition with the Commission, asking that the effective date of the transfer be extended, pending outcome of the state court litigation, but on Jan. 12 the FCC denied the extension, thereby making the assignment of license effective.

The Douglas County District Court dismissed the suit, holding there was no evidence of fraud as charged by Dr. Johnson. On appeal, the Nebraska Supreme Court last March reversed the lower court, holding that the lease be set aside and that license to operate WOW be returned to the Woodmen of the World [Broadcasting, March 20]. Motions for rehearing were denied in a decision handed down on May 26.

Petition for a writ of certiorari pointed out that the Supreme Court of Nebraska, in a 4-3 decision, found no actual fraud by the officers and directors of the company, but held that the transaction, should be set aside because of certain features of the arrangement which the Court regarded as constituting "legal or constructive fraud". Grounds for the action as set forth by petitions were:

(a) Lease was not "a good deal for the Society, because only $1,200 a year was being received from the assignees of the radio license"; (b) that assignee's president "because of his close friendship for Gillin", admittedly responsible for its success, "prompted the organization" of the assignee corporation by Gillin and his friends; (c) that "Gillin obtained a one-fourth interest in this lease for a nominal investment and in addition thereto, in effect, a $25,000 bonus . . ."; (d) that the Society in return "obtained an abnormally excessive reduction in its income . . . and a lease, the terms of which are grossly inadequate to protect it . . ." and (e) that there was "little security back of the lease and assignment because of the capital stock structure of the assignees corporation.

Reasons Cited
Reasons for a writ were listed as follows:

(1) Court below canceled radio station lease which had been found unobjectionable by the FCC. (2) Under guise of a finding of constructive fraud, decided issues of public as well as private concern, over which the Communications Commission was vested by Congress with primary jurisdiction. (3) Respondent's remedy was to intervene before the FCC, and if dissatisfied, institute action before three-judge Federal Court, under Sec. 402(a).

"The questions are of importance and substance," said the petition. "They involve nothing less than the power of the FCC effectively to control the transfer of radio stations. The rulings below, if allowed to stand, will encourage a multiplicity of suits and result in conflicting court decisions in a field where the public interest demands uniformity and administration through a single Federal commission. The danger of such litigation is accentuated by the keen competition caused by wartime restrictions on new equipment, as well as by the newly developed techniques of FM and television." Should the Nebraska Supreme Court decision be permitted to stand, petitioners pointed out, the Society gets back all its physical equipment but has no license to operate, whereas WOW Inc. will have a license but no physical equipment and no way of obtaining any for the duration of the war.

Xavier Cugat

Smiling, good-natured Coogie has been largely instrumental in popularizing the rumba and conga in America. Today the name of Cugat is synonymous with the sultry rhythms from below the border.
KEX is proud of these records ... and proud to serve a market whose citizens are alert to every patriotic appeal.

"VOICE OF THE OREGON COUNTRY"

KEX
THE BLUE NETWORK
PORTLAND, OREGON

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.
ACCOUNTING IS HUB OF RADIO

Imporance of Coordinating Income, Expenses
Told by Auditor of WOC, WHO

AROUND the accounting department revolves the life blood of radio according to an article titled "Radio Broadcasting Station Accounting" by William D. Wagner, auditor of Tri-City Broadcasting Co., licensee of WOC Davenport, Iowa, and its affiliate, Central Broadcasting Co., licensee of WOR Des Moines, appearing in the July 15 Bulletin, publication of the National Assn. of Cost Accountants.

In his article, copies of which are available from the NACA or Mr. Wagner, who headquartered in Davenport, the auditor gives a comprehensive picture of the important part auditing plays in the success of radio.

Little Thought to Problems

"A radio broadcasting station has cost, production, advertising, selling, sales promotion and other problems the same as other business establishments," wrote Mr. Wagner. "It also has an accounting department through which all these problems must eventually pass." He briefly traced the history of radio, told how little thought was given to accounting, and added: "Then dawned a new era, the beginning of what has developed into one of the nation's largest industries—advertising via air waves through the medium of commercial radio broadcasting stations."

In its accounting procedure a station must consider two factors, he pointed out: (1) what it should know, that operations can be successful and profitable, and (2) information regarding operations which must be furnished annually to the FCC. From those two factors, "has evolved a somewhat standard system of accounting," he added.

Income is broken down by type, such as sale of time, talent, news service, wire facilities, etc. Time sales are divided into network and local and into programs and spot announcements, the latter being classified as live talent or transcription. Mr. Wagner suggested a further breakdown of time sales to include (1) national, (2) regional, (3) local.

Expenses generally are departmentalized, he explained, with four basic departments: technical, production or program sales and administrative or general. All expenses, he added, are fairly stable except talent, copyright fees and program promotion.

"Most individuals would think that because of the determinable amount of cost of sales that a cost per unit of time of operation could be determined and selling rates predicted on such costs," wrote Mr. Wagner. "However, this would not be practical, as a basis for establishing rates."

Mr. Wagner asserted that rates "at which a station sells its time must be based on other factors, and cost of sales, and selling and administrative expenses must be governed by income." He listed as factors the station's power and frequency, population and potential listening audience both in the primary and secondary areas, type of audience (urban or rural), whether station is a network affiliate, potential listening audience at different times of the day and night, on week days and Sundays.

Sales, technical and program departments each owe a responsibility to the accounting department, according to Mr. Wagner. When a contract is signed it should be in quadruplicate (if station contract is used), the original being retained by the sales department, one copy by the agency, a third copy to go into the station's correspondence file under the advertiser's name and the fourth to the accounting department.

"One important element must be kept in mind throughout this whole system," cautioned Mr. Wagner, "that is that records are maintained in the name of the advertiser and not in the name of the advertising agency until the billings are completed and then the account receivable is maintained in the name of the advertising agency to whom the station looks for payment for the services rendered."

The sales department next makes out copies of "Schedule Information" with rate and time information. Copies go to continuity, publicity, program, transcription and to a clerk in the sales office. From that record the sales department clerk maintains daily card records of commercial shows.

Copies of the program schedules, issued daily by the program department, go to announcers and engineers. The technical department must keep daily logs (required by the FCC) in duplicate, the original being retained in the

(Continued on page 58)
A Decade with WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
"I AM CLOSING THE LAST SCENE OF MY LIFE...

... by fashioning and fostering an establishment for the instruction of those who come after us." Thus spoke Thomas Jefferson, father, founder, and architect of the University of Virginia... the famous Rotunda of which is illustrated.

He also endowed this beautiful temple of learning with the flame of "illimitable freedom of the human mind"

... and it is interesting to note that for thirteen years after its inception WRVA broadcast regular educational programs from this famous old institution of learning.

50,000 WATTS... NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK
Jett Charges FCC Violates Own Rule
In WOI Early Morning Special Grant

EARLY MORNING operation of WOI Ames, Ia., with power reduced to 3-kw, a vote of the Commission on its own regulations, Chairman E. B. Jett pointed out in a dissenting opinion, in which Commissioner Norman S. Case concurred.

Concurring in the majority opinion that farm news and market information proposed to be broadcast by WOI "would be of special value", Chairman Jett wrote that the opinion disclosed "a number of other stations" in Iowa broadcast such information in the early morning hours. "Furthermore," the application may not be granted under the provisions of Sec. 3.87," wrote the chairman.

Sees Many Requests Ahead

"It is my opinion that a deviation from this rule will result in the flow of a large number of applications to get on the air effective when which, if granted, would result in serious interference with broadcasting and the piecemeal repealing of this rule," the chairman said.

Under the finding WOI, operated by Iowa State College, may broadcast from 6 a.m. to 8 a.m. during December, January and February and from 6 a.m. to local sunrise at other times. KFI protested on the grounds that early morning operation would interfere with the KFI signal. Both stations operate on 640 kc with KFI the dominant 50 kw outlet and WOI a daytime station of 5 kw.

In its opinion the FCC said, the "service which this applicant proposes to render is shown to be of special value and of public interest." Operation of WOI at 6 a.m. or 5 kw would cause "substantial interference" with KFI, the conclusion stated, adding "a substantial service may be provided" without interference at 1 kw power.

Commissioners Durr and Walker, in a special concurring opinion, said they felt WOI's application should have been allowed in full and a special service authorized.

Wichita KFH

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

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C. CBS
Represented by Rollingberry

KFH WICHITA

WICHITA IS DIRECTLY IN THE CENTER OF THE INTERSECTION OF GLOBAL OVER-LAND ROUTES RECOMMENDED AS MAIN ARTERIES FOR POSTWAR TRANSPORTATION FOR MAXIMUM ECONOMY, SAFETY AND FAVORABLE OPERATING CONDITIONS.

With its four major airplane factories...its strategically located aircraft equipment plants...its conveniently located petroleum production and refineries...Wichita offers unlimited opportunities for expansion, with the already planned cooperation of city and state.

Wichita is looking forward to a great future in aviation; and forward looking advertisers are looking to Wichita and KFH for greater peace time opportunities. Hoped for, too... See any Petry Office for details.

CBS 5000 WATTS DAY & NITE CALL A PETRY OFFICE

CBC Terms Expire

TERMS of three governors of the Canadian Broadcasting Corp., have expired, but new appointments have not yet been announced. Those whose terms are up are J. Wilfred Godfrey, K. C., Halifax lawyer; Very Rev. W. Eastland Fuller, Saskatoon; and Dean Adrien Pouliot, Montreal educator. Appointments for renewal of their three year terms or of replacements are made by the Canadian government.

adopted serves to defeat the public interest, such rule should be modified or amended, or repealed if necessary, to the end that public interest will be paramount," concluded the concuring opinion.

On Aug. 3, 1943, the Commission granted WOI special authorization to operate with 5 kw from 6 a.m. to local sunrise, but on protest of KFI the grant was set aside and application designated for hearing. Again the FCC granted the special authorization and on protest from KFI designated the case for oral argument, which was held last Nov. 29.

James G. Patton, president of the National Farmers Union, had written the Commission, urging that the WOI application be granted but that the FCC take no action until after the arrival of Paul A. Porter, nominated by President Roosevelt to succeed James Lawrence Fly, who resigned Nov. 15 as chairman [BROADCASTING, Dec. 11].
World's services to

The new WORLD FEATURES...

headliner radio shows at budget prices

Whatever the type of transcribed radio show you require — World has it available, or can "custom-build" it for you. World's unexcelled facilities, its resources of skilled writers, directors and producers and its years of experience are at your service. World, also, has top talent to offer you. As a subsidiary of Decca Records, Inc., World has access to many outstanding stars of stage, screen and radio.

The new world features, only four of which are illustrated here, have met with wide approval. They are high calibre shows, built to fit all budgets, large or small. It will pay you to check with World First when you are seeking a transcribed show. Not only is there a varied group of excellent World Features now ready to go on the air, but new Features are continuously in production. WORLD HAS THE FEATURE YOU WANT — OR CAN BUILD IT FOR YOU!

Special open-end shows on a syndicated basis

World is in a position to produce special open-end shows to meet your individual requirements and designed for specific markets or radio stations. Through syndication of these shows in all other markets World absorbs part of the costs. In this way are combined the advantages of your own open-end shows with the economy of the syndicated feature. We will be happy to give you further details of this plan.
Radio Broadcasters

World Program Service Library... an invaluable aid to stations in good programming

Keeping radio audiences continuously interested calls for resources far beyond the reach of most individual stations. That's why 300 leading stations use the famous World Library, giving them what they need to attract and hold audiences — as well as sponsors!

3,700 SELECTIONS of the basic World Library cover every program requirement, from fanfares to complete shows. At least fifty new selections are added each month to keep programming up to the minute.

CONTINUITY SERVICE. To help stations arrange interesting programs, World sends them carefully planned continuities — seventy-eight programs each week. These complete shows are ready to go on the air, as sustaining or sponsored productions.

FAMOUS ARTISTS and big-name orchestras are featured on World Library transcriptions. Through affiliation with Decca Records, Inc., World has access to some of the most brilliant talent in the entertainment world.

FAITHFUL REPRODUCTION. World's Vertical-Cut Wide-Range transcriptions, developed by Bell Laboratories and Western Electric, are famous throughout the radio world for fidelity and clarity.

* * *

Full details on World's services will be sent upon request. Just write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y. or to any World branch office in the cities listed below.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON
WIP EXCLUSIVE  
Servicemen Interviews 
Shortwaved Via BBC

UNDER an exclusive arrangement with the BBC, WIP Philadelphia interviews local servicemen and women now stationed on the western front, and shortwaves the programs via a special transmission channel, to its home studios which reairs them for regular transmitter pickup. WIP has the only shortwave length in Philadelphia for such work.

The 15-minute broadcasts, called Transatlantic Salutes, are held every other Sunday at 5:15 p.m. To make sure that the families of those being interviewed are tuned in, WIP notifies them a few days in advance and also sends them recordings of the broadcast.

Paulsen is Producer

Producer and announcer for the show is S/Bet. Varner Paulsen, a WIP production man now in London with the Army Special Services. The equipment was bought about a year and a half ago at a cost of about $4,000. Then the studio began unwinding the necessary red tape and in two months the details were arranged, the program cleared, and the show went on the air. Though most of the broadcasts originate in London, the show has, on occasion, moved into France and down into Italy, via a special wire recorder flown into the field. At least once the wire recorder was flown hastily into France to “pick up” a participant who was shipped out between rehearsal time and the day he was scheduled to go on the air.

Hopper Case Retired

REVERSING a decision of the Los Angeles Federal Court in the $500,000 damage suit filed by Heida Hopper, Hollywood radio-movie heroine against Lerner, against Mitchell Inc., and the Andrew Jerger Co. for alleged repudiation of a contract Circuit Court of Appeals in San Francisco last week ordered the case retried. Suit was instituted in the fall of 1942 and was the outgrowth of an alleged breach of two contracts by the agency.

A T Midnight Dec. 24 WLW Cincinnati will air the traditional Christmas Mass, carried each Christmas Eve from the Cathedral of St. Peter and St. Paul in neighboring Norwood, O. From 11:30-12 Midnight will be presented a program built around the theme, “Christmas past, present and future.” 

Among the highlights including a Little Children’s Choir in Cincinnati, the Cincinnati orchestra singing traditional Christmas carols, and the presentation of future holiday seasons when servicemen are home again. James Cassidy, WLW war correspondent on the Continent, has arranged a special broadcast for the occasion with servicemen in Europe singing “White Christmas.”

** WKY Xmas Shows 
ONG CHRISTMAS Eve, for 14th consecutive year, WKY Oklahoma City will broadcast the celebration of Christmas Eve from the Cathedral of Our Lady of Perpetual Help, Women Commanders, for second year, will be aired on the Grippled Children’s Hospital and will feature a chorus of WAVES from local training station.

** ZIV Christmas Series For the pre-Christmas week of Dec. 17-23 Frederic W. Ziv Co., Cincinnati, has prepared a special Christmas program of the Calling All Girls transcription series, consisting of Christmas music built around a special Yeuletide party program.

** WSPD Yuletide Show WSPD Toledo will broadcast a musical and dramatic program at 16:30 p.m. Christmas Eve, featuring a 65-voice choir, a vocal trio and interpolations by members of the staff.

** WFB Special Event WFBF Syracuse on Dec. 17 broadcast a quarter-hour portion of the two-hour exercises dedicating the municipal Christmas tree.

KWA Air Editorials

EDITORIALS on the air are given by Don Pederson, manager of KWA San Francisco, as a public service to acquaint citizens and civic authorities with their public duty to make the city as attractive as possible to visitors. The first one-month editorials, which are presented separately from the station’s regular newscasts, stress importance of citizens inviting servicemen and women to their homes as guests for Christmas dinner.

** KMPC Quiz VIGNETTE of a city or state is due for Know Your America, daily cash telephone quiz show started on KMPC Hollywood. Answer is given on the air, then five telephone numbers in Los Angeles area are called, with prizes of $10 in War Stamps, if person’s answer is correct. Incorrect answer brings $1 in War Stamps.

** WSBA Opera Notes EACH Friday during the Metropolitan Opera season, Louis Vyner, executive director of WSBA New York, conduc tor of the York Symphony and director of York’s New School of Fine Arts, will air a program of notes and highlights of each opera, with stories about various Metropolitan artists he has known during his many years in the music world.

** Education Show COOPERATING with the Cleveland and Suburban Boards of Education, WJW Cleveland on Dec. 3 presented the first in a series of panel discussions from high school assemblies between outstanding educators. Dorothy Fulsheim, WJW news analyst and moderator. Programs are recorded several days in advance for the Sunday playback.

** KSD Professors’ Show PRODUCED entirely by professors of Principia College, St. Louis, Faces Places in the U.S., sponsored on KSD St. Louis by Florsheim Shoe Co., 9-45-10 p.m., features account of a piece in the news and associated personality.
How to Have Fun with a Hooper

[ESPECIALLY IF YOU ARE THE BLUE NETWORK]

RIP open the envelope, and there it is: The Hooper daytime report for November.

You sit down and figure what it means. Research peers over your shoulder to make sure you don't get fancy with the figures. Research is a cold fish about figures. No imagination. If you're not careful, some one says: "That's not what the figures prove," and you're right back where you started.

However, go through the new daytime Hooper, and you come out with a scoreboard that even Research will go along with.

SCOREBOARD: QUARTER HOURS DAYTIME
DURING NOVEMBER
Blue gained listeners with 32, lost listeners or stood pat with 8.
CBS gained listeners for 26, lost or stood pat with 14.
NBC gained listeners for 24, lost or stood pat with 16.
Mutual gained with 14, lost or stood pat with 26.

This adds up to the inescapable conclusion that Blue gained more headway on daytime shows during November than any other network. It proves again that only a switch of the dial separates the three great networks.

Now go back to the front page of the Hooper and see what you missed: A note that Sardi's second quarter hour with an 8.5 (last November it was 5.9) is the Number 1 daytime show. CAB discovered that last week, now Hooper corroborates it. And Sardi's is the only daytime show among the first ten with commercial competition on the other two major networks.

So you can see why we have such fun with the Hoopers these days. Almost every Hooper that comes along gives us a lift because it indicates how soundly and steadily we are growing—getting a stronger and stronger hold on listeners. And our clients are being shown added reasons for cuddling up to their franchises. To put it bluntly, gentlemen, the Blue is good business, for it gives you the opportunity to sell goods at a lower cost of distribution:

1. Hooper puts us far out ahead of NBC or CBS or MBS on weekday mornings, and from 9:00 to 10:00 P.M.* Sunday night, and in other slots during the week when we have top shows.
2. In 561 U. S. counties where 81% of drugs are sold, and 77% of food; where 74% of the radio families reside; wherein are virtually all of the nation's big city areas, Blue has 90.4% coverage. NBC beats us with 98.3% coverage. But CBS is third with 89.9% coverage (all primary).

Now look at this: a nighttime half hour on the three networks bills so:

<table>
<thead>
<tr>
<th>Network</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$11,996.00</td>
</tr>
<tr>
<td>CBS</td>
<td>$10,886.00</td>
</tr>
<tr>
<td>Blue</td>
<td>$ 7,412.00</td>
</tr>
</tbody>
</table>

See what we mean about the Blue being good business?

MORAL: IT IS SOUND POSTWAR PLANNING TO HAVE A FRANCHISE ON THE BLUE, AND A TOP NOTCH SHOW TO PUT INTO IT. YOU GET A GOOD BUY, AND YOU GET THE STILL MORE IMPORTANT ADVANTAGE OF BEING ON DECK WITH THE NETWORK THAT IS GOING PLACES.

*Except in the last report when Filler's time went to James F. Byrne.
THE Business OF BROADCASTING

T.H.S. PARTY
TAYLOR-HOWE-SNOWDEN Radio Sales were host at a cocktail party held at the Drake Hotel Dec. 8, which all of Chicago radio and attended. Jane Flanagan of Sherborn, R.C. Ellis and Jack Wilson of Lee Burnett & Co. were recipients of genuine Texas boots at the drawing. Guests were served tequila as well as tortillas, chilli con carne and hot tamales, plus bars of citrus fruit to be taken home.

Bakus on WHYN
HADLEY Falls Trust Co., Holyoke and Chicopee, Mass., Dec. 11 began sponsorship of Walter Compton, MBS commentator on WHYN Holyoke. Commercial will alternate between promotion for the pay-as-you-go checking account, and institutional copy. A second bank, the Holyoke Savings Bank, has signed for sponsorship of Music in the Air, Monday through Friday 7:15 P.M.

KOA Hill-Billies
A new hill-billy show, The Tenza Valley Folks, is being aired at 6-5:30 a.m. Monday through Friday, in place of the Wednesday and Friday O.K.A Denver. Playing the role of the Boss is Howard C. B. Wright, son of Sonovox, Inc., producers of Sonovox (singing and talking sound) has expanded offices at 6331 Hollywood Blvd., Hollywood, and appointed Tracy Moore as western sales manager, Telephone is Hollywood 5111. Firm will continue to maintain Chicago and New York offices with Ward Hickock, vice-president and general manager, dividing his time between those cities and the coast. Mr. Moore, before making his new affiliation, was for more than three years western division sales manager of the Blue Network.

WFBF Employee Bonds
ON Dec. 7, third anniversary of Pearl Harbor, WBF employees signed their contracts for bonds and employ now in the Armed Forces a V-mail letter announcing that a BB War Bond had been purchased for him that day, and would be given to him on his next visit home. There are 239 former WFBF employees now in the service. Adventure Series
OMAR BAKING Co. is sponsoring The Adventures of Oma the half-hour daily transcription feature of Charles Michelson Radio Productions, New York, on 28 stations in the Midwest, starting Jan. 1.

Halvna Signed
ALBERT TURNER Factory Loft, Jersey City, N.J., manufacturer of men's and women's clothing, has signed a show contract with WKOM Jersey City for Abol Halvna's five-week quarter-hour commentary, the day after the start of the program under the station's new plan for increased English-language fare. Agency is Sawdon Adv., New York.

WBZ Home Forum
B. S. PEARBALL BUTTER Co., Elgin, Ill., Dec. 12 began participation in Midday Carolina's Home Forum, quarter-hour show on WBZ Boston. Contract for 26 weeks was placed by Schwimmer & Scott, Chicago.

Mail Order Santa
MONTGOMERY WARD & CO., Minneapolis, Minn., is sponsoring "Santa Claus" each afternoon on three of their stations from November 11 to December 25 as part of their pre-Christmas promotion during December.

Grace on WISH
GROVE LABS., St. Louis, has signed for sponsorship of Old Corvel, transcription by Midland Central, is being produced by Frederick W. Ziv Co., Chicago, on WISH Indianapolis. Agency is Donahoe & Co., New York.

Paper Co. Plans
NATIONAL PAPER PRODUCTS Co., a division of Crown Zellerbach Corp., New York, reportedly is planning to use radio for Beta-Plax, Beta-Felt, Beta-Cloth disposable tissues, Wortman, Barton & Goold, New York, is the agency.

Maxwell Dane Named
HYGRADE Food Products Corp., New York, has appointed Maxwell Dane Inc., New York, new agency, to handle advertising. Most products are promoted on a weekly participating program on WMCA New York, but weber WXYZ W2W and WMJ, other stations with similar programs may be added in the near future.

Pied Piper
SAF-KIL RAY POISON Co., Benton Harbor, Mich., has started a campaign for Saf-Kil rat bait. O'Neil, Larson & Mahon, Chicago, is agency. Radio is said to be considered.

Jake Latham Is Named To Head WKRC Sales
WITH THE assumption of the general management of WKRC Cincinnati, Herman K. Past week announced appointment of Jake Latham, veteran member of the sales staff, as sales manager. Mr. Past previously had been promoted to succeed Kenneth W. Church, who resigned to become vice-president of WCKY Cincinnati.

Mr. Fast and Mr. Latham having joined WKRC the same year. In that year both were selling time and divided the Cincinnati market between them. During that decade, they saw many changes in the WKRC management, including shift from CBS, when the Times Star bought the station in 1939 from the network. WKRC then became a Mutual outlet. In June 1945 WKRC again joins CBS as a basic affiliate. The shift will be from WCKY, which has not yet announced its new network affiliation.

Besides this parallel radio history, both men are natives of Cincinnati and worked in sales before coming to WKRC. Mr. Fast was with Charles W. Breden Co., of Cincinnati, the Berkley & Gay Co. of Chicago and General Outdoor Adv. Co. of New York prior to 1935. Mr. Latham sold automobiles and got a start with WKRC when he sold the then general manager a Cord.

Swift Regional

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Swift Regional

A YEAR 'ROUND SANTA CLAUS
Not only at Christmas, but on the other 364 days, as well, WOAI consistently gives its vast listening audience the finest of NBC, TQN and local programs . . . and, as a result, gives its advertisers the most listeners—at the lowest cost—of any station in Central and South Texas.

To listeners and advertisers alike, a merry year 'round Christmas!"

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

WOAI
San Antonio
Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

Page 44 • December 18, 1944
SELLS BECAUSE OF ITS OUTSTANDING LISTENER LOYALTY

Proof

1. NBC Basic Network
2. Recognized for its leadership in NEWS
3. Covers Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—a section rich in industry and agriculture.

5,000 Watts
DAY and NIGHT

Represented by RAYMER
In every War Loan Drive, Baltimore has been one of the first cities to go “over the top” and one of the leaders in percentage of over-subscription.

Purchases of “E” Bonds alone in Baltimore are estimated at more than $291,000,000—in addition to huge purchases of other types of “individual” bonds.
Baltimoreans look toward “reconversion” with anticipation -- not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over 419,000,000 dollars in savings since 1940!

Baltimore is a great and growing market -- and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow -- it’s a great place to invest your advertising dollars. And, of course, Baltimore's great advertising medium is WBAL.

*BASIC NBC NETWORK*

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
**BBC's Kept Radio**

**Editorial**

**Stand Up and Fight: II**

IT'S STILL the same old refrain from James Caesar Petrillo—threats, intimidation, coercion and defiance of Uncle Sam. He has crushed the opposition from the President down in the recording fight. Now he starts the routine all over again by telling NBC and Blue that unless they hire AFM members as platter-turners, he will call a series of wild-cat strikes. The fact that the National Labor Relations Board has given NABET jurisdiction over platter-turners, except in Chicago, makes no difference to Jimmy—play his way or else.

Thus, the networks involved face a two-edged strike threat—AFM if they don't go along with Jimmy, and from NABET, which has a Government ruling in its favor. Jimmy, to use the words of Blue President Mark Woods, will order "a series of wildcat strikes by withdrawing musicians from our programs at sporadic intervals."

There's no industry or public against labor monopolies, however highhanded they may be. That's because public opinion has not demanded it, and Congress is loath to act unless it knows the public's mind. There's but one answer now, since all others have failed. Arouse public opinion! Let Jimmy do his worst. Let Jack Benny put on his program without music and tell the public why. Let Coca Cola fill its Spotlight Band program with an explanation of why the words and no music. Let radio itself carry its case to the public. Let NBC and Blue call in their advisory committees of station executives.

Again we plead: Stand up and fight. It's high time to call Petrillo's bluff—before he essays to take over the combined operations of all stations and networks. Jimmy can defy the President and the courts. Can he defy the supreme court of public opinion?  

**Video Vision**

TELEVISION had its debut as an entity last week. Some 1,000 interested people looked in on the Television Broadcasters Assn. first annual conference. They didn't see new or startling things. But they had plenty. Relatively few standard broadcasters were there. There were many delegates from motion pictures, equipment manufacturing, and, significantly, from advertising agencies. The vast majority were New Yorkers.

The standard broadcaster has a rightful heritage in the new developments which spring from the soil he has cultivated, but it will not come as a bequest. He must assert his purpose and stake his claim with the same courage which gave him leadership in aural radio.

Broadcasters have seen this year two conventions—FMBI and TBA—which, if they do not divide the ranks of leaders in this art, serve to divide its purpose. It would seem to be time that they, speaking through NAB, take more than usual interest in tomorrow, even at the expense of today. Broadcasters cannot turn their backs on new developments. To do so is to turn their backs on destiny.

**BROADCASTING** • Broadcast Advertising  

**Our Respect To**

PHILIP RANDOLPH HOFFMAN

I T MIGHT be said that Philip Hoffman, newly elected vice-president of the Cowles Broadcasting Co. and supervisor of operations of KRNT Des Moines and WNAX Yankton-Sioux City, has traveled in circles.

Back in 1937 he was the top salesman for KRNT-KSO Des Moines, when he left for the national sales management of the Harry Wilder group, WSyr Syracuse, WJTN Jamestown, N. Y. and WNBB Springfield, Vt. After that hitch with the Wilder stations he returned to WNAX, another Cowles owned station, as commercial manager. When Robert Tincher, now a major in France, joined the Army, Phil was named station manager by Col. Luther L. Hill, then general manager of KRNT and WNAX. Col. Hill is now serving with the Army Air Forces and stationed in Miami, Fl.

It was during Phil's regime at WNAX that the 927 foot radio tower, tallest in the Americas, was constructed, and the WNAX Midwest Farmer's day was inaugurated. Several national advertising agency directors claim the latter is the biggest individual station promotion to be staged in the world. In 1943, 36,000 people attended the affair, which was held in Yankton, a town of 6,000 population, and in 1944 the attendance swelled to 60,000. A typical midwest farmer is named from the five agricultural states, Iowa, Minnesota, Nebraska, North and South Dakota. Governors of the five states, leading military figures, name entertainers are present.

It was also during Phil's reign that the WNAX studios in Sioux City, Ia., were developed until they now have a complete staff, including newsmen, salesmen, entertainers and a resident station manager.

Phil, in his new post, succeeds Craig Lawrence, who is a Cowles vice-president and directoring supervisor of WHOM New York-Jersey City and WCPB Boston, with headquarters in New York.

The story of Phil Hoffman in radio reaches back to 1927 when he first worked as a traffic man for a mail order house in Muscatine, Ia. It was one of those companies which owned its own broadcasting station and sold its own merchandise over the air. On days when an announcer didn't show up, Phil was pulled from his books to broadcast from then on as others on the staff left, young Hoffman acquired their jobs. What his title would be depended on the whim of the moment and it was everything from station manager to program director. The station, now passed on, was KTNT.

From Muscatine he went to KFJB Marshall-

(Continued on Page 50)
CORNERSTONES IN WISCONSIN'S RADIO HISTORY

Milwaukee Journal radio stations are pledged to bring Wisconsin the finest in radio. Today WTMJ and WMFM are serving the people of Wisconsin with both AM and FM broadcasting that is among the nation's finest. Tomorrow television will add another link to this service. In the future, as in the past, look to Milwaukee Journal radio stations for leadership in their fields.

THE MILWAUKEE JOURNAL STATIONS

WTMJ
Wisconsin's Foremost
Radio Station

WMFM
Wisconsin's Pioneer
FM Station

WMJT
Wisconsin's First Licensed
Commercial Television Station

BROADCASTING • Broadcast Advertising

December 18, 1944 • Page 49
Odd as it seems, some self-styled "farm editors" are apparently forgetting to put market reports—latest farm news—new requirements—new developments, and the like—into their solitary "farm program" a day. Instead they are using nightclub gags, general nonsense, and five records.

The results: Pathetic! If farmers liked that sort of thing, they'd probably go "whole hog" and putter around in their fields with top-hat, gloves, and cane.

Bluntly, the farmer isn't that way and you don't sell him that way. KMA knows, for the farmer has always been its specialty. That's why KMA pulls twice as much audience mail as its highest-ranking competitor. That's why KMA is noted and respected as the No. 1 Farm Station in the No. 1 Farm Market.

But to reach and sell in this market, act now, please. Good program time is like all other good things—scarce! Make it easier for yourself and harder on your opposition by calling Free & Peters today about your KMA availability.

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA

Free & Peters, Inc. Exclusive National Representatives

Page 50 • December 18, 1944

Our Respects to
(Continued from page 48)

town, IA, where he sold advertising. It was then a 100 watter, but he was prohibited from making sales in the town proper so everything sold usually was Des Moines sponsored. Phil later became manager of the station. He succeeded the late Merle Easter, who was electrocuted while repairing some studio equipment.

When the late Harry Shaw, past president of NAB, owned and operated WMT in Waterloo, Hoffman joined his organization as commercial manager. Not too long after that Gardner Cowles Jr. was testing his radio ambitions on WIAS Ottumwa and Hoffman was invited to become station manager.

Later WIAS was merged with another Cowles owned station, KWCR Cedar Rapids, which, with the acquisition of WMT Waterloo, was destined to become WMT with studios in Waterloo and Cedar Rapids. When WIAS and KWCR were merged, Phil went to KSO which by this time was broadcasting from Des Moines. He worked as a salesman for KSO until March 1935, when KRNT was organized, and sold the duties of selling for KSO and KRNT until 1937, when he headed east.

Phil, who is just 40, married his schoolgirl sweetheart, Jean McRoberts, and they have a 6-foot-3 son, William, 17, who is a senior at Pillsbury Military Academy in Owatonna, Minn.

POSTWAR PLANS
SURVEY SHOWS . . .

Worcester . . . ARE HOME Minded

Count on Worcester's home owners and renters for postwar buying action.

This survey indicates plans for modernizing or repair by 51%, with painting, redecoration, new roofs, oil burners, kitchen units, and bathroom units most frequently mentioned.

Half of the present tenant group hope to buy or build. Eight out of ten want a conventional house design. 62% prefer the suburbs to the city.

71% will demand square footage in excess of the customary house lot.

These are the wants of the WTAG audience, the high industrial wage level group which establishes the importance of Central New England as a major market, and which gives WTAG such consistently high Hoopers. This is the huge audience you can reach complete, in one way only—through WTAG—from the INSIDE.

McLaughlin Promoted
ROY MCLAUGHLIN, sales manager of WENR Chicago and national spot sales manager of Blue central division, has been appointed general manager of WENR, it was announced last week by E. R. Borroff, vice-president of the Blue central division. Mr. McLaughlin was formerly a network salesman in the central division and prior to joining the station spent several years in the local and national advertising departments of the Heart Publications, Chicago. Mr. McLaughlin will retain his duties as sales manager and national spot sales manager.

WILFRED EGGLESTON, director of censorship for Canada, and chief press censor since September 1939 when Canada declared war, has resigned effective Dec. 8 to return to newspaper work.

GEORGE MOORE and LEO E. SPAETH, both of the WCKT Cincinnati sales staff, were elected secretary and member of the board of directors, respectively, of the Cincinnati Area Manufacturers' Representatives.

DR. AUGUSTIN FRIGON and DONALD MANSON, general manager and assistant general manager respectively of the Canada Broadcasting Corp., Ottawa, are in Mexico, presumably in connection with the recent meetings of the Thirty-first International Radio Conference.

HUMBOLDT J. GRIEG of the Blue Network sales staff has been made manager of the sales development division of the promotion and advertising department.

PHILIP FRANK of the promotion division has been transferred to the sales development division to work with Mr. GRIEG.

CLARENCE L. MENSER, NBC vice-president in charge of programs, for his cooperation with the motion picture industry in the promotion of War Bond sales, has received a citation from the Board of Directors of the NGO's War Activities Committee.

FRANK ROERENBECK, general manager of WHN New York, has taken on additional duties as program director.

FRED RAPHAEL, held the post until last Friday when he resigned to move to Los Angeles, to become station manager of the Bernstein & Co. and eastern music company to sell synchronization rights to tunes. LOUIS CARINO shifts from WHN's night operations department to assist Mr. ROERENBECK and to serve as program supervisor.

M. G. COOKE, former assistant general manager of Press Wireless, New York, and now with the WABC network, has been appointed manager of the Latin- American Division of the company, a new position. Mr. COOKE joined the staff of Press Wireless in 1932 as an operator in the San Francisco office. Since then he has served the company in various capacities in Tokyo, Shanghai, Manila, London and in South America.
Ever walk into two rooms at once? Nothing to it! It happens every time you step into an NBC studio. And it’s done by walls... not mirrors.

For every studio is two rooms—one room floating inside another room—an engineering achievement to assure the highest degree of soundproofing.

NBC has 32 of these four-sided rooms with eight walls... each studio fortified with double ceilings, double walls, double floors... the inner one being completely suspended and isolated from the outer one so that there’s no metal to metal, no masonry to masonry.

That’s why you could say of each of NBC’s Radio City studios—“It floats—and it’s $99\frac{4}{100}$ per cent pure quiet.”

Result? Freedom from vibration while transient sound waves meet sudden death the moment they approach. In this way a symphony in one studio hasn’t a chance of intruding upon a drama in the one next door.

* * *

Of course, it might be possible to get by with less... but NBC likes to make sure. This is just another example of how NBC strives for perfection in every field of radio. It is the grand total of many things... large and small... done well which helps to make NBC “The Network Most People Listen to Most.”

National Broadcasting Company
America’s No. 1 Network
Network of

NBC leads the field

BOB HOPE—Pepsodent
Champion of Champions
Best Comedian
Best Comedy Show

INFORMATION PLEASE—Heinz
Best Quiz Show

BING CROSBY—Kraft
Best Master of Ceremonies
Best Male Vocalist (Popular)

JOHN CHARLES THOMAS—Westinghouse
Best Male Vocalist (Classical)

JOAN DAVIS—Sealtest
Best Comedienne

BILL STERN—Colgate
Best Sports Announcer

DINAH SHORE—General Foods
Best Feminine Vocalist (Popular)

FIBBER McGEE & MOLLY—Johnson's Wax
Best Comedy Team

THE ARMY HOUR—NBC
Best War Program

ARTURO TOSCANINI—General Motors
Best Symphony Conductor
Champions in Fame-Motion Picture Daily Poll

For the past nine years, or ever since the Fame-Motion Picture Daily Poll began, the highest honor—“Champion of Champions”—has gone to an NBC star. This year it’s Bob Hope for the fourth successive time. Other NBC programs and personalities are champions, too, taking a grand total of 13 first places... more than all other networks combined. And once again NBC’s Press service was rated the best in the business.

<table>
<thead>
<tr>
<th>CHAMPION OF CHAMPIONS</th>
<th>BEST WAR PROGRAM</th>
<th>BEST MASTER OF CEREMONIES</th>
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<tbody>
<tr>
<td>3 out of 5 on NBC</td>
<td>Top 2 out of 3 on NBC</td>
<td>Top 2 out of 3 on NBC</td>
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<tr>
<td>Bob Hope (Pepsodent)</td>
<td>The Army Hour</td>
<td>Bing Crosby (Kraft Cheese)</td>
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<tr>
<td>Bing Crosby (Kraft Cheese)</td>
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<td>Clifton Fadiman (Heinz)</td>
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<td>Jack Benny (Lucky Strike)</td>
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<tr>
<th>BEST COMEDY SHOW</th>
<th>BEST FEMININE VOCALIST (Popular)</th>
<th>BEST QUIZ PROGRAM</th>
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<tbody>
<tr>
<td>3 out of 3 on NBC</td>
<td>Top 2 out of 3 on NBC</td>
<td>2 out of 3 on NBC</td>
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<tr>
<td>Bob Hope (Pepsodent)</td>
<td>Dinah Shore (General Foods)</td>
<td>Information Please (Heinz)</td>
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<tr>
<td>Jack Benny (Lucky Strike)</td>
<td>Ginny Simms (Philip Morris)</td>
<td>Dr. I. Q. (Mars)</td>
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<td>Duffy’s Tavern (Bristol-Myers)</td>
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<tr>
<th>BEST COMEDIAN</th>
<th>BEST MALE VOCALIST (Popular)</th>
<th>BEST NEWS COMMENTATOR</th>
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<tr>
<td>Top 2 out of 3 on NBC</td>
<td>Two out of 3 on NBC</td>
<td>2 out of 3 on NBC</td>
</tr>
<tr>
<td>Bob Hope (Pepsodent)</td>
<td>Bing Crosby (Kraft Cheese)</td>
<td>Lowell Thomas (Sun Oil)</td>
</tr>
<tr>
<td>Jack Benny (Lucky Strike)</td>
<td>Dick Haymes (Electric Auto-Lite)</td>
<td>H. V. Kaltenborn (Pure Oil)</td>
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<tr>
<th>BEST COMEDY TEAM</th>
<th>BEST MALE VOCALIST (Classical)</th>
<th>BEST STUDIO ANNOUNCER</th>
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</thead>
<tbody>
<tr>
<td>2 out of 3 on NBC</td>
<td>Top 2 out of 3 on NBC</td>
<td>2 out of 3 on NBC</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly (Johnson’s Wax)</td>
<td>John Charles Thomas (Westinghouse)</td>
<td>Don Wilson (Lucky Strike)</td>
</tr>
<tr>
<td>Abbott &amp; Costello (R. J. Reynolds)</td>
<td>Richard Crooks (Firestone)</td>
<td>Harry Von Zell* (General Foods)</td>
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*also heard on another network

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**National Broadcasting Company**
America’s Number 1 Network

A Service of Radio Corporation of America
FRANCIS McCALL, manager of operations of NBC's news and special events department, has been assigned to San Francisco to supervise overseas operations in the Pacific theatre, a function which has been handled by the staff of the San Francisco newsroom.

ROY PORTER, for seven months NBC's reporter in Chungking, has returned to New York for hospital treatment following an attack of dengue fever. Mr. Porter was correspondent since the Spanish Civil War, joined NBC last year and went to India before taking the Chungking assignment.

ELAINE N. GONDA last week shifted from the station relations department of Keystone Broadcasting System in New York to KFS Hollywood offices, to serve as program director of all West Coast activities. IRENE DOUGLAS, formerly in the statistical division of General Motors Corp., has been appointed head of the Keystone rererecording department.

ROBERT R. HANSEN, former publicity director of WGN Chicago, has joined WGN Chicago as sales manager, following the vacancy left by BEN BERENT, now a salesman for WGN Chicago.

JIM REEVES, formerly of WSB New Orleans and WIND Chicago, has joined the announcing staff of WCAU Philadelphia, replacing HAL BARKAS, who resigned to become a television writer.

KATHARINE CLARK, news analyst of WCAU Philadelphia, has joined the faculty of Philadelphia's Penn Charter School for Boys.

DALE O'BRIEN, publicity director of WGN Chicago, is resigning to join Encyclopedia Britannica, Chicago, on Jan. 1.

BROADCASTING • Broadcast Advertising
Maybe you're interested in sponsoring a fifteen minute newscast—or an hour long musical. Whichever it is, you'll be way ahead when you buy spot programs that are already well established on the air. For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today—he's a good man to know!
Religious programs for Chicago's millions are heard...

...via WMAQ

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

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

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

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

In Chicago it's WMAQ.

Accounting Is Hub
(Continued from page 8)
control room and the copy sent to accounting.

With all the records, accounting department co-ordinates them, prepares them, prepares bills and keeps an eye on the station's operating costs, as against income. Affidavits of performance must be made by the bookkeeping department from the accounting department's advertiser's individual journal sheets.

In Mr. Wagner's article are charts showing various forms used by Central and Tri-Cities.

"There is a possible criticism of duplication of work between the sales department and accounting department, but most radio stations are operated as a part of some other enterprise and not as an independent unit," concluded Mr. Wagner. "If a radio station is a lone enterprise, this system is recommended for closer internal audit control."

A native Iowan, Mr. Wagner was educated in the Davenport public schools and at Iowa State College. His career began as accountant and auditor with the First National Bank of Davenport (1925-29). The next four years he was a public accountant with Ernst & Ernst and in 1933 joined the Central Broadcasting Co. and Tri-City firm as auditor. He is president of the Tri-Cities Chapter, NACA.

New Nash Series
NASH-KELVINATOR Corp., Detroit, returning to national network after an absence of six years, on Dec. 31 starts a musical-variety program, Eight to the Bar Ranch, on Blue stations, Sunday, 4:30-5 p.m. (EWT). A package deal by Lou Levy, show stars the Andrew Sisters, vocal trio, with Gabby Hayes, featured comedian. Victor Schoen is musical director. Bing Crosby has been scheduled as guest star on the initial broadcast. Mane Manheim will produce and head the writing staff comprising Stanley Davis, Elon Packard and Cottonseed Clark. Institutional copy with only brief mention of post-war Nash motor cars and Kelvinator refrigerators will be used. Geyer, Cornell & Newell, New York, is agency.

Al Pearce on CBS
LEWIS-HOWE Co., St. Louis (Tums), on Dec. 9 started sponsoring comedy program, Here Comes Elmer, on CBS stations, Saturday, 10:15-10:45 p.m. (EWT). Built around Al Pearce in his Elmer Blurt characterization, series also features Arleen Harris, comedienne. Mickey Gillette is musical director. Jack Harty writes the show, with Wendell Niles, announcer. Harold J. Kemp, radio director for Roche, Williams & Cunyngham, Chicago agency servicing account, is producer.

Kastor Names Daly
ART DALY, one-time radio director of William H. Weintraub & Co., New York agency, and more recently radio field representative in Argentina for the Coordinator of Inter-American Affairs, has been appointed West Coast radio director of H. W. Kastor & Sons Adv. Co., and is headquartered at 6331 Hollywood Blvd., Hollywood.

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WMAQ
CHICAGO

NBC's key midwest station
670 on your dial - 50,000 watts
REPRESENTED BY NBC SPOT SALES

A Service of Radio Corporation of America
Amperex engineers have made many important contributions to the refinement of electron tubes. One "Amperextra" of note is the development of a means of assuring positive contact between the plate and wire support. Varying and unreliable high resistance contacts have been eliminated by clinching and riveting. And it is this method of joining the plate and its supports that makes for a steady, constant flow of plate current.

The sum total of all "Amperextras" adds up to cost efficiency in broadcasting, industrial, electro-medical and amateur radio applications. An Amperex engineer is available for consultation on your present or postwar problems.

Amperex ELECTRONIC CORPORATION

79 WASHINGTON STREET, BROOKLYN 1, NEW YORK
Export Division: 13 E. 40th St., New York 16, N. Y. Cables: "ARLAB"

IN THIS WAR, YOU GIVE WHAT YOU'VE GOT...DONATE A PINT OF BLOOD TO THE RED CROSS TODAY
VITA WRIGHT STACKHOUSE has joined MacWilliams, Cole & Weber, Portland and Seattle agency, as writer. New addition to the production department is Ellen Casey. Mrs. Stackhouse has been active in retail advertising. Miss Casey was formerly with the Portland Oregonian.

ANNIE MARY LAWLER, who conducted poetry and book review programs on Philadelphia radio stations, has joined the writing staff of N. W. Ayer & Co., Philadelphia.


FLORENCE GRAUMAN MURDOCK, formerly with Ayer Moore & Wallace, Chicago, is now with Earle Ludlum & Co., Chicago, as copywriter.


FREDERICK W. COLE, former program manager of WFRE Manchester, N. H., has joined Daniel P. Sullivan Co., Boston. Edward A. Foor, formerly with Vincent Ed- wards & Co., is also a new member of the Sullivan agency.

MARION E. WELBORN & Assoc., new Los Angeles advertising agency, has been established at 610 S. Broadway, Telephone is Vanity 1812. Firm is headed by Marion E. Welborn, for 20 years with Los Angeles Times as advertising counselor.

JOHN G. DENNING, former copy man and account executive of Ror S. Dunnine Inc., New York, has joined Budger & Browning & Herbst, New York, as a copy executive.

ALLEN D. CONVERSE Jr., formerly of Griesedew-Kohlerman, Cleveland, has joined the copy staff of Gray & Rogers, Phila- delphia agency.

ELLIS ADV. Co., Buffalo and Toronto, has opened a New York office at 33 W. 49th St. to handle activities of current accounts in this area and several new clients, to be managed probably some- time in January. Jack Colliner, co-manager of the Toronto office, has been placed in charge of the new branch, and other reassignments will be in process within the agency. Michael E. Ellis, partner with Jerome E. Ellis with headquarters in Buff-alo, will spend a good portion of his time in New York office, and will supervise whatever radio activities there may be. It is expected that the office will have a radio executive at a later date.

BERNARD M. DOUGLAS, with Foote Cone & Belding since the agency was founded, and with its predecessor Lord & Thomas before that, will be succeeded by a vice-president. Mr. Douglas is in charge of the Belding account, radio advertising.

JOHN LO BUONO, account executive of Grant Adv., has Dec. 1 transferred from Chicago to the New York office of the agency.

CARY-AINSWORTH, Des Moines agency, effective Jan. 1 will change its firm name to E. H. Cary Inc. E. H. Cary, president, announces there will be no change in the management and control of the company.


FRANCIS J. O'BRIEN, former director of sales promotion for Franklin Life Insurance Co., Springfield, Ill., has joined Roche, Williams & Cleary, Chicago, as copywriter.


RAYMOND BROWNE, former sponsor- ship staff manager of the War Advertising Council, has joined New York office of Foote, Cone & Belding as account executive on Cities Service Co., a radio advertiser. Before his association with the Coun- cil, Mr. Browne was advertising manager of Axtow-Fisher Tobacco Co., and of the Texas Co. Mr. Browne has also been elected a member of the council by resolution of the Board of Directors.

MAXWELL DANK Inc., New York, advertising agency, opened two weeks ago with Maxwell Dank as president. Former- account executive of WMCA New York. Mr. Dank also served as advertising and promotion manager of Louis magazine, and has been with Durand International Inc. New York. Mr. Dank's accounts include Hygrade Food Products Corp., and Viva- rine Co., New York. New agency is at 113 W. 57th St., Telephone is Columbus 5-4950.

DAVID HILLMAN, president of Hillman-Shane-Broder, Los Angeles, is the father of a boy.

JACK SCANLON, formerly with Stevenson & Scott, Montreal, has been appointed production manager of Kennedy & Eckhardt, Montreal.

NOLIN TRUDEAU, for four years with the publishing department of the Dept. of Munitions and Supply, Ottawa, has been appointed production manager and radio director of the Montreal office of MacLaren Adv. Co.

WALTER ENGER, for four years with Stovin & Wright, Toronto station repre- sentatives, has joined MacLaren Adv., To- ronto, as account executive.

HORACE BROWN, released from Ma- Lin Adv, Toronto, to return to free-lance script writing.

IF YOU SELL SOAP

(OR SEEDS or STOKERS)

ASK YOUR DISTRIBUTOR ABOUT KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. You figure out how many carloads of soap and scrubbing compound that means!

Thanks to its favorable 610 fre- quency, KDAL's 10,000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coinciden- tal daytime survey made in Virgin- ia, Minnesota 160 miles from Duluth, and with an NBC station of 1000 watts (half as much), showed that it reached more than nine times the audience of the other Duluth station, with more than 70% as large an audi- ence as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distribu- tor. He'll tell you and ten to one he'll say "KDAL!"
Santy Claus IS A WIZE GUY!

No disrespect intended you understand, but if you're a time buyer who's used to using WIZE, you know what we mean, and if you've never availed yourself of this lucrative medium, we're here to tell you that Santa Claus really is a WIZE guy! And if you have any account stockings you want to fill with sales, prepare your radio schedules with WIZE in mind! The listeners in the fertile Springfield area have the WIZE habit. They acquired it dialing WIZE for those topnotch Blue Network shows and it's the kind of habit that can ring sweet notes on the cash drawer if you give it half a chance. The Springfield audience is a receptive audience, that's been proved again and again. It's a progressive, eager audience as many a national and local advertiser can tell you. And since it's the results that count, and facts and figures are readily available to you, of the type to warm the cockles of any would-be sponsor's heart, play Santa Claus to yourself Christmas to Christmas. It's a WIZE advertiser who does.

WEED & CO., NATIONAL REPRESENTATIVES

December 18, 1944 • Page 59
Millions of dollars are lost annually by the ordinary slow-downs of business and industry due to the constantly recurring need for tools and materials and waiting for delivery.

AIR EXPRESS can close many of those gaps between planning and performance, save many of those dollars!

As you put new production plans into operation, you will find AIR EXPRESS at your service with expanded facilities for helping you cut the high cost of idle machines, idle labor, idle goods.

With additional planes now available for all important types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. Thousands of shippers are saving substantial sums through Air Express, employing its economy and efficiency in an ever-increasing number of ways.

WRITE TODAY for “Quizical Quiz” — a booklet packed with facts that will help you solve many a shipping problem. Dept. PR-13, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

RADIO STATION 25, an airborne broadcasting unit attached to Lt. Gen. George S. Patton’s Third Army, has been traveling with the fast-moving Third and transmitting direct to a receiver in this country. The story of the transmitter, now mounted in an Army truck, was told last week at a news conference in New York of the Mackay Radio & Telegraph Co.

LaRoy F. Spangenberg, assistant vice-president, returned from the European theatre, said that the unit had to move 13 times and over 400 miles to keep up with the Third Army. The transmitter has been sending about 40,000 words daily, according to Mr. Spangenberg. He added that the Army had ordered from Mackay an airborne unit for voice and code transmission, light enough to be set down in some large German city. Two other broadcasting units have been requested for France and another is being sent to the Third Army to relieve an old radio station 25 which has been operating since the Normandy D-Day, he said.

BELIEVED TO BE the largest in world, this KWK war map is mounted on the “Times Square” of St. Louis. It measures 54 feet in length by 31 in height and is topped by eight-foot-high call letters. The European theatre is the present subject, with changes on the front being painted in frequently. After the collapse on that front, it is planned to show the South Pacific battle zones.

NBC WESTERN AREA HOLD WAR CLINIC

CHARTING a course of action to meet problems related to an intensified war effort in the Pacific, NBC western division executives and station managers of that area met for a war relocation clinic at the Biltmore Hotel, Los Angeles, Dec. 6-7. Called by Sidney N. Strotz, western division vice-president, the conference was addressed by William S. Hedges, New York vice-president in charge of stations, who discussed future network problems.

NBC station owners and managers in attendance included:

Arkansas: W. H. Baker, KGW; W. E. Fisher, KOMO; W. L. W. Long, KPFN; T. C. Morehead, KXI; R. B. Smith, KMEX; H. C. W. Woods, KVTX.

California: E. H. Loomis, KBG; A. R. Welsh, KRLA; C. E. Weymouth, KFRC; F. R. Wood, KMEX; A. V. Zaccagnini, KGOL.

Colorado: W. S. Schuch, KDEN; F. A. Swenson, KMGH; C. A. Ramsey, KUCA; W. J. Brown, KREX; W. F. Bubert, KCUJ.


Delaware: W. H. Davis, WOR; J. A. Godfrey, WAW; E. A. Reed, WCAU; H. O. Stotz, WCAU.

Florida: W. H. Bragg, WJCT; E. H. Cady, WJAX; J. F. Gainey, WFLA; W. H. Moulton, WTSP; W. H. Nutt, WJNO.

Georgia: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Kentucky: W. H. Jones, WNKY; J. W. Mead, WBOY; W. S. Shonts, WSM; R. F. Smith, WUKY; W. F. S. W. Wilson, WUKY.

Maine: W. F. Scott, WLB; W. F. H. Jones, WLB.

Maryland: W. J. G. Grose, WTOP; W. H. Winter, WBAL; W. H. H. Worthington, WJZ; W. H. Smith, WTOP; W. H. Grose, WTOP.


Michigan: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Minnesota: W. F. J. Mead, WBOY; W. S. Shonts, WSM; R. F. Smith, WUKY; W. F. S. W. Wilson, WUKY.

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Missouri: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Montana: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Nebraska: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

New Hampshire: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

New Jersey: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

New Mexico: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

New York: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

North Carolina: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

North Dakota: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Ohio: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Oklahoma: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Oregon: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Pennsylvania: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Rhode Island: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

South Carolina: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

South Dakota: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Tennessee: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Texas: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Utah: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Vermont: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Virginia: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Washington: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

West Virginia: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Wisconsin: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.

Wyoming: W. H. H. Price, WJNO; H. J. Pugh, WSB; W. F. Higgens, WGST; W. S. W. Kimball, WSB; C. F. Kelley, WRBU.
REPORT TO THE RADIO INDUSTRY

The time situation in Chicago

FOR 19 STRAIGHT YEARS WBBM HAS LED ALL STATIONS IN TOTAL SPONSORED TIME IN CHICAGO.

Nearly half the radio advertising in the Chicago market is directed to selling grocery products.

FOR THE PAST SEVEN YEARS—AS FAR AS OUR RECORDS GO—WBBM HAS CARRIED AN AVERAGE OF 24% MORE SPONSORED TIME DEVOTED TO SELLING GROCERY PRODUCTS THAN ANY OTHER CHICAGO STATION.

The following classifications account for nearly 4/5 of the radio time sold in Chicago (seven year average):

Grocery products . . . Tobacco . . . Drugs and Cosmetics* . . .
Automobiles and Related Products . . . Household Products.

WBBM HAS CARRIED AN AVERAGE OF 12% MORE SPONSORED TIME DEVOTED TO SELLING THE ABOVE PRODUCTS FOR THE PAST SEVEN YEARS THAN ANY OTHER CHICAGO STATION.

How, during October, did WBBM stand in sponsored time in these classifications?

GROCERY PRODUCTS . . . WBBM 27% more than next station
TOBACCO . . . . . . . . WBBM 4% more than next station
DRUGS-COSMETICS . . . WBBM 11% more than next station
AUTOMOTIVE . . . . . WBBM 5% more than next station
HOUSEHOLD PRODUCTS . . WBBM 69% more than next station

How will WBBM stand in future months?

SCHEDULES FOR 1945 INDICATE THAT WBBM WILL CONTINUE TO LEAD THE FIELD AS IT HAS DONE FOR THE PAST 19 YEARS.

WBBM, Chicago
Midwest key station of the Columbia Broadcasting System

*Only non-medical products included in this tabulation.
Helping to maintain a great public service at the peak of its efficiency, BLAW-KNOX towers are serving America's war-time radio industry from coast to coast... delivering broad coverage with maximum dependability.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2036 Farmers Bank Building
PITTSBURGH, PA.

MISSISSIPPI'S GREEN CHRISTMAS

Mississippi's Christmas, sans snow, will be "green" instead of "white," but the old-fashioned Yuletide spirit will reign nevertheless. And a "green" Christmas here in the heart of the deep South is especially appropriate this year—because business is alive and growing the year-round.

Reviewing the past year and looking to the future, here are a few reasons why the Mississippi market is growing and should get the "green" light on your 1945 sales program:

- New oil fields discovered in 1944.
- Industrial development brisk.
- Farm income biggest in history.
- Livestock sales up.
- Buying income highest ever.

WJDX— "the Voice of Mississippi"—DOMINATES this stable, growing, able-to-buy market. Let WJDX carry your message to this fast where business is always "green with new life."

PEPSIDENT Co. of Canada, Toronto (toothpaste), has appointed Ruthrauff & Ryan, Toronto, as agency, effective Jan. 1. No immediate change in radio advertising is planned.

METROPOLITAN LIFE INSURANCE Co., Ottawa, has appointed McLaren Adv. Co., Toronto, as agency.

PERSONNA BLADE Co., New York (razor blades), has started Radio Spots Reel Monday through Friday on CBM Montreal. Account was placed by J. Walter Thompson Co., Montreal.

O'CEDAR Co. of Canada, Toronto (floor polish), has started House of Melody, half-hour Sunday afternoon program, on CJBC Toronto. Account was placed by McLaren Adv. Co., Toronto.


FOREMAN & CLARK, Los Angeles (department stores), adding to its Pacific Coast spot schedule on Dec. 12 started a five-weekly quarter-hour after midnight swing-shift program on KNX Hollywood. Contract is for 52 weeks. Agency is Botsford, Constantine & Gardner, Los Angeles.


CAPITOL RECORDS Inc., Hollywood, Calif., placed its account with Foote, Cone & Belding, Los Angeles. Plans for radio are said to be in the works.

CHRISTIAN & Co., Pittsburgh (foods), has named Earl W. Ruthwell Adv., Pittsburgh, as agency. Radio is said to be considered.

HARRY F. RITCHIE Co., Los Angeles (package salted nuts), on Dec. 10 started using five transcribed announcements per week on KFPE Phoenix with a three-weekly schedule on KECA Los Angeles. Contracts are for 13 weeks. Agency is Marion E. Welborn & Arsoc, Los Angeles.

JAMES F. BALLARD Inc., St. Louis, Mo. (Campho-Phenique), will begin sponsor- ship of spot announcements and chain breaks in 32 markets Jan. 1 and 15 for 16 weeks. Contract was placed by Sherman & Marquette, Chicago.

CLINTON WATCH Co., Chicago, has started sponsorship of two announcements weekly for 52 weeks on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

MARY DUNHELL Inc, New York, has appointed Cordot Land International-Pettipoll & Fenton, New York, newly merged agency, to handle advertising for its cosmetics. Firm will concentrate on publications for the present, but radio is being considered.

REGINALD L. JOHNSON, former assistant sales promotion manager of Johns-Manville Corp., New York, has been ap pointed senior advertising manager of the organization; a new position, acting as assistant to the vice-president on all business in the advertising and sales promotion department.

THE COMBINATION TO GEORGIA

The GEORGIA MAJOR TRIO

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

BROADCASTING * Broadcast Advertising
A very Merry Xmas
and a
HAPPY NEW YEAR

Standard Radio
HER ENERGY is as inexhaustible as her generosity. Her affection for people is as sincere and warm as the morning sun. Her willingness to serve, her genuine appreciation for all that is good and clean and wholesome and her modest enthusiasm makes her one of radio's most outstanding women. Yes, it's Kate Smith. We'll send a free copy of Printers' Ink to every one who cares to paste the puzzle together and mail it back to us.

SPEAKING of Kate Smith reminds us of Ted Collins, Kate's business manager, producer, co-worker and loyal supporter, and of the grand job he and Kate have been doing for the General Foods people. Mr. Collins has contributed a lot of the "know how" to that job. His ideas on war condition copy are still important more than a year after he mentioned them in Printers' Ink. The success of this team is no puzzle, even to the most casual observer.

PRODUCT SUCCESS isn't always as easy to understand. In 1928 when the Postum Company, forerunner of General Foods, purchased Calumet for some $32 million, many marketing people wondered why they paid so much for a trademark. At that time P. I. readers learned a lot about the worth of popularity achieved through the judicious advertising of a sound product. General Foods continue to apply the "good product well advertised" axiom.

Among the 14,985 Printers' Ink subscribers are 142 at General Foods and 36 in the advertising agencies who place the different phases of the General Foods advertising.

P. I. wrote the story of Calumet's transfer in several different forms. P. I. readers read it first as news. Later it was interpreted and used as a demonstration. So it is with most important marketing news. In Printers' Ink the reader discovers how each important item affects him, or how he can use the experience of others. This basic quality is one of the reasons for the reader loyalty Printers' Ink enjoys. It is one of the reasons why media promotion men who reach the advertising and marketing fields best, buy P. I. first!
WE ARE NOT
Crystal Gazing
WHEN WE PREDICT
THAT...

REL

F. M. TRANSMITTERS
Will Blanket The Country!!

REL collaborated with Major Arm-
strong in building the first FM Transmitter
to be put into service... At Alpine, N.J....now W2XMN. This was followed by some of the most
difficult installations ever made in the entire history of radio... Station WMTW, (Yankee Net-
work) atop Mt. Washington, where the weather is "the worst in the world"... Station WENA
(Evening News Association) on Detroit's highest skyscraper.

In back of REL is as fine a record of performance as any in the world!
REL Engineers have unique experience! Their reputation for reliability and "know-how"...their
vast resources and store of knowledge...these things put REL in the lead for postwar FM expansion!

Yes, REL transmitters will soon mushroom through-
out the country... we're ready to move ahead!

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MID WEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neeley
5334 Hollywood Blvd.
Hollywood, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
High Praise From Treasury Officials
To Radio, NAB, OWI for Bond Drive

"CERTAINLY the voluntary contributions of the radio industry for the Sixth War Loan have far exceeded our expectations," Ted R. Gamble, national director of the Treasury War Finance Division, said last week in a statement to Broadcasting praising the part of broadcasters in the Bond campaign.

"I would like to take this opportunity," he said, "to thank the NAB, the OWI, the four networks, the individual stations, the advertisers and advertising agencies and the War Advertising Council for their enthusiastic support. In prospect the Sixth War Loan presented one of the most difficult problems we had to face. We have called upon everyone in radio broadcasting to participate... to shoulder some of the responsibility for this Drive. They are to be congratulated for assuming this responsibility and working in such close harmony to produce truly inspiring results."

In like praise of radio, Thomas H. Lane, WFD director of radio, press and advertising, commented: "The difficulties we have faced in the promotion of the Sixth War Loan made it necessary to coordinate every force within the radio industry and to call on everyone for help. The organizations and committees with which we have worked from the policy stage through to the last radio broadcast on the last day of the Drive are to be congratulated for their unerring devotion to the task and the effectiveness of their efforts."

These effective results of radio's voluntary offerings toward solution of many problems of the Sixth Loan were expressed in a report by Robert J. Smith, chief of the WFD Radio Section, who said "Specifically, the Radio Section has placed itself at the disposal of the networks and agencies in the planning of 450 network shows plus hundreds of live local shows, in addition to the recorded programs built up by the Treasury which were required by 883 stations. The actual time devoted to the campaign for these transmissions is estimated to be 20% higher than any previous Drive." (OWI report is on page 32.)

The Treasury theory—that if people were allowed to participate in the early planning and execution of ideas and activities they would have a greater understanding of the objectives to be obtained and policies to be followed—was displayed during the Sixth Loan in the Station Advisory Committee, composed of advisors drawn from individual stations; Network Bond Committee, composed of network representatives; and the Music Advisory Committee, with top persons from that field. Close relationships also have been maintained with War Activities Committee, War Adv. Council, OWI, Army, Navy and other agencies.
Here's The Famous Gates DYNAMOTE
PORTABLE REMOTE AMPLIFIER

that provides perfect response and flexibility to meet every need

The Gates Dynamote is the most popular, deluxe remote multi-channel unit in use. No wonder, too, when you consider the hundreds of stations that have found complete satisfaction in the versatility of the Gates Dynamote to go anywhere and offer top performance every time. Small in size, light in weight, rugged in design, smart in appearance, the Dynamote and its small Power Supply Unit are carried compactly as one, in a sturdy carrying case, to go anywhere and pick up anything. The dependable, brilliant-performing Dynamote is adaptable to 99% of the remote uses—from football games to symphonies...and with its three inputs, mixing three microphones, and type of remote set-up comes within its scope. Available either in V.U. or Db. meter.

The Gates "Dynamote" deserves a place in your post-war plans. Ask for details of our Post-War Priority Plan that assures you prompt delivery when normal production is resumed.

Wartime restrictions do not allow the sale of new broadcasting equipment without Priority. This equipment is presented merely to acquaint you with Gates' developments.

Note the new and compact, modern airplane-luggage type carrying case that is completely weather resistant. Additional space in bottom for microphones and other accessories.

Gates
RADIO COMPANY, Quincy, Illinois, U.S.A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field
A FORTUNE in radio industry names is represented in the service men serving with the two Army Air Forces Radio Units now engaged in telling the story of American air power to the estimated 15,000,000 people who listen weekly to the programs and scripts they prepare. Ex-radio men from all branches of the industry staff the units which currently are stationed at Santa Ana and New Haven.


Cpl. Thomas Adair, writer on NBC, Blue, MBS; Cpl. Lawrence Marcus, writer for Inner Sanctum, Grand Central Station, other net shows; Cpl. Marshall Snow, assistant conductor CBS Hollywood; Pvt. Robert K. Fowler, writer Chase & Sanborn show, Burns & Allen show, other net shows; Pvt. Donald Morgan, writer-producer of actor Here's Morgan show on MBS, writer Fred Allen show, program director WRGB Duluth.

Coordinating AAF radio activities produced by the more than 200 AAF installations throughout the U. S. They have formed a valuable link in the relationship between the post and the nearby civilian community.

The net shows produced at Santa Ana and New Haven are: AAF Symphonic Flight on Blue, Roosty of the AAF on Mutual, First in the Air on CBS, Army Air Forces Band on NBC, Hello Mom on Mutual, Soldiers with Wings on Blue, I Sustain the Wings on NBC. In addition, William Wrigley Jr. Co. provides the AAF with the CBS America's in the Air program.


VETO'S XMAS DISCS
WFBC Gives Glis Chance to
Send Word Home

VETO'S XMAS DISCS
WFBC Gives Glis Chance to
Send Word Home

To PATIENTS at the Greenville, S. C. Army Air Base Hospital can send home Yuletide greetings thru recordings provided by WFBC Greenville, which set up recording apparatus and sent chief engineer Hubert Brown to make the discs which were played back to the boys so they could hear what they said. Similar arrangements were made for the 1,000 wounded veterans at Moore General Hospital, Asheville. Recordings, which are packaged and stamped for mailing, can be made by the men while they are flat on their backs at the station hospital. According to Bevo Whitmire, WFBC manager, the boys enthusiastically took to the idea of making the recordings.

Arrangements to make the discs at Greenville Army Air base were handled by Capt. Robert Burger, PRO, and at Moore General Hospital by Lt. Marvin Golden, assistant reconditioning officer.

* * *

TIES at the War Dept. Bureau of Public Relations are Lt. Col. Hal Rowe, former publicity director of CBS West Coast, later assistant publicity director of CBS New York; Maj. Ted Steele, who was account executive with Benton & Bowles; Capt. Edmund Abbott, formerly with WCBS Minneapolis and WBBM Chicago; Capt. Curt Peterson, former radio director of Marshall & Pratt.
WE'VE SEEN 'EM GOING UP AND COMING DOWN

STATIONS come and stations go. In a little over two decades, Toronto has watched eight of them appear and disappear. But for more than seventeen years, CFRB has broadcast its schedules without interruption and will continue to do so.

We have contributed to the progress of this lately grown-up industry in the past, and are in a position to further its development in the future. We're proud of our record . . . proud of our tremendous following of loyal and consistent listeners . . . proud of our standing with the agencies and their clients.

These are the benefits we offer to those who listen and to those who use our facilities to broadcast their sales messages.

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONTO

BROADCASTING • Broadcast Advertising

December 18, 1944 • Page 69
FCC Denies Blue Pleas for KECA

Sets Aside Tulare, Cal. Grant Pending Further Probe

PETITION of the Blue Network Co. for a grant without hearing of its application to change frequency of KECA Los Angeles from 769 to 770 kc, was denied last Tuesday by the FCC [Broadcasting, Dec 4].

At the same time the Commission denied Blue's petition to consolidate its hearing with that of KOB Albuquerque for modification of construction permit and license to cover permit as modified to change frequency from 1160 to 770 kc and with a hearing of KXA Seattle on application for modification of license to change hours of operation from limited to unlimited. 700 kc. KOB's application is designated for hearing.

Motion of KXA for leave to amend application was granted Wednesday by motion of Commissioner Wakefield Jan. 2, and the application, as amended, was removed from the hearing docket.

An alternative request of the Blue to intervene in the KOB and KXA applications also was denied.

Proposed KECA move would reduce the status of the 700 kc channel from a 1-A (clear at night) type to a 1-B (duplicated) frequency with both KECA and WJZ using 50 kw. Operation of KECA on 770 kc with 50 kw would preclude operation of KOB, which has been broadcasting under a special service authorization on 770 kc and prior to that on 650 kc with a special service authorization.

Denials of the Blue's petitions mean that the application to change frequency from 769 to 770 kc, to increase power, install new transmitter with directional antennas for daytime use, and move transmitter and studios is still pending.

In another action Tuesday the Commission set aside its grant of Dec. 5 to Herman Anderson, farmer and businessman, for a new station at Tulare, Cal., to operate on 1240 kc with 250 w unlimited [Broadcasting, Dec. 11].

Mr. Anderson and Robert Franklin, associated with WTKC Visalia, Cal., originally filed the application but Mr. Anderson filed an amended petition, requesting withdrawal of Mr. Franklin as a party to the application. In announcing its rejection, the FCC said it set aside the grant "pending further examination of the application and related matters".

Sub For Murrow

EDWARD E. MURROW'S Sunday broadcasts for American Oil Co. on CBS for the last three weeks of December are being taken over by CBS correspondents from London. Charles Collingwood speaks Dec. 24 and Larry Lesueur Dec. 31. Eric Sevareid handled last Sunday's program. Mr. Murrow is in this country for a brief visit.

WAIT-WGES SWAP APPROVED BY FCC

AN EXCHANGE of interests whereby the Gene T. Dyer family retains WAIT Chicago and his brother John A. Dyer and his associates become owners of WGES Chicago was approved by the FCC last week under its duopoly regulations. Sec. 335. Consideration is $100,000 for the assets of WGES and a similar amount for the assets of WGES, in each instance including $15,000 cash working capital [Broadcasting, July 10].

New ownership is as follows: WAIT—Gene T. Dyer, 19%; Evelyn M. Dyer, 35%; Gene T. Dyer Jr., 24%; Adele Moulds, 10%; Louis E. Moulds, 6%; Grace V. McNiel, 6%; WGES—John A. Dyer, 21%; Vivian I. Christof, 34%; Elizabeth M. Hinzman, 30%; F. A. Ringwald, 10%; William P. Moss, 5%.

Sale of WSBC by the Dyer interests for $100,000 to the owners of the J. Miller Adv. Agency, Chicago, also because of the duopoly regulations, was approved by the FCC Sept. 26 [Broadcasting, Oct. 2].

In another duopoly action motions Commissioner Hay C. Wakefield last Wednesday continued hearing from Dec. 18 to Feb. 29 the application of WVER Reading, Pa., for transfer of WEEU and increase power from 5 kw. to 9 kw. and transfer of WEEU to Berks Broadcasting Co. Reading, Pa. George J. Geinberg, Joseph M. Nassau and Milton J. Hintein (owner of KDO Sodalia, Mo.) for $210,000 is pending before the Commission.

WOV Capital Office

WOV New York will open a Washington bureau Jan., 1 with Tom Morgan, WOV commentator, as chief. Headquarters will be in the Mayflower Hotel. According to present plans, Mr. Morgan will spend Tuesdays in Washington, covering the President's press conference and the Senate, returning to New York to give his regular news broadcasts, which will be advanced from its present spot to 1:05:10:15 p.m.

A TOTAL of 2875 hours during the first nine months of 1944 were devoted to public service programs by WLYW Cincinnati. All originated by the station, the programs included problems of health, education, war activities and rationing.
During the night, the snow flew.

On the morning of December 1, Syracuse, a city of 340,000 people, was completely snowbound—paralyzed—all normal life brought to a standstill.

The streets and roads were impassable, blocked by drifted snow. Stalled buses and trucks covered the highways. Entire villages were cut off from communication with the outside world.

Long distance calls were held to an irreducible minimum; the fire departments could not function. Schools were forced to close. Civic activities were abandoned.

In this emergency—one of the worst in the city’s history—officials and public alike turned for help to Station WSYR. And again, WSYR was to prove its worth to the community it serves. Was again to prove that listener confidence and loyalty which it had built all these years was well placed.

When authorities decided to close the schools, WSYR was chosen to get that message to the public.

As incoming calls from city and country school districts jammed the switchboard the announcing staff of this station relayed the vital information to uncertain homes. In many instances children had been compelled by the storm to remain at their schools the preceding night—it was WSYR which relieved the minds of worried parents regarding the safety of those children. By sticking faithfully to the job WSYR had performed a very real public service. It had been chosen for this task because school officials knew that only this station was able to reach the number of homes that had to be reached for complete effectiveness. Officials realized that WSYR had a greater home influence than any other station in their area and thus was capable of getting a vital message into the majority of homes in central New York.

Other public agencies called on WSYR for assistance. At the request of the state police instructions to motorists were broadcast; up-to-the-minute road and traffic information was secured by the staff and immediately passed on to all who might use the highways; pleas were made on behalf of the fire department, for the railroads and for help in clearing the streets.

All of these things were done at the request of state, city and county officials and interested parties—proving that under unusual circumstances officials and public alike turn first to WSYR for help.

Ever since its founding WSYR has gone quietly about the business of performing those duties which most benefit the community it serves. A storm such as that of December 1st is fortunately a rarity, but when the emergency struck listeners knew that WSYR was able and eager to assist them—and it was to WSYR that Syracuse turned as a “friend in need.”

WSYR, Syracuse • Associated with WTRY, WKNE, WELI

WSYR Representatives: Paul H. Raymer Company
AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS
50,000 WATTS • AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS
50,000 WATTS • AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS
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50,000 WATTS • AMERICA'S MOST POWERFUL INDEPENDENT STATION • 50,000 WATTS

SEASON'S GREETINGS from AMERICA'S 50,000 WATTS AMERICA'S 50,000 WATTS AMERICA'S 50,000 WATTS AMERICA'S 50,000 WATTS

WFTC WORLD'S OREMOST TOBACCO CENTER

WFTC IS LOCATED IN THE CENTER OF THE LARGEST CIGARETTE GROWING AREA IN THE WORLD. OVER 52 MILLION POUNDS SOLD THIS YEAR IN A 10 WEEK PERIOD FOR THE FARMER FOR OVER 22 MILLION DOLLARS.

We Can Sell Your Products Contact Burn-Smith Company

WFTC KINSTON NORTH CAROLINA A BLUE AFFILIATE

ACME ASKS HIGHER NIGHT TIME RATES

NEGOTIATIONS are in progress between American Communications Assn. and WHOM Jersey City, also WNEW WHN, and Zak Transmission, New York, regarding technicians contracts, and with WLIB and WABF (FM) New York for announcers. Agreements are expected to be completed by the end of the month, according to an ACA spokesman.

The union is demanding wage increases, night differentials and minor improvements in contracts. The night differential clause, calling for higher wages for night-time duty, established a new precedent for the union.

Union has appealed the decision of the Second Region Stabilization Division of the War Labor Board approving application for wage increases at WHN, but is not appealing the Division's ruling on a modified weekly rate range of $47-50 to $75 for WNEW, as against the $47-50-$75 requested, since new negotiations are already in progress.

The Third Region WLB approved application for wage increases for technicians at KYW Philadelphia retroactive to August, 1943, as filed following a joint agreement reached by both parties [BROADCASTING, Sept. 25].

Commercial Expansion

EXPANDED war and general radio engineering business has necessitated larger Washington quarters for Commercial Radio Equipment Co., which moved Dec. 18 to a suite in the International Bldg., 1319 F St. NW. Phone is District 3139. Everett L. Dillard, general manager, announces affiliation of K. M. Hollingsworth as radio engineer to assist in AM, FM and television applications. Other engineering personnel will be announced in the near future. Robert F. Wolfskill, manager of Commercial's Kansas City office has returned after two weeks in Washington in connection with planning for the operation of the company's two new FM development stations in Washington, W3XL, main station, and W3XLA, satellite.

PA Records Highlights

PRESS ASSN. is distributing to radio clients its annual transcribed dramatization of the year's news highlights under the title This We Have Done, covering top events of 1943. It embraces the landing at Anzio, capture of Rome, D-Day landings in France, capture of Paris, A-Day invasion of the Philippines and the big push along the western front. Annual feature, written by Raphael Hayes, was directed by Charles Gaines and produced by George Silvers of the PA staff. Jackson Beck is narrator. Music was provided by John Gart.

'A Bulletin' to Get WPEN From Bulova by Dec. 30

OWNERSHIP of WPEN Philadelphia will pass from Arde Bulova, New York watchmaker and watch manufacturer, to the Philadelphia Bulletin on Dec. 30, when $400,000 plus adjustment of accounts receivable will be paid over to Mr. Bulova for all of the capital stock of William Penn Broadcasting Co. licenses of WPEN and its companion WPEN-FM. The FCC on Dec. 9 announced approval of the transaction—a day before the option to purchase was to terminate. [BROADCASTING, Dec. 11].

While the deal was to be closed 15 days after FCC approval or about Dec. 24, agreement was reached by the principals to transfer on Dec. 30 as of Dec. 31. WPEN operates on 950 kc with 5,000 w full time using a directional antenna.

It is an independent. The FM station is on 47.3 mc, unlimited.

WAILES TO DIRECT TAKEOVER OF KEX

HEADED by Lee B. Wailes, a group of Westinghouse officials left Dec. 19 to negotiate Dec. 28 for Portland, Ore., to take over operation of KEX, purchased from the Oregonian Publishing Co. for $400,000 cash. The FCC has already approved the transfer.

Mr. Wailes, general manager of Westinghouse Radio Stations Inc., will set up offices and, with his staff, make other arrangements necessary to taking over KEX on Dec. 28. They will remain in Portland until after the first of the year.

KEX, with 5,000 w, operates on 1190 kc and is the only Blue affiliate in Oregon. It has a 50,000 w potential on the channel. Other Westinghouse stations are KDDA Portland, WBNZ, WBNZ-AM Portland and Springfield, KYW Philadelphia, and WOWO Fort Wayne, plus WBOZ, shortwave station in Boston.

Young Man's Field

SEVENTEEN-year-old Michael Marlow, a high school senior and regular play-by-play announcer on WWSW and WTNT PIttsb. urgh, is celebrating his fourth year in radio this month. He made his debut while a freshman over WHK Cleveland as high school sportscaster and m.c. of a boy's night series. Michael then did a 4-week commercial series on WCLE Cleveland and during a summer vacation served as staff announcer on WMRN Marion, Ohio. He came to WWSW in June and, in addition to announcing and newscasting, handles the Golden Hour of the Classics nightly over WWSW and the String Ensemble nightly over WNTN, FM affiliate of WWSW.

Page 72 • December 18, 1944
Think of television as a gift long desired. It is— the answer to man's ageless yearning for eyes and ears to pierce the barrier of distance. It is man's oldest dream come true.

Through the screen of your postwar television receiver, the pleasures of tomorrow's peacetime world will come to you in overflowing measure. You'll see a rich, living tapestry woven from the glamor, the laughter and suspense of the theatre and the sports field. You'll enjoy a new kind of university for all the family...with magic carpet lessons...and world leaders as teachers. You'll thrill at a Twentieth-Century newspaper that mirrors events as they transpire; conferring on every man the honor of participating in things worthwhile, lifting him to new joy and new dignity in the history of the world.

But for the war, a DuMont Television-Radio Receiver might have been your most exciting gift this Christmas! We shall do our best, God willing, to bring to you and yours the gift of fine quality television before the next Christmas Season.

Copyright 1944, Allen B. DuMont Laboratories, Inc.
RESPONSIBILITY

rests under this dome than any other building in the world.

Chicago Office

ADAM J. YOUNG Jr. Inc., recently organized station representative firm, has opened a Chicago office at 60 E. Washington St., headed by Robert Russell, formerly Chicago manager of Joseph Hershey McGilivray Inc. and previously with Blackett-Sample-Hammett. Dorothy Warner will assist Mr. Russell. Telephone is Andover 5448. CFRB Toronto has appointed Young as its representative, effective immediately, and the firm will handle CJDR Vancouver as well as the previously announced CKAC Montreal, beginning Jan. 1.

Cork Co. Adds Five


TELEVISION demonstration War Bond tour of 1,200 miles, covering 19 cities in 29 days, has been completed by WKY Oklahoma City. Serving as a preview of postwar radio as well as offering opportunities for a technical experience, the tour was supported by local newspapers and stations. A total of 31 performances was given before more than 41,000 persons.

All of the expenses of the tour were borne by WKY, except for auditorium rentals, handled by local War Bond committees which also made arrangements for War Bond admissions to the performances. The standard RCA 441-line demonstration equipment used for the trip was carried in a specially fitted sound truck. Set illumination consisted of 10 kw of lights with a reflector backdrop.

Powerline variations of from 92 volts minimum to 131 volts maximum and extreme temperatures were two of the technical hardships overcome. WKY engineers rotated time with the unit so that all members of the technical staff would benefit through the actual work.

Newspapers devoted 25,000 lines of news, features and pictorial space to the television tour while local stations contributed sustaining time or received permission from sponsors for time.

Kobak to Tour

EDGAR KOBAK, Mutual president and general manager, leaves New York Dec. 22 for a cross-country tour to review the set-up of Mutual affiliates. He will combine the business trip with a visit to his son James, now stationed in a camp in California, and scheduled to go overseas shortly. Mr. Kobak will leave soon after a Christ-

mas cocktail and luncheon party for the entire MBS staff, to be given Dec. 22 at the Hotel Astor in New York. Continuing his practice established while executive vice-president of the Blue, of holding get-together dinners for various network departments, Mr. Kobak was host last Thursday to Mutual's promotion and publicity department at the Hotel New Weston. The sales department has already been feted, and other units will be entertained in the future.

Western Electric

The nation's largest producer of electronic and communications equipment for war.
Please help keep LONG DISTANCE circuits clear for necessary calls on December 24, 25 and 26.

BELL TELEPHONE SYSTEM
Ten Standard, Four FM Stations Sought In Week’s Applications Filed at FCC

NEW APPLICATIONS filed with the FCC last week request facilities for 10 standard outlets and four FM stations. Three of the standard applications seek 1,000 w while the others ask local assignments.

Central Broadcasting Co., licen-see of WEAU Eau Claire, Wis., has applied for a new standard sta- tion at Madison, Wis., to operate on 1070 kc with 1,000 w unlimited.

Myles H. Johns, operator of WGSU Peoria, Ill., has filed for Milwaukee facilities of 1000 kc, 1,000 w daytime.

Assignment on 1290 kc with 1,000 w unlimited time is sought by F. F. McNaughton, Peoria, Ill., editor and publisher of the Peoria Daily Times.

Indianapolis Petition
Cadillac, Mich., local outlet is requested by Midwestern Broad-casting Co., licensee of WTCM Traverse City, Mich. Facilities asked are 1240 kc with 250 w unlimited.

Associated Broadcasters Inc., per-mittee for FM station WABW Indianapolis, has filed for a new standard local station in that city on 1550 kc with 250 w unlimited. Company is owned by M. J. McKeen (about 34%), R. M. Crandall (27%), M. R. Williams (12%), all local businessmen; B. L. Tamney (14%), radio engineer, and Thomas Kurrie (14%), attorney.

The 1450 kc frequency with 250 w unlimited is asked for Ventura, Cal., by Ventura Broadcasters Inc., owned by Walter J. Pountain, pres-ident (42%), attorney; Bert Wil- liamson, vice-president (50.5%), chief engineer of KTKC Visalia, Cal.; Lyman A. Trest, secre-tary-treasurer (7.5%), assistant chief engineer of KTKC; William A. Kilpatrick (19.6%); Troy L. Banks (9.5%), control operator and announcer of KTKC; Gareth W. Houk (4%), attorney; Winfield V. Scott (5%), insurance man; Ward Daniels (4%), fruit packer. Mr. Williamson is proposed as manager of the station.

J. O. Emmerich, editor and pub-lisher of the McComb (Miss.) En- terprise and the Reville of Center- ville and Gloster, Miss., is applicant for a new standard outlet at Mc-Comb on 1450 kc, using 250 w unlimited.

Hugh G. Shurtleff, control op-erator for KMJ Fresno, Cal.; Charles A. Shurtleff, farmer; Mareby Cardell (Della) Shurtleff; and Cleo Angus Center have applied for a new standard station in Santa Maria, Cal., on 1450 kc with 250 w unlimited. Hugh and Cleo are son and daughter of Charles and Mareby Shurtleff.

Norfolk Broadcasting Corp., composed of local businessmen and certain individuals with interests in WLPM Suffolk, Va., and WFNC Fayetteville, N. C., has applied for a new standard outlet in Norfolk on 1240 kc with 250 w unlimited. Fred L. Hart, president, general manager and approximate-ly 19% owner of WLPM, is sec-retery and 16.4% owner of the new company. Frank E. Butler Jr., also holder of 16.4% interest, is vice-president and 4% owner of WLPM. Leo Brody, a WLPM director, holds a third interest in Norfolk Broad-casting. John G. Dawson, vice-president and quarter-owner of WFN, holds a 20% interest.

Frequency of 1240 kc is sought by Murfreesboro Broadcasting Service for a new local outlet to operate with 250 w unlimited at Murfreesboro, Tenn. Partnership is composed of Cecil N. Eriod, Cecil N. Eriod Jr., and S. D. Wooten Jr., each holding a third interest. Mr. Wooten is chief engineer of WREC Memphis.

Inland Broadcasting Co., licensee of KBBW Omaha, has applied for a new FM station on 44,500 kc, with coverage of 9,850 sq. mi. Estimated cost is $37,750.

WDBJ Roanoke, Va., licensee, Times-World Corp., requests FM facilities of 45,300 kc and 30,340 sq. mi. coverage. Approximate cost is $65,000.

KCMC Texarkana, Tex., has filed for a new FM station on 48,100 kc and requests coverage of 7,088 sq. mi. Estimated cost is $25,000.


WPDQ Jacksonville, Fla., has filed for a construction permit to change frequency from 1270 kc to 600 kc, installing a new ground and directional antenna for night use. Frequency 600 kc is a regional channel.

McKay Resigns
JOHN MCKAY, manager of the NBC press department for three years, resigned last week to join King Features Syndicate as direc-tor of advertising, promotion and publicity. Sydney H. Eiges, assistant manager of the department, has been named acting manager. In his new position, Mr. McKay succeeds Eric Brandeis.
ARMY-NAVY TO JOIN IN AFRS OPERATION

COORDINATION of the Army, Navy, Marine, Coast Guard in the operation of the Armed Forces Radio Service is announced by the War Dept. and the Navy in a joint release. As a result of a meeting in Los Angeles held under the auspices of the AFRS, an agreement was reached providing that "the AFRS henceforth will be a combined operation of the Army and the Navy, under the commanding authority of the Army." The AFRS beams news, sports and entertainment programs from 12 shortwave transmitters on the East and West Coasts, in addition to supplementing the 440 outlets serviced in every theater of war. These programs have been reaching men and women overseas in all the services. Under the recent agreement, professionally qualified personnel from the Navy, Marine Corps and Coast Guard will now supplement the Army men already in the AFRS.

Maj. Gen. F. H. Osborn, director of the Information and Education Division, Army Service Forces, and Rear Adm. L. E. Denfeld, acting chief of Navy Public Relations, have signed the basic policy memorandum officially approving the joint operations between the services. L. E. Denfeld, former vice-president of Young & Rubicam, heads the AFRS from Los Angeles.

John Hayes is Promoted To Lieutenant Colonelcy

LT. COL. JOHN S. HAYES, for mer assistant to the vice-president of WOR New York, Mutual's station, has been promoted to that rank, has been now associate director of Troop Broadcasting Services for Gen. Eisenhower, supervised all broadcasting to English-speaking Allied troops, British, Canadian and American, under Gen. Eisenhower's command. A reserve officer, Col. Hayes reported for active duty in April 1941, in the Office of the Quartermaster General. He has been in ETO since June 1942, serving before his present assignment as Office in Chief, American Forces Network. His co-director is British Lt. Col. David Niven.

WHB Names Spot Sales

WHB Kansas City has appointed Spot Sales Inc. as its national representative. Arrangement, concluded last week in New York by Don Davis, WKB president, and Loren W. Rone, Spot Sales, is unusual in that Mr. Davis, who has acted as the station's national sales representative and commercial manager, will continue traveling on behalf of WHB and in connection with other enterprises in which he and Mr. Watson are interested. Mr. Davis is expected to acquire an interest in Spot Sales shortly after the first of the year.

FCC Time Limit Involved in Motion For Retrial of Suit to Force KVI Sale

MOTION for a new trial has been filed in the Superior Court of Tacoma, Wash., by KVI Inc. which lost its suit for specific performance of contract against Puget Sound Broadcasting Co., licensee of KVI Tacoma, on the grounds that the contract for purchase of capital stock for $125,000 plus net quick assets at time of sale, was incomplete since no time limitation for FCC decision was placed in the document.

Judge E. F. Freeman, in his ruling, held that while the parties entered into a binding pact July 27, 1941, a fully contacted contract had not been drawn because the time limitation on the FCC action was not included.

In the motion for new trial plaintiff's counsel set out that in the contract, parties agreed "the effective date where that term is used herein shall mean the time that the FCC will actually authorize the transfer". Substituting their claim that time limitation of FCC consideration is not necessary, plaintiff submitted a letter dated Feb. 5, 1944, from T. J. Slowie, Commission secretary, in which he said: "It is not desirable to fix an effective date which may fall due prior to the time the Commission may normally act upon the application". Mr. Slowie's letter referred to Sec. 1.364 which provides that applications for transfer of control should be placed on file at least 60 days before the contemplated effective date of the assignment or transfer.

Rehearing motion also set forth provisions of a receipt for $40,000 given by defendant's counsel, providing for return of the initial payment only if the FCC should fail to approve the transfer, without any time limit being set.

Principal stockholder of KVI, who also was principal witness for the plaintiff, is Sheldon F. Sackett, publisher of the Coos Bay Times, Marshfield-North Bend, Ore., and owner of KOOS Marshfield. Pending before the Commission is an application for transfer of KROW Oakland, Calif., by Wesley L. Dunn to KROW Inc., in which Mr. Sackett is 65% owner and Philip G. Lasky, vice-president and general manager of KOOS the last five years, is 35% owner [BROADCASTING, Oct. 30, Dec. 4].

In the KVI case Mrs. Laura M. Doernbecker, owner of more than 90% of the shares in Puget Sound Broadcasting Co., is defendant.

Hyde Slated

(Continued from page 18)

who are affiliated with the same company, whenever possible, with Mr. Porter's confirmation, would be: Porter, Paul A. Walker and Clifford J. Durr. The Republicans now serve on the coast, Ray C. Wakefield, while Mr. Jett, interim chairman, is labeled an independent.

There have been other names actively advanced for the open seat. Among them are Charles R. Denny Jr., youthful general counsel who has won general acclaim for his handling of the weighty allocation hearings, was passed over and for his yeoman work during the House Select Committee inquiry into the FFC; Lowell Mellett, former Government official and anonymous assistant to the President who writes a syndicated newspaper column; and Capt. E. M. Webster, director of communications of the U. S. Coast Guard and former assistant chief engineer of the FFC. Capt. Webster is an independent politically, having been a business executive. Denny is the re-long resident of Washington.

Mr. Hyde's nomination would win practically universal acclaim, as did that of Mr. Porter. Born on an Idaho farm in 1909, Mr. Hyde came to Washington in 1924 to attend law school. He joined the original Radio Commission in 1928—the first year he was admitted to the bar—and rose from docket clerk to assistant general counsel for broadcasting. In the interim he had served as a staff attorney, and as chief of the private practice division. He became assistant general counsel in October, 1942. Mr. Hyde is a Mormon. He married Mary Henderson of Idaho in 1924. They have three boys, Rossel, 17, George 14, and William 9.

Now Maj. Steele

MAJ. L. T. (Ted) STEELE, now with Radio Branch, Bureau of Public Relations, War Dept., has been promoted to that rank. Maj. Steele has been in radio since 1931, when he joined Louis Glaser Inc., Boston agency. He was radio director of the firm until 1937 when he became account executive of Benton & Breaux. Steele has been assigned to handle five divisions of the General Foods account. In 1942 he joined the Army, he was assigned to the Army Air Forces radio production unit at Santa Ana, in charge of four AAF network shows. He came to the AAF radio office, BPR at the War Dept. in May, 1944, and remained there until his recent transfer to the Radio Branch [BROADCASTING, Oct. 30].

President Roosevelt will deliver a Christmas message to the American people on Christmas Eve, Dec. 24, at 5:15 p.m. over all the networks. It is expected that the President will speak for approximately 15 minutes.

BUY CHRISTMAS SEALS!

The National, State and Local Tuberculosis Associations in the United States

Seals has helped cut the death rate by 75%.

But the current death rate shows that the battle is far from won— that your dollars are needed now, urgently.

Please, send in your contribution today.
House Probers Call Bulova in Old Sale

WLWL Transfer by Paulists Revived as WMCA Quiz Ends

CONCLUDING executive sessions in the 1940 sale of WMCA New York by Donald Plamm to Edward J. Noble, now Blue Network chairman, last Friday the House Select Committee to Investigate the FCC was scheduled in its dying days to conduct a two-day inquiry into the 1937 sale of WLWL New York by the Paulist Fathers to Arde Bulova.

As BROADCASTING went to press the Committee was to have begun the WLWL probe in open hearing Saturday morning with Rev. Edward Lodge Curran, head of the Catholic Truth Society which petitioned the Commission last July to set aside all Bulova station sales; Mr. Bulova, Harold Lafount, general manager of the Bulova stations and Sanford Cohen, New York, Mr. Bulova's counsel, among the witnesses.

Corcoran Absolves White House

Seven witnesses were heard last week to wind up the WMCA investigation, which went "underground" after three days of open session, resulting in the resignation of John J. Sirica as general counsel [BROADCASTING, Dec. 4]. Witnesses included William J. Dempsey of the Washington law firm Dempsey & Kopolovitz, counsel for Mr. Noble in the transfer; Thomas G. (Tommy the Cork) Corcoran, former White House confidant; Morris L. Ernst, New York Liberal Party leader; David K. Niles, administrative assistant to the President; Mrs. Noble, Mrs. Estelle Friedricks, secretary to Mr. Niles; Charles G. Cushing, associate of Marshall Field and re-tired New York banker.

Emerging from the executive session last Thursday Mr. Corcoran, whose name figured prominently in the WMCA transaction, told reporters he had been authorized by the Committee to say that to his knowledge Mr. Niles had nothing to do with the WMCA sale and neither did anyone else at the White House.

Mr. Corcoran is said to have testified he called the White House and suggested that an investigation of the WMCA sale ordered by President Roosevelt was called off because he felt an investigation would appear that such a "fine, just, impartial and nonpartisan commission as the FCC" had been used for political "reprisals," because Mr. Noble resigned as Under-secretary of Commerce in 1940 to support the late Wendell L. Willkie for President.

MARK WOODS' STATEMENT

STATEMENT by Mark Woods, Blue president, to affiliated stations on the Petrillo-NABET platter-turner dispute follows:

The facts relating to the present jurisdictional dispute between NABET and the AFM, as they relate to the Blue Network, arc as follows:

In negotiating a new contract with James C. Petrillo, for the AFM, last January, we agreed, effective in June, 1944, to employ platter turners who are members of the AFM. This agreement was part of a general contract, in which the AFM made a number of previous amendments and we in turn accepted the AFM jurisdiction over platter turners, in order that a musician strike could be averted and the network continued in orderly operation. We were acting in good faith, and had been advised that we were within our legal rights to award this jurisdiction to the AFM.

NABET now claims jurisdiction over the employment of platter turners. NABET appealed to the National Labor Relations Board, asking that their rights to this jurisdiction be upheld. The NLRB decided that status quo should be maintained, which meant NABET would control the jurisdiction of platter turners, except in Chicago, in which city platter turners have for many years been under the jurisdiction of the AFM.

The Blue Network was and is perfectly willing to accept the decision of the NLRB. However, if Mr. Petrillo refuses to accept this decision and has warned our company that we do not keep our agreement with the AFM, he will order a series of "instant strikes," by withdrawing musicians from our programs at sporadic intervals. We would have no adequate relief from these tactics and over a period of time it would be impossible for us to broadcast in Chicago. We feel that the absence of musicians for temporary periods is not in our interest, and that we are entitled to the services of these musicians without any interference or reprisals. Petrillo's refusal to continue the agreement we have with the AFM is an affront to the NLRB. This is not a jurisdictional dispute between the unions. The issue has been clearly defined and decided by the NLRB. The dispute is between the companies and the musicians. If the musicians pull instant strikes, the companies should bring this to the attention of the WLB and not ask NABET to capitulate. It is time for the network to decide whether they should be dominated by Petrillo or conduct a business free from hold-ups.

Should NABET capitulate, we would, in effect, be penalizing every radio station in the country. In fact, we would be compelling some small independent stations who play records all day, tuned in the prospects of paying $80 per week for a 24-hour week, the small stations would be forced out of business.

Radio, with the help of the technicians, made the name bands. By the same token, radio can break them.

NABET has stood alone in this fight for the past ten months. We have conducted it in an honest and straightforward way. Our only request is that justice be served.

NABET Ultimatum

(Continued from page 16) Mich.), author of the bill, held little hope, however, that the measure would be enacted by the House this session. Congress will probably adjourn sine die before Christmas. The Senator plans to reintroduce the bill when the new Congress convenes Jan. 3 and is hopeful of passage.

WLB Action

On another front, the WLB announced that it has given permission to the Chicago Regional Board to take action on the KSTP-Petrillo dispute, breaking precedent of withholding procedure while a strike is on. The Board had previously departed from its usual procedure in releasing the panel recommendations on the case, which had been held up when the AFM resumed its strike at the Minneapolis studios of the station. In again breaking precedent, the Board has acted to offset Petrillo strategy to delay action which is believed to have been taken deliberately when the union learned in advance that the panel report would be unfavorable to it. The Regional Board is expected to act on the report within the next two weeks.

Pawlowski Statement

STATEMENT by Allen T. Pawlowski, president, National Association of Broadcast Engineers and Technicians:

NABET will abide by the decision of the NLRB and is ready to continue negotiations for new contracts with NBC and the Blue. We have acted in good faith and will not capitulate. Petrillo's refusal to continue the agreement is an affront to the NLRB. This is not a jurisdictional dispute between the unions. The issue has been clearly defined and decided by the NLRB. The dispute is between the companies and the musicians. If the musicians pull instant strikes, the companies should bring this to the attention of the WLB and not ask NABET to capitulate. It is time for the network to decide whether they should be dominated by Petrillo or conduct a business free from hold-ups.

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Network Scramble Seen

(Continued From Page 18)

according to reports current in New York.

KSO Des Moines is now a Blue affiliate. It was sold by Iowa Broadcasting Co., forerunner of the Cowles Broadcasting Co., to Kingsley H. Murphy of Minneapolis for $725,000 in observance of the FCC duopoly rule [Broadcasting March 28]. Murphy owns 50% of the stock of WCZN Minneapolis, a Blue outlet. Best guess was that CBS would make a strong pitch for KSO with the expiration of the latter's Blue contract in order to reach the Des Moines audience.

WHDH Boston, currently affiliated with the Blue, was reported to have broken with the Blue when the latter started to negotiate with WLAW. Predictions are current that WCOP will be a 5,000 w full-time operation on its present frequency by the time the new Blue contract goes into effect in June. It now uses 600 w full time.

Lt. Comdr. George B. Storer, now serving in the Naval Reserve stationed in Washington, is president of the Fort Industry Co., owners of WFTL Miami and signed the Blue affiliation contract for that station. Commenting on the move, Comdr. Storer said: "The Fort Industry Co. management has watched the progress of the Blue network and believes in the principles and methods of operation of the company and, as evidence of further endorsement, we are pleased to add WFTL to its sister stations WWVA Wheeling and WAGA Atlanta in the Blue family." The Storer stations also include WSPE Toledo, NBC; WLQ Lima, NBC; WHIZ Zanesville, NBC, and WMNN Fairmont, West Va., CBS.

WKAT Miami Beach currently is the Blue outlet for the Florida city, and is expected to go Mutual. The new affiliation gives the Blue the highest powered outlet in Florida. WFTL's license was filed in Ft. Lauderdale to Ralph A. Horton, but was moved to Miami after purchase by the Fort Industry Co. WIOD in that city is an NBC affiliate and WQAM carries CBS programs.

WPQP Jacksonville is owned by James R. Stockton and Linton Baggs. General manager is Robert R. Feagin. It, too, is now affiliated with MBS. Present Blue outlet in Jacksonville is WJIP, operating with 250 w. WJAX Jacksonville is affiliated with NBC and the only remaining station, WMNR, is a Class B.

The Lawrence station, WLAW, is operated by Hildreth & Rogers Co., headed by Irving E. Rogers. Mr. Rogers also is president and publisher of the Eagle Tribune Publishing Co., publishers of The Morning Lawrence Eagle and The Evening Lawrence Tribune.

No Holds Barred

Indication that no holds will be barred in network scrammages to obtain new outlets was seen in the wording of the Blue announcement revealing the shifts. The announcement, for the first time in the re-collection of the radio wise, mentioned in its first paragraph the networks which the stations were leaving to join the Blue. It identified three in Jacksonville as "now affiliated with CBS" and two of the others as "currently MBS outlets."

The Blue estimated that its audience increases by 267,000 radio families as a result of the new affiliations.

Although the blow to CBS of losing three major outlets to the Blue was not to be underestimated, observers in New York especially were interested in watching the next move by MBS. The new MBS president, Edgar Kobak, former executive vice-president of the Blue, is known to be a mailed-fist fighter and the loss of two important network affiliates to his old employers coincident with his move to MBS is not an incident the industry expects him to accept without argument.

With the option-effective date, Dec. 15, for renewal of contracts dated for expiration June 15, 1945 now past, it is generally agreed that anything can happen in the network scramble for new affiliates.

Assignments of the new CBS affiliates are KOTA, 250 w on 1400 kc, but with a construction permit for 5,000 w on 1390 kc, to which it expects to switch about Feb. 15, to become a supplementary station with an evening hour rate of $75; KGY, with 250 w on 1460 kc, bonus station available with KOTA.

KTYW, supplementary, with an evening hour rate of $60, with 500 w on 1460 kc; WJEF, as a supplementary with 250 w on 1230 kc with an evening rate of $75; KERN, with 1,000 w on 1410 kc, supplementary, at $60 an evening hour. KTYW and KERN also will become members of the Pacific Coast CBS network, increasing it from 8 to 10 stations.

Selznick Spot Drive

SELZNICK - INTERNATIONAL Pictures, Hollywood, which releases its pictures through United Artists Corp., New York, on Jan. 15, will launch a nationwide spot campaign in some 100 key cities where Selznick pictures are shown. Transcribed and live 15-second, 30-second, and minute-spot announce- ments will be used on a 52-week basis to promote the pictures shown at local theatres. First of Selznick pictures to be promoted is "It'll Be Seeing You," scheduled for release in June. Other titles are Foote, Cone & Belding, New York.

Phil Cohen Returns

PHILIP H. COHEN, director of the American Broadcasting Station Europe (ABSE) and former director of the OWI Domestic Radio Bureau, returned to the United States last week for a long interview with officials of the OWI Overseas Branch. He plans to return to England this week. A full account of radio's part in the liberation of France and the Low Countries and its contribution to the conquest of Germany territory, as told by Mr. Cohen in an exclusive interview, will appear in the Dec. 22 Broadcasting.

WENR Revises Policy

On Evening Commercial STATION BREAKS on WENR Chicago will be unavailable for commercials except for time signals between 7 and 9 p.m. (CWT), effective Jan. 1, Roy McLaughlin, station manager, announced last week. At other times during the evening and daytime, commercial station breaks will be continued but in line with revised Blue Network policies aimed toward better listening. To be accepted, station breaks must be: 1, in harmony with adjacent programs; 2, pleasant to listen to; 3, short; 4, subject to be moved or dropped at any time in the interest of good programming.

WNOE, KNOE Transfers

APPLICATIONS were filed with the FCC last week by WNOE New Orleans and KNOE Monroe, La. requesting assignment of license from their respective license corporations to James A. Noe, sole owner. No money is involved in the transfers. Reason for shift, according to applications, is to insure more efficient operation. Several shares of the tots owned by Mr. Noe, who also holds various oil interests, have been held as qualifying shares by other individuals.
The Season’s Greetings from Richmond's Station WRNL

WRNL • Richmond • VA.

5000 Watts Night and Day 910 KC

Edward Petry & Co., Inc. National Representatives

HARVEY can supply you with

Audax Equipment

The "Royal Family" of pickups ... cutters ... jewel points

HARVEY, distributor of fine radio and electronic equipment, can now fill your orders on all Audax recording accessories. We have in stock Audax cutters, jewel points, and pickups, the last of which are made with the unique "reelayed-flux" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyn. Recording studios and radio stations, recognizing their perfection, specify Audax wherever the performance requirements are exacting.

Free! PICK-UP FACTS!
A valuable booklet containing the answers to most questions in the field of sound reproduction, written by Maximilian Wiel, leading authority on the subject. Write to HARVEY for your copy.

FCC Grants Two New Local Stations

Alabama, No. Carolina Sites For AM, 250 w Outlets

Two new standard local stations were granted by the FCC last week, both pursuant to the Jan. 20, 1944 FCC-WPB Policy relating to the use of critical materials for construction purposes. Henderson Radio Corp., Henderson, N.C., was granted a construction permit for facilities of daytime operation on 890 ke with power of 250 w. Company is composed of local businessmen and Nathan Frank, manager of WCBT Roanoke Rapids, N.C. Owners are: S. S. Stevens, the president, owner of regional theatre groups; T. W. McCracken, vice-president, oil jobber and tire dealer; T. I. Gilliam, secretary, auto dealer; W. J. Alston, treasurer, farmer and tobacco leaf dealer; and Mr. Frank, second vice-president and manager. Each holds a 20% interest. Equipment has been under option.

New local for Sylacauga, Ala., originally had been granted last June to Alabama Broadcasting Co., subject to certain technical conditions. Case was later designated for hearing because of delay in meeting some of the conditions and last week was reconsidered and granted without hearing. Commissioner Durr did not participate in the action. New station, WFEB, will operate on 1340 ke with 250 w and unlimited time. President of the company is Ernest E. Forbes, local businessman, who holds 51% interest. First vice-president and 24% owner is Opal E. Johnson, engineer with WAPI Birmingham. James E. Smith, radio engineer, is second vice-president and also 24% owner. J. Mallory Forbes, local businessman, holds remaining interest and is secretary-treasurer.

Manhattan Co. Expands ‘Sweetheart’ Soap Time

MANHATTAN SOAP Co., New York, will further expand its radio coverage for Sweetheart Soap Jan. 1 by adding more than 100 CBS stations to the present 3-station network for the Strange Romance of Evelyn Winters, at the same time shifting from the current Monday through Friday 5:15 p.m. period to 10:15-10:30 a.m. the same days. Latter period is to be vacated by Standard Brands’ This Changing World. There are no plans at present for a readjustment of the company’s radio advertising schedule with Scramby Amybry continuing on 171 NBC stations Wednesday 10-11 p.m. and a spot radio promotion carried on 54 stations.

As Manhattan has increased network advertising, first expanding Scramby Amybry from the NBC West Coast stations to full network and more recently starting the CBS serial, the spot station list has been reduced from its former total of 70 stations. Agency is Duane Jones Co., New York.

KONP Will Open with Wood Tower

KONP Port Angeles, Cal., is endeavoring to complete construction, granted last May by the FCC, in time for an opening date in January, it was announced last week. An unusual feature of KONP, which will operate on 1450 kc with 250 w, is the 170-foot Douglas fir pole which is being erected instead of the conventional steel tower. The pole was specially selected in the Olympic National Forest near Port Angeles. A reinforced concrete base, built on tide-line, supports the bottom of the huge pole 5 feet above high tide. Licensee of KONP is the Evening News Press commercial printing firm in Port Angeles. Officers of the station are: H. J. McAllister, former chief announcer at KTV Tacoma, Wash., and chief announcer at KHQ-KGA Spokane; J. P. Frank, former announcer at KTBI Tacoma. Studios, office and transmitter of KONP will be at 313 West First St., Port Angeles.

RWG, SAG Back AFRA In L.A. Cases Dispute Supporting Los Angeles Local of AFRA in its suspension of some 400 members deemed in payment of dues and special assessment of Dec. 11 Radio Writers Guild and Screen Actors Guild have gone on record as backing union penal action. Penalties could not be enforced on Cecil B. DeMille, producer-director-m.c. of CBS Lux Radio Theatre due to issuance of a temporary restraining order against AFRA on Dec. 7. DeMille and other members had refused to pay a one dollar fine, an assessment imposed by AFRA. When threatened with suspension which would keep him off the air, he appealed to Los Angeles Superior Court Judge Emmet Wilson for a restraining order. AFRA officials filed a demurrer on Dec. 12 through union attorney, William Berger. Hearing was to have been held Dec. 15 as Broadcasting went to press.

Stock Up While Our Supply Lasts

Sacrificing Supreme Quality

GIANT SIZE
26" x 26"
ALBUMS
MADE FOR U.S. ARMY AIR FORCE

AMAZING $15.00 each while they last

OTHER SIZES also available. Same style and quality. 20" x 12.5" Size $10.50, 18" x 10.5" Size $8.50, 16" x 9" Size $6.50, 12" x 8" Size $4.50, 10.5" x 7.5" Size $3.50, 8" x 5.5" Size $2.00, 6" x 4" Size $1.50, 4" x 3" Size $1.00. Sample gladly submitted—no obligation. Full money back if not satisfied.

SAMUEL L. UNGER
3 EAST 14TH STREET • NEW YORK 3, N. Y.

BROADCASTING • Broadcast Advertising
WHOM CANCELS PAID RELIGIOUS PERIODS

TO BROADEN its religious service to meet the needs of a larger number of people of many faiths, WHOM Jersey City, N. J., will cancel all commercial religious programs at the expiration of current contracts, and offer free time in specified period to all faiths. Also, from Jan. 9-15, religious radio chairman from 48 states will convene at WHOM to report progress for improved quality and wider acceptance of religious programs. For the present, at least one half-hour weekly will be set aside for public service religious broadcasts of all faiths. The method of allocation is still to be determined.

Explaining the action, Craig Lawrence, general manager, said, “This change in policy is no reflection in any way upon the character of the men (or their organization or their work) who have been sponsoring religious broadcasts. The station believed that they were doing a good job in their respective fields. We are convinced, however, that WHOM itself can serve many people of many faiths under this new policy.

“We institute it now with a full realization of the future responsibilities placed upon us to administer it fairly and impartially.”

‘Inner Sanctum’ Added
To Lever Net Schedule

LEVER BROS., Cambridge, effective Jan. 2 will sponsor Inner Sanctum, a Himan Brown production, is scheduled to be discontinued by Colgate-Palmolive-Feet Co. for Palmolive Shave Cream on CBS, Saturday, 8:30-8:35 p.m.

With the new mystery show, Lever Bros. will have seven network programs on the air—Frank Sinatra being dropped for Vinny by Lever Bros. Dec. 26 [BROADCASTING, Dec. 4]. Inner Sanctum, a Himan Brown production, is scheduled to be discontinued by Colgate-Palmolive-Feet Co. for Palmolive Shave Cream on CBS, Saturday, 8:30-8:35 p.m.

With the new mystery show, Lever Bros. will have seven network programs on the air—Frank Sinatra being dropped for Vinny by Lever Bros. Dec. 26 [BROADCASTING, Dec. 4]. Lipton Co. (tea and soup mix), acquired by Lever Bros. early this year, has had a network show in this country since they discontinued Helen Hayes on CBS in 1942, although they sponsored a program on a number of Canadian stations last fall. The Helen Hayes show was discontinued because of uncertainty in receiving shipments of tea from the far east. Agency is Young & Rubicam, New York.

Godfrey Renews

ARTHUR GODFREY, early morning program star heard on WABC New York and WTOP Washington, last Friday renewed his personal radio drive to recruit blood donors via radio, with a special WABC broadcast from the Manhattan American Red Cross Blood Bank. On hand were members of the GAPSALS (Give a Pint—Save a Life Society), a group of 468 first-time donors organized from among the donors. Mr. Godfrey recruited in his initial campaign early this fall. Mr. Godfrey returned recently from a special Navy mission to Saipan.

Mr. Barnes
Mr. Haverlin

A formal expression of appreciation for the contributions of the late W. E. MacFarlane, as chairman of the executive committee of Mutual, and for eight years president, was approved. The death of Mr. MacFarlane was an inestimable loss to the network, the statement read, paying tribute to the “magnitude of his contribution to the creation and success” of Mutual’s cooperative system.

An executive in the sales department of Mutual for the past two years, Mr. Barnes is a former vice-president of Outdoor Adv. Inc., a post he had held since 1934. He has been active in advertising and selling since 1923, having been associated with Thomas A. Edison Inc. and J. M. Mathes Inc. among other organizations.

Mr. Haverlin came to Mutual in March of this year from Broadcast Music Inc., where he was vice-president. He previously had been with KFI and KECA Los Angeles for 14 years.

Marlin Promotes

MARLIN FIREARMS Co., New Haven, will start a radio campaign for its razor blades in the major markets throughout the country about Jan. 1. Five-minute news programs and one-minute transcribed and live announcements will be used on some 58 stations. Magazines and newspaper advertising will supplement the campaign. Agency is Craven & Hedrick, New York.

Cummer Co. Plans

CUMMER PRODUCTS Co., Brattleboro, Vt., may use spot radio on a national basis, supplemented by newspaper and magazine advertising, after Jan. 10 when it discontinues My Two Girls on the Blue network, Wednesdays, 8:30-9 p.m. for Energine. New media plans are being discussed with decision to be made by the first of the year. Agency is Young & Rubicam, New York.

BROADCASTING • Broadcast Advertising

Do Ohio Valley folks listen to WSTV in Steubenville? That’s a logical question, considering the fact that we are SURROUNDED but NOT INVADED — by some mighty powerful network competition, including two 50,000 watt stations! Here’s the answer in our latest Hooper.
Far-Reaching Census Is Vital to Radio

Greatest Fact-Finding Program Projected
For 1945

PLANS for the most comprehensive fact-finding program in the history of American business, designed to obtain pertinent data to guide industry in postwar production, marketing and distribution, are being formulated by the Census Bureau, Dept. of Commerce.

Part of the program will get under way Jan. 1, when the quinquennial agricultural census of approximately 6,000,000 farms begins. The remaining—and more urgent—part will be carried out if and when Congress approves appropriations requested for the work.

Five Major Projects

The program, involving an overall cost of approximately $20,000,000, includes for five major projects to develop basic statistical information for the benefit of Government and private enterprise in planning for reconversion. The projects comprise:

1. The 1945 Census of Agriculture, covering farm operations during 1944 and providing data including, for example, of property, type of farming, electric, telephone and running water facilities, number of radios, etc.

2. A special War Census of Manufacturers covering 1944 production, designed to provide a complete cross-section picture of American industry for peak war year including data showing which industries and localities will be affected most severely by cessation of war activities and reconversion to peacetime operations.

3. A sample Survey of Consumer Income to be taken in April, furnishing limited population information and directed to providing data on individual earnings and on distribution of family incomes. It is proposed to make available income classifications for 30 of the larger metropolitan districts, for sons of the larger states, and for broad regions.

4. A sample expanded Labor Force Survey to provide quarterly estimates of the size and characteristics of the labor force by regions, for each of the major urban production areas and for a few of the larger states, and to strengthen national estimates in all directions. By merging this survey with the sample income survey, the Bureau plans to obtain an abridged sample census of population.

5. A sample Census of Businesses, to be taken early in 1945, to provide information on certain types of important wholesale, retail and service trades, amount of sales or receipts, employment, inventories and cost of sales for types of establishments in which the data is appropriate. Tabulations and estimates obtained from this survey will reflect changes since 1940.

Data Important to Radio

In two weeks the agricultural census, the 14th national farm count to be made, will be started when 26,000 enumerators begin the job of visiting every one of the nation's farms to obtain information on 205 questions listed in the schedules [BROADCASTING, January 7, 1944, p. 27]. Results of this census will be of especial interest to broadcasters and advertising agencies because it will provide data on the number of radios on farms in each of the 3,000 counties of the nation, with related statistics on electric and battery operated sets.

The data collected will enable the Bureau to compute the number of farmer radio owners served per station, the size of farms served, income levels of farm listeners and various market potentials. It also will make possible special Bureau studies on condition of radios, number of sets per farm and other pertinent information.

It is expected that the work of the census will be completed in two months and that the first preliminary county totals can be released 40 days later. State totals are to appear in about six months and national figures in about 14 months after enumeration. The entire census would be completed in approximately two years.

The availability of data collected by the enumerators, however, will depend on action at the present or the next session of Congress. The Bureau now has $7,250,000 for field work and preliminary tabulation which was previously appropriated by Congress. It has asked for a supplemental appropriation of $5,500,000 for tabulation and publication of data, and $3,000,000 of which will be needed before the end of the present fiscal year.

Projects Deemed Essential

Although the House Appropriations Committee approved the supplemental request (HR-5587), the House refused, on a point of order, to grant the funds last week. Deficiency requests for the other surveys also were denied, and members of the committee of the House of Representa-
Small Market Stations’ Group Selling Plan Endorsed at NAB Committee Meeting

GROUP SELLING by small market stations was endorsed last week at a Chicago meeting of the NAB Small Market Stations Committee, which adopted measures to bring about necessary surveys to put the project into effect.

Appointment of a small market stations chairman in each of the 17 NAB districts, a complete study of group selling and how it can be applied in each locality were approved. Examples of group selling, brought out at the two-day meeting (Thursday-Friday), included the Iowa Fall Corn Network, Pacific Northwest Package and Rebel Network.

Refresher Courses Urged

Unanimous endorsement was given the Broadcast Measurement Bureau and all small market station operators were urged to attend the forthcoming NAB district meetings to inform themselves fully on BMB. They were also urged to subscribe to the BMB.

Two-weeks refresher courses in colleges and universities for returning war veterans who left radio to enter the service were recommended. The SMS Committee suggested refresher courses in management, selling, programming and engineering, instructions to be given by radio personnel. Study of transcribed and chain-break announcements, authorized earlier last week by the Sales Managers Executive Committee (see story this page) was heartily endorsed by the SMS group.

On Friday members of the SMS Committee were hosts at a luncheon for the trustees and board of the Chicago Radio Management Club, at which time the SMS aims were outlined. Attending last week’s meeting were: Robert T. Mason, WMRN Marion, O., chairman; James R. Curtis, KFRO Longview, Tex.; William B. Smullin, KIEM Eureka, Cal.; Marshall Pengra, KRNR Roseburg, Ore.; Hugh M. Smith, WAML Laurel, Miss.; Gerald Wing, KROC Rochester, Minn.; David Rosenblum, WISR Butler, Pa.; Walter Johnson, WBBM-CBS Chicago; WMMN Pittsburgh; WWJ Detroit; WABC New York; WJZ Baltimore; WBBM-CBS Chicago; KMBC Kansas City; KELO Sioux Falls; WAIA Des Moines; WCHS Columbia and WGNI Washington.

NAB Legislative Group Discusses Proposed Law

TO CONSIDER PLANS for proposed legislation in the next session of Congress, the NAB Legislative Committee met in Washington at an all-day session last Wednesday at the call of President J. Harold Ryan and Committee Chairman Don S. Elias, WNNC Asheville.

That efforts will be made for enactment of legislation already had been agreed upon. The Committee conferred with attorneys and members of the NAB staff regarding the complexion of the next Congress and the legislative outlook.

All members of the Legislative Committee were present save W. Richard Shafto, WLS Columbia and O. L. (Ted) Taylor, KGNC Amarillo. In addition to President Ryan and Chairman Elias, those present included Claire McCollough, WGH Lancaster; Joseph H. Ream, CBS New York; J. Leonard Reinsch, WSB Atlanta; Frank M. Russell, NBC Washington; Jane D. Shouse, WLW Cincinnati and Harry R. Spence KXRO Aberdeen.

FRANK SINATRA will be on CBS next year for Max Factor’s cosmetics, it was learned unofficially in New York Friday. Singer was reported en route East with the contract, Agency is Smith & Drum, Los Angeles.

December 18, 1944 • Page 83
Decisions...

DECEMBER 9

550 kc-WFUN Philadelphia—Granted transfer of ownership from Arnie Budy to Bulletin Co. for $265,000.

4720 kc-WQPM-FM Philadelphia—Same.

DECEMBER 11

520 kc-WAGE Syracuse—Granted new fm station for auxiliary, 250 kw at D-A. 

640 kc-WJJS Beckley, W. Va.—Granted Modifications for WJJS, Beckley, W. Va., a general license change corporate name to American Broadcasting Stations Inc. 

680 kc-WMT Cedar Rapids, Iowa—Granted modifications, license change corporate name to American Broadcasting Stations Inc.

NEW-Western Radio Corp. (KFRW), Pasadena, Calif.—Granted new fm station for approval antenna and trans. and station 9450 kc.

KFI-FM Los Angeles—Placed in pending status, for application to the commission, for 40,500 kc.

KIIS San Francisco—Granted pending application for new FM station. 

1290 kc-KECO San Diego—Same.

Decisions...

DECEMBER 12

990 kc-NEW-Henderson Radio Corp., Henderson, N. C.—Granted new standard station 250 kw at D. 


1410 kc-WHUT Hartford, Conn.—Granted license renewal for period ending 11-1-47.

Buy WAR BONDS

Tentative Calendar...

DECEMBER 16

550 kc-WERU Reading, Pa.—License renewal.


1450 kc-NEW-Nashville Broadcasting Co., Nashville—CP 1450 kc 250 w unlimited.

1450 kc-NEW-Tennessee Broadcasters Nashville—CP 1540 kc 250 w unlimited.

1420 kc-NEW-J. W. Birdwell, Nashville—CP 1540 kc 250 w unlimited.

1450 kc-NEW-Capitol Broadcasting Co., Nashville—CP 1450 kc 250 w unlimited.

December 23

790 kc-WMC Memphis—License renewal.

1540 kc-NEW-Aurora Broadcasting Co., Chicago—CP 1460 kc new commercial station 5 kw.

1540 kc-NEW-Illinois Broadcasters Co., Peoria—CP 1540 kc 5 kw unlimited.

1450 kc-NEW-Capitol City Broadcasting Co., Columbus—CP 1450 kc unlimited.

1450 kc-NEW-Capitol Radio Corp., Des Moines—CP 1450 kc 5 kw unlimited.

1450 kc-NEW-Petersburg Broadcasting Corp., Petersburg, Va.—CP 1450 kc unlimited.

1900 kc-Capital Broadcasting Co., Washington—CP 1900 kc unlimited.

1900 kc-NEW-Capitol City Broadcasting Co., Columbus—CP 1900 kc unlimited.

1900 kc-NEW-Capitol Radio Corp., Des Moines—CP 1900 kc unlimited.

1540 kc-NEW-Herman Anderson and Robert Frank Thompson—CP 1540 kc unlimited.

770 kc-KECA Los Angeles—Denied petition for renewal with grant without a hearing application. 

770 kc-KECA Los Angeles—Denied petition for renewal with grant without a hearing application.
DEC. 13

770 kc-KKXX Seattle, Wash.—Granted in part petition for special license to move station facilities to Tacoma, Wash., and for renewal of license and license renewal documentation.

1490 kc-WOPI Bristol, Tenn.—Granted for change of call letters to WBXY. New call letters were requested for renewal of license and for license renewal documentation.

1128 kc-KWKK Shreveport, La.—Granted for change of call letters to KBXY. New call letters were requested for license renewal documentation.

966 kc-WERU Reading, Pa.—Granted for change of call letters to WPJY. New call letters were requested for renewal of license and for license renewal documentation.

Applications...

DECEMBER 9


4890 kc-NEW-Harbenico Broadcasting Co., Hastings, Minn.—For new license in an area that includes Hastings, Minn., and New Brighton, Minn., for new station to be located in Hastings, Minn., and to operate as an AM station.

4710 kc-NEW-KKKW St. Louis—For new license in an area that includes St. Louis, Mo., and New Haven, Conn., for new station to be located in St. Louis, Mo., and to operate as an FM station.

1260 kc-NEW-Midwest Broadcasting Co., Columbus, Ohio—To be located in an area that includes Columbus, Ohio, and New York, N. Y., for new station to be located in Columbus, Ohio, and to operate as an AM station.

4890 kc-NEW-KKDD Detroit—For new license in an area that includes Detroit, Mich., and New York, N. Y., for new station to be located in Detroit, Mich., and to operate as an AM station.

4890 kc-NEW-KBKG Waco—For new license in an area that includes Waco, Tex., and New York, N. Y., for new station to be located in Waco, Tex., and to operate as an AM station.

44,800 kc-NEW-KBOW Omaha—For new license in an area that includes Omaha, Neb., and New York, N. Y., for new station to be located in Omaha, Neb., and to operate as an AM station.

1490 kc-NEW-Ventura Broadcasters Inc., Ventura, Calif.—For new license in an area that includes Ventura, Calif., and New York, N. Y., for new station to be located in Ventura, Calif., and to operate as an AM station.

1260 kc-NEW-KKDD Detroit—For new license in an area that includes Detroit, Mich., and New York, N. Y., for new station to be located in Detroit, Mich., and to operate as an AM station.

Applications...

DECEMBER 11

600 kc-WPDQ Jacksonville, Fla.—For new license in an area that includes Jacksonville, Fla., and New York, N. Y., for new station to be located in Jacksonville, Fla., and to operate as an AM station.

1260 kc-NEW-Murphweber Broadcasting Service, Miami—For new license in an area that includes Miami, Fla., and New York, N. Y., for new station to be located in Miami, Fla., and to operate as an AM station.

1490 kc-NEW-Midwest Broadcasting Co., Modesto, Calif.—For new license in an area that includes Modesto, Calif., and New York, N. Y., for new station to be located in Modesto, Calif., and to operate as an AM station.

Applications...

DECEMBER 13

220 kc-NEW-Television Productions Inc.—For new license in an area that includes Nashville, Tenn., and New York, N. Y., for new station to be located in Nashville, Tenn., and to operate as an AM station.

4890 kc-NEW-Harbenico Broadcasting Co., Hastings, Minn.—For new license in an area that includes Hastings, Minn., and New Brighton, Minn., for new station to be located in Hastings, Minn., and to operate as a TV station.

4710 kc-NEW-KKKW St. Louis—For new license in an area that includes St. Louis, Mo., and New Haven, Conn., for new station to be located in St. Louis, Mo., and to operate as a TV station.

1260 kc-NEW-Midwest Broadcasting Co., Columbus, Ohio—For new license in an area that includes Columbus, Ohio, and New York, N. Y., for new station to be located in Columbus, Ohio, and to operate as a TV station.

4890 kc-NEW-KKDD Detroit—For new license in an area that includes Detroit, Mich., and New York, N. Y., for new station to be located in Detroit, Mich., and to operate as a TV station.

4890 kc-NEW-KKDD Detroit—For new license in an area that includes Detroit, Mich., and New York, N. Y., for new station to be located in Detroit, Mich., and to operate as a TV station.

4890 kc-NEW-KKDD Detroit—For new license in an area that includes Detroit, Mich., and New York, N. Y., for new station to be located in Detroit, Mich., and to operate as a TV station.

Applications...

DECEMBER 14

1260 kc-NEW-Midwest Broadcasting Co., Cadillac, Mich.—For new license in an area that includes Cadillac, Mich., and New York, N. Y., for new station to be located in Cadillac, Mich., and to operate as an AM station.

1260 kc-NEW-Norfolk Broadcasting Co., Norfolk, Va.—For new license in an area that includes Norfolk, Va., and New York, N. Y., for new station to be located in Norfolk, Va., and to operate as an AM station.

1128 kc-Norfolk County Broadcasting Co. (WHRI), Rock Hill, S. C.—For new license in an area that includes Rock Hill, S. C., and New York, N. Y., for new station to be located in Rock Hill, S. C., and to operate as an AM station.

1970 kc-NEW-Central Broadcasting Co., Madison, Wis.—For new license in an area that includes Madison, Wis., and New York, N. Y., for new station to be located in Madison, Wis., and to operate as an AM station.

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Swing to Become Blue Cooperative

Network to Carry Total of 10 Such Daily Programs

RAYMOND GRAM SWING'S nightly commentaries on world affairs will be added to the list of Blue cooperative programs, available for sponsorship by local or regional advertisers through individual or affiliated outlets, 7:15-7 p.m. Monday through Friday, shortly after the first of the year, Stanley Florsheim, manager of the Blue cooperative program department, announced last week. The Blue has signed a three-year contract with Mr. Swing.

Time between 6:45 and 7:30 p.m. has been reserved for cooperative programs, Mr. Florsheim said. Mr. Swing, whose broadcasts for Socony-Vacuum Oil Co. on the Blue at 10-10:15, Monday through Thursday, terminate Dec. 28, will start in his new spot between Jan. 3 and Feb. 5, depending on rapidity with which the 7-7:30 period can be cleared.

The rating of 5 which Mr. Swing has achieved in competition with such programs as Screen Guild Players' "Bob Hope, Keeper Abbott & Costello," should be radically raised in his new period, Mr. Florsheim predicted. Two other programs of such popularity will shortly be announced for preceding quarter-hours, he said, adding that Blue stations are being urged to schedule their top local newscasters in the 6:30-6:45 p.m. spot.

Another veteran commentator, John B. Kennedy, will join the cooperative line up Jan. 15, in the 2:215 p.m. period, Mr. Florsheim said. Walter Kiernan, who has been on at that time, moves to 6-6:15 p.m. on Jan. 1. A comedy series, "Etzel & Abbott," will be a Blue cooperative program in February, following Mr. Kennedy in the 2:15-2:30 p.m. spot. "Mystery Chief," now heard at that time, will move up an hour to 1:15-1:30 p.m. immediately after Bakhage, another comedy feature.

Martha Agansky's new reports, 8-8:15 a.m., and the correspondents around-the-world broadcast, 8:30-8:45 a.m., will continue in the cooperative line-up to which a non-news show will be added at 8:45-9 a.m., Mr. Florsheim said, making a total of 10 daily cooperative programs for sale by Blue stations.

Pryor to Pacific

DON PRYOR, CBS correspondent and news analyst of WTOP Washington, left last week for an assignment in the Pacific, to cover the war there for CBS. He will make his headquarters in Honolulu. Mr. Pryor, 37, joined CBS in 1941 as a member of the network's news bureau, later becoming news analyst at KGW San Francisco where he also handled special events. During the recent political campaign he rode on Gov. Dewey's train, later covering the conference of Governors in St. Louis.

High-Definition Television of French Is Called Excellent by Morrie Pierce

The battle continues over sharply defined philosophies on television—whether it shall be "live" or high definition. The casting is not interested in promoting the positions of either side, but has and will continue to report any developments that can aid American television in finding its best future course. Test broadcasts with are the views of two trained radio engineers who report with scientific expertise and exactness on what they themselves actually saw (see also page 26).

TWO RADIO engineers—one an American, one an Englishman—have seen laboratory demonstrations of French television, including pictures of 1050-line definition. In independent reports both engineers state the pictures were "extremely good".

The American is Morrie Pierce, recently returned to his post as engineering supervisor of the Richard-Fitzpatrick stations (WGAJ, WGBR) after a tour abroad as chief engineer for OWI in Africa and Europe. In a memorandum dated Nov. 9, 1944, he reports that he was one of a party who on Oct. 26 witnessed a television demonstration in the invitation of Rene Barthelmy, chief engineer of the Compagnie de Compteur of Paris.

Mr. Barthelmy, in an interview in Paris cabled last Friday, asserted that "thousand-line television is perfectly feasible" and predicted that all nations would go to high-definition transmission. He discounted reports in this country disparaging the system as being based on lack of information and foresaw no insurmountable problems in the immediate future of both transmitting and receiving equipment.

On Small Screen

"The first demonstration was the projection of a 450-line picture onto a small screen approximately 14 by 14 feet," said Mr. Pierce. "Program material was both live and film picked. Quality was both live and was remarkably close to the quality of the picture as viewed on a 12-inch tube. The projection tube is approximately 8-inch in diameter and operated with a current of one milliamper at 35,000 volts, the tube being air cooled. The 450-line picture as viewed on a 12-inch pickup tube appeared to be of such as the 441-line picture I saw at RCA, Camden, two years ago.

"A demonstration was held by the 1050-line system as viewed on a cathode ray tube of 15 inches diameter. The picture was extremely good, the definition in contrast being excellent. At a distance of six or seven feet from the cathode ray tube the quality of the picture was quite comparable with that of home movies. The 450-line was somewhat better than a newspaper picture, but distorted by the stroboscopic effects, while the 1050-line picture was not quite as good as a fine-line magazine print. The same type of iconoscope was used on both. All transmissions were by wire. Engineers stated the band width required for the 'high-definition' system was between 12 and 15 mc."

Francis McLean, BBC engineer, in a report dated June 15, 1944, describes a similar demonstration in the same laboratory. On the 450-line projection he reports, "the quality of the projection was quite good, and as nearly as I can remember, comparable with that from the Alexandra Palace." The 1050-line picture, he said "was extremely good definition and contracts were very good, even up to the corners."
Classified Advertisements

PAYABLE IN ADVANCE—Minimum $100. Situated Wanted 10c per word. All others, 15c per word. Bold face costs 30c per word. Ad must be all light face or all bold face counts. 3 words for blank box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted
Continuity-writer—Good paying, permanent position for capable continuity-writer, with 1000 man city network. Preferred: Regional network status, good mix. Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional Nebraska network. One of largest cities of 25,000. Good post-war future. Box 922, BROADCASTING.

To organize and develop radio department upstairs New York agency. Splendid opportunity for good radio man with sound radio sense. Give complete details including salary. Box 943, BROADCASTING.

Engineer with first class ticket wanted by regional Nassau Long Island. Must have 40 hours. Details first letter, Box 941, BROADCASTING.

Announcer—Any class operator license. Experienced capable handling news and commercials. Excellent opportunity for dependable man as chief announcer. Straight salary, 40 hour week, no overtime. $2500, small town, non-defense area. Rocky Mountain west. Box 966, BROADCASTING.

Help Wanted (Cont’d)
Announcer wanted for good position on Florida station. Must be experienced and must be willing to work overtime. Must be able to travel. Box 927, BROADCASTING.

Announcer—Continuity. Operator-announcer. Continuity man. Workout, and we don’t mean maybe! Location is in middle ing. Box 944, BROADCASTING.


Any type of radio station. Give complete details including salary. Either with or without experience. Box 998, BROADCASTING.

We need an immediate opening for a capable radio operator for transmitter. Good opportunity for the right man. Box 999, BROADCASTING.

WANTED
Salesmen, capable of filling Sales Manager’s job. Salary plus override. Blue Network Station in New England. Box 999 BROADCASTING

Situations Wanted
Thoroughly experienced announcer-news- caster. $50 minimum. Midwest. Box 990, BROADCASTING.

Wanted—College graduate, background annuncing, acting, writing, directing. Third class license. Interested stations, Kalamazoo, Michigan. Box 995, BROADCASTING.

Available. Third class operator and announcer. 25 years old. Draft exempt. Salary $2500. Box 994, BROADCASTING.

Topnotch salesman. Here is a young man with exceptional experience with leading reps. Desire connection with future as time salesman. New York area. Box 995, BROADCASTING.

Experienced, capable station program-production manager. Good sales network and independent stations. Been originating and directing own program. Large permanent affiliation on progressive station. Eastern stations prefer. Experience, draft exempt, non-discriminating. Now available. Box 997, BROADCASTING.

Engineer, first class license, eleven years experience in all departments. Have good voice quality, experienced as chief announcer. Box 1, BROADCASTING.

Announcer-program director. Eleven years experience in all broadcasting phases. Also have first class operator’s license. Box 2, BROADCASTING.

WANTED
Announcer-director of sales operation. Preferred: Metropolitan salesman available. Very small station, management change. Age 45, one child, happy gets an experience man. Box 981, BROADCASTING.

WANTED
Manager's writer. Interested southern station. Has enviable sales record, business background. Desires connection with blending. Draft exempt, non-discriminating. Write or wire care Broadcasting, 998, BROADCASTING.

WE ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL PAYABLE IN ADVANCE—Minimum $100. Situated Wanted 10c per word. All others, 15c per word. Bold face costs 30c per word. Ad must be all light face or all bold face counts. 3 words for blank box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Job opportunities. Experienced. All of your advertising know-how will be used. Immediate opening for chief announcer with small station. If you know how to run a program, write us. Box 990, BROADCASTING.

WE ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL BE USED. IMMEDIATE OPENING FOR CHIEF ANNOUNCER WITH SMALL STATION. IF YOU KNOW HOW TO RUN A PROGRAM, WRITE US. BOX 990, BROADCASTING.

WE ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL BE USED. IMMEDIATE OPENING FOR CHIEF ANNOUNCER WITH SMALL STATION. IF YOU KNOW HOW TO RUN A PROGRAM, WRITE US. BOX 990, BROADCASTING.

WE ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL BE USED. IMMEDIATE OPENING FOR CHIEF ANNOUNCER WITH SMALL STATION. IF YOU KNOW HOW TO RUN A PROGRAM, WRITE US. BOX 990, BROADCASTING.

WE ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL BE USED. IMMEDIATE OPENING FOR CHIEF ANNOUNCER WITH SMALL STATION. IF YOU KNOW HOW TO RUN A PROGRAM, WRITE US. BOX 990, BROADCASTING.

WE ARE EXPERIENCED, ALL OF YOUR ADVERTISING KNOW-HOW WILL BE USED. IMMEDIATE OPENING FOR CHIEF ANNOUNCER WITH SMALL STATION. IF YOU KNOW HOW TO RUN A PROGRAM, WRITE US. BOX 990, BROADCASTING.
FCC Adopts Sponsor Identity Rule

‘Paid For’ Clause Is Out Of Compromise Regulation

PRECEDENT was established in the late 1930s when the FCC adopted a rule interpreting provisions of Sec. 317 of the Communications Act of 1934, with amendments, governing identity of sponsorship. The preamble to the FCC’s regulations (Sec. 3.409), as formally approved on Tuesday, was the result of conferences between members of the FCC Law Dept. and NAB counsel, held on any pending issue in years.

Stating that the “purpose of the rule is to serve as a guide to stations of their duties and obligations to disclose to the public the fact that a program is or is not paid for and, if paid for, the source of such payment,” the Commission interpreted, with few changes, a rule agreed upon by counsel of the FCC and NAB [BROADCASTING, Nov. 20].

No Changes in Commercials

In its public announcement the FCC emphasized that the new rule does not affect any change in better broadcasting practices and that it does not require any change in the form of commercial announcements now in use. It does not require the “use of any specific words to indicate that a program has been paid for but merely requires some unmistakable indication that the program is sponsored and paid for.”

In that connection broadcasters won a victory. Of 96 letters filed with Philip G. Loucks, special NAB counsel, and of some 15 presented to the Commission, the major complaint was a provision in the original draft, as proposed by the FCC, interpreted by many stations, making it mandatory to announce that a program was “paid for” [BROADCASTING, Oct. 9, Nov. 13].

Almost all political broadcasts, source of some complaints during the last campaign, one section of the rule requires an announcement at both the beginning and end of such programs and those involving the discussion of public controversial issues. The announcement must disclose that the “program has been paid for or furnished to the station and must ‘fully and fairly’ disclose the ‘true source of such payment,’ according to the FCC public notice.

In the case of ordinary commercial programs only one announcement is required. The rule recognizes that mention of a product or service is in announcements is sufficient identity.

When President J. Harold Ryan of the NAB appointed Mr. Loucks special NAB counsel [BROADCASTING, Oct. 30], broadcasters were urged to submit their recommendations. Mr. Loucks carefully sifted each of the 96 letters and began series of conferences with members of the Commission Law Dept. Meanwhile two requests for postponement of the original deadline for filing and hearing date were granted, marking the first time in years that the Commission had given such recognition to the NAB. During the tenure of Chairman James Lawrence Fly of the FCC and President Neville Miller of the NAB, relations between the Commission and the Association were strained.

In mid-November the NAB sent copies of the proposed revision, agreed upon by the FCC and NAB counsel, to members. Because of the closely coordinated work of Mr. Loucks, and the cooperation of Rosel H. Hyde, assistant general counsel of the Commission in charge of broadcasting and Harry M. Plofkin, assistant general counsel in charge of litigation, no oral opposition from any broadcaster filed for an appearance and he withdrew before deadline.

Following adoption of the rule last week President Ryan issued this statement:

The adoption of the revision of 317 by the FCC is extremely gratifying. Not only do we believe that the amended rule as approved by the Commission marks a distinct improvement in the matter of program announcements, but we are deeply pleased for the opportunity which it afforded NAB to cooperate with FCC in a matter of such vital importance to the broadcasting industry’s operations in the public interest. We hope that this manifestation of a cordial and understanding relationship between the Government’s regulatory agency and the industry’s trade association may be more fully developed.

SPONSOR IDENTITY RULE TEXT

TEXT of the FCC regulation (Sec. 3.409) governing identity of sponsorship follows:

ORDER

WHEREAS, the Commission on Sept. 26, 1944 announced a proposed rule relative to the announcement of sponsored programs as required by Sec. 317 of the Communications Act of 1934;

WHEREAS, certain suggested revisions of the proposed rule have been filed by different broadcasters and their representatives; and

WHEREAS, after due consideration of the proposed rule and the suggested revisions, the Commission is of the opinion that public interest, convenience and necessity will be served by the adoption and promulgation of the following rule:

Section 3.409—Sponsored Programs, Announcement of:

(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall state, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished by, the name of the corporation, committee, association or unincorporated group.

(b) In the case of any political program or any program involving the discussion of public controversial issues, for which any records, transcriptions, talent, scripts, or other material or services have been furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services have been used. The program shall be identified by the name of the corporation, committee, association or unincorporated group.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished to a station operating under a corporation, committee, association or unincorporated group.

INCREASED military electronics requirements of 12 to 18% since Oct. 1 and anticipated emergency orders calling for additional volume early next year, necessitated production at the rate of $250,000,000 a month by March 1, members of the Radio & Radar Advisory Committee have been told by Harry Ryan, acting director of the Radio & Radar Division during illness of Director L. J. Chatten, promised the Committee, at a recent meeting with the Board, that a survey would be conducted to establish a factual background covering production, manpower and other factors bearing on the electronics program would be started immediately.

Labor Shortage

The Committee had urged that WPB and WMC confer with the view to maintaining present manpower and obtaining additional workers in the near future, if a serious labor problem confronting the industry is to be averted. It was also suggested that new Army and Navy orders be filed as early as possible, at least prior to March 1.

Hiland G. Batcheller, WPB Operations vice-chairman, congratulated the industry on its past achievement, but warned of complex production and manpower problems and changes in design of equipment. He expressed the conviction that current schedules would be met.

Needs of Military Lift Radio Output

station, the announcement shall disclose the identity of the person or persons by whom or in whose behalf such payment is made, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in subsection (b) hereof are furnished to a station operating under a corporation, committee, association or unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or unincorporated group.

(d) In the case of any program, other than those involving commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, by a corporation, committee, association or unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or unincorporated group. In such case the station shall require that a list of the chief executive officers or members of the executive committee, or of the Board of Directors of the corporation, committee, association or other unincorporated group, shall be made available for public inspection at one of the radio stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor’s corporate or trade name and the name of the sponsor’s product, shall be deemed sufficient for the purposes of this Section and such announcement need be made at any time during the course of the program.

WHEREFORE, this 12th day of December, 1944, that the foregoing rule IS HEREBY ORDERED, this 12th day of December, 1944, that the foregoing rule IS HEREBY ADOPTED.

BROADCASTING • Broadcast Advertiser.
**ADVERTISING MUST PACE PROGRESS**

**Little Orphan Annie**

Put MILLIONS of Salesmen to Work!


*When* Little Orphan Annie first went on the air for Ovaltine in 1931 (via Blackett-Sample-Hummert), she brought with her a sales technique new to the networks. She offered premiums for box tops and dimes, and thus overnight put millions of children to work as salesmen for Ovaltine. Little Orphan Annie materially shortened the gestation period of advertising results. Her idea was—Tops!

**ADVERTISING Must Again Speed Sales**

in the **DISTRIBUTION DECADE**!

**ACTION** will be the keynote of the Distribution Decade—after Victory. Products will have to move fast between factory and consumer to keep life-giving dollars flowing through the Nation’s bloodstream. And on Advertising and the men who administer it will rest much of the burden of increasing the commercial tempo!

For when Peace comes, there will be an abundance of productive facilities, of manpower, of money for buying machinery and materials. The problem will be to distribute merchandise in quantities great enough to keep this vast industrial system operating. Experts estimate that this will require an increase of at least 40% in consumption over pre-War levels!

Agency men everywhere are applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is the Nation’s Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

**THE NATION’S MOST MERCHANDISE-ABLE STATION**

**WLW**

**DIVISION OF THE CROSLEY CORPORATION**
No one, not even an engineer with a complicated formula can tell you how long a given tube will last.

But, you can extend tube life by a simple formula:

Fairly attention to your RCA transmitting tubes during actual operation = Added hours of Service

RCA tubes have characteristics which make application of this simple formula profitable, as witness the following records of RCA tubes in service.

At Station KYDL, for example, an RCA 891-R was still in service after 23,926 hours! At WWL, another RCA tube of the same type was going strong after 26,000 hours! Another RCA 891-R clocked 36,647 hours of life at Station WIRE...more than 4 years of service time.

These records indicate the long life built into RCA tubes, although they should not be expected of every tube.

Long, dependable performance has made RCA transmitting tubes the standard of comparison in the broadcasting industry.

Remember, the Magic Brain of all electronic equipment is a Tube...and the fountain-head of modern Tube development is RCA.