Month after month during 1944 WOR has been carefully clocking the 10 most popular local shows carried by all New York stations.

WOR now finds that 84% of these great programs were broadcast by WOR during the entire year.

—that power-full station **WOR**

at 1440 Broadway, in New York
WLS GETS RESULTS!
Yankee’s “Good Neighbor” Policy Creates ACCEPTANCE

Another winter — more time at home for Yankee listeners.

They are the listeners all over New England who dial their local stations for more listening — hours of music, drama, news and its analysis, sports — the infinite variety of superior Yankee Network entertainment which those hometown stations can give them.

There is neighborly acceptance of the local station, a friendly response that only a local enterprise, serving hometown merchants and taking part in the hometown activities, can command.

This is The Yankee Network’s “Good Neighbor” policy — getting close to the people, close to the audience in each market, linking these many community audiences and markets together to make New England’s great Yankee audience of 2,055,010 radio homes.

There are twenty-one of these “Good Neighbor” stations. They give closely knit primary coverage of the entire area — the closest approximation of 100% coverage you can buy.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.
Hildreth & Rogers
A Fort Industry Station
Jacksonville Broadcasting Corp.

MORE

IMPORTANT STATIONS

HAVE SWITCHED

TO THE BLUE NETWORK
IT HAPPENED ON DECEMBER 15

Keith Kiggins, Blue's Station Relations Vice President, met with four of the nation's ablest and most experienced radio operators. They signed contracts. As a result of these contracts, six great radio stations will become part of the Blue Network on June 15, 1945.

We think this is important. We think it is important because of the calibre of men who run these stations. We think it is important because it convinces us once again that the Blue Network is steadily marching ahead. That the trend is to the Blue. That the idea is getting around that it is not only easy, but smart, to do business with the Blue.

Let's look at the stations! One has the reputation of being one of the country's great farm stations, two are affiliated with important newspapers, two are the most powerful in their section of the country, and one, with already a loyal listening audience in Boston, has plans to increase its power in the near future.

Then there is another very important consideration: Up to now, three of these stations have been part of CBS. Two were MBS. One was independent. Now they are all Blue.

WHAT DOES IT MEAN?

IT MEANS THAT 4 EXPERIENCED RADIO OPERATORS in the most effective way possible, have set their stamp of approval on the policies and ideals which are making the youngest of the 3 big Networks the fastest-growing advertising medium in the country . . . One of these men, Mr. Gardner Cowles Jr., says:

"We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring the listeners of three of our stations the high quality Blue Program service."

IT MEANS MORE LISTENERS TO THE BLUE. Several hundred thousand more homes come under complete Blue coverage. For example, consider WNAX, Sioux City-Yankton, one of the greatest farm stations in the United States—in physical coverage, in mail pull, in its ability to sell goods for advertisers. A survey of 20 counties shows WNAX first in listening in 11, second in 6 and third in 3. As another example, WFTL, Miami, at 10 kw. is the most powerful station in Florida and teamed with WPDQ operates with the highest full-time power in Northern Florida.

IT MEANS MANY PLUSES FOR BLUE ADVERTISERS

Aside from added coverage and loyal listening, these six stations are operated by men who know how to do a merchandising job and who get behind the selling efforts of advertisers who use their stations . . . Take KRNT, Des Moines: This station is affiliated with the Des Moines Register & Tribune, one of the nation's great newspapers. Its staff of trained merchandising men call regularly on jobbers, distributors and dealers, expediting the flow of advertisers' goods into the rich Iowa market . . . WLAW is prepared to render this same valuable merchandising service in Lawrence.

FINALLY, this switch of 6 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . . Pointing the way are star programs which have recently started on the Blue: Alan Young, voted the most promising star by 600 radio editors, Herbert Marshall, The March of Time, Charlotte Greenwood, Gracie Fields, and Fred Waring . . . These shows join the ranks of Radio Hall of Fame with its galaxy of big name stars: Walter Winchell, Breakfast at Sardi's, The Breakfast Club, Blind Date, Life of Riley, Ed Wynn, Joe E. Brown, Hollywood Mystery Time, Drew Pearson, Quiz Kids, and those great public service programs, Boston Symphony, Metropolitan Opera, and Town Meeting of the Air. These and other national favorites prove the Blue can get high listening day and night, can get it again and again—with proved sales results for scores of satisfied advertisers.

THIS IS THE GREATER Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.
Newspapers and Little Children

Newspapers and small children have one thing in common—they should be seen and not heard.

There are occasions, however, when it is expedient for newspapers (as well as small children) to deviate from this established custom...especially when an emergency arises. And that is exactly what happened in the case of the St. Louis Post-Dispatch on December 7th and 8th when St. Louis was without newspapers for 40 hours because of a paper-handlers' strike.

A newspaper is an important commodity. When it cannot be seen it deserves to be heard. The unpublished editions of the St. Louis Post-Dispatch on December 7th and 8th were heard—through the voice of KSD, the Post-Dispatch station.

KSD began broadcasting from page proofs (like the page illustrated above) at approximately 12:15 p.m., December 7th, shortly after the newspaper's first edition failed to appear on the street. From then until 6 p.m., KSD continued "reading" the newspaper without interruption—cancelling 16 NBC network programs, six local shows and a full schedule of spots in the process.

Reading each edition required nearly two hours, and was performed by a battery of six announcers (plus KSD's Director of Women's Activities who read the Society news items.) They broadcast headlines, sub-heads, news, sports, editorials, a word picture of editorial cartoons, vital statistics, market reports and even the full page of comics. Then, from 6 p.m. until sign-off, KSD interrupted all scheduled nighttime shows for regular two-minute news summaries every half-hour.

On the second day of the strike, KSD again presented the first edition of the Post-Dispatch in an uninterrupted two-hour broadcast starting at 11 a.m. This was followed by special summaries each half-hour until the strike was terminated later in the afternoon in time for the newspaper to resume normal publication.

Meantime, Radio had again demonstrated its ability to function in the public interest, convenience and necessity.
At Deadline...

EIGHT-IN-ONE Co., Chicago (cold tablets), on Dec. 18 began sponsorship of Fulton Lewis' participation show, thrice-weekly, on WGN Chicago. Contract for 13 weeks was placed by H. W. Kastor & Sons, Chicago.

SINCERE CONVINCION that CBS proposals concerning television, international shortwave and FM, as disclosed during the FCC allocation hearings, "represent sharp advances that must eventually be achieved" was voiced Dec. 22 by Paul W. Kesten, CBS executive vice-president.

ANNOUNCEMENT that Edwin W. Wood Jr., until six months ago Mutual sales manager, is joining M. H. Hackett Inc., New York, in an executive capacity is expected shortly, although there was no confirmation as Broadcasting went to press.

NEW FCC applications at deadline: Commodore Broadcasting Co. (operates WSOY Decatur, III.) new local, Springfield, Ill., 1590 kc, 250 w, unlimited; Tezoma Broadcasting Co., new daytime regional, 920 kc, 1 kw, Wichita Falls (Walter D. Cline 1045, pres.; C. W. E. Mary Jo Nash, 4098, sec.-treas.); Houston Hi., 4967; WGN Inc. for new FM station, Milwaukee, 46,100 kc, 7,750 sq. mi, $150,000-$200,000; Assignment of license, WSAI Cincinnati, from Marshall Field to Buckeye Broadcasting Co., fully owned by Field Enterprises Inc.; transfer control WZID Chicago from Marshall Field to Field Enterprises Inc. (no monetary consideration).

SEVERAL years ago a junior in the Benton, Ill., Township High School applied for the job as advertising manager on the school paper. The statement that won her the job was simply: "The paper must pay for itself and then some, through advertising. So far other merchants buy space because they feel it's their duty. I propose to make them buy space because it's good business."

That girl was Hildred Sanders, now radio director of Mitchell-Faust Adv. Co., Chicago. She did what she proposed to do. In less than a year the school paper showed a sizeable profit.

"Hilly" determined her career when she saw what a great selling force the high school paper alone could be. Not only did she write copy and make layouts for the local merchants buying space, but she went out and met the consumer, selling "everything from Dr. Ripley's Pink Pills to refrigerators and radio time."

In 1934 "Hilly" Sanders entered the U. of Ill. in the College of Commerce, a major in advertising and selling. After graduation, "Hilly" Sanders came to Chicago as a radio copywriter for H. W. Kastor & Sons Adv. Co. She worked on the Procter & Gamble, Welch and Zonite accounts. Two years later, "Hilly" had narrowed her path in the advertising field to radio. Feeling the need for radio publicity and promotion experience, she left Kastor to work for Fred R. Levings Jr., freelance publicity man.

Levings and "Hilly" were married in October 1940, and the new Mrs. Levings re-entered advertising in December as copywriter with Mitchell-Faust Adv.

Three years with Mitchell-Faust have elevated "Hilly" from copywriter to her present job of radio director. In addition to her regular duties, however, she continues to write practically all copy for Peter H. and Brewery Co., Chicago. The writing job alone includes commercial copy to be prepared for six half-hour programs, thirty-nine quarter-hour programs, and twenty-one five minute shows. "Miss" Sanders serves as secretary to the Chicago Radio Management Club.

The active Mrs. Sanders in business is the active Mrs. Levings at home. She maintains a bowling average of 166, and rides horseback. In spite of the kick "Hilly" Sanders gets out of her work, her home and her activities, she says her biggest thrill is coming home to her sandy-haired daughter, 2½.

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BRIGHT SPOTS
in Washington, D. C.

Mike Hinnick... he's the fellow who wakes Washington up with a laugh... 7 to 10 A.M.

Sports the way sports fans like them by Tony Wakeman, 1 to 5 p.m., and all-sports review at 6:45 p.m.

The "1450 Club"... as run by that popular music picker Jackson Lowe... 8:30 to 10:30 P.M.

Entertainment is our job. It's the tempo of the station... it's what overworked and ever-serious Washington people want. Those three fellows up there are typical of the fast pace this station sets. For results in the nation's capital... use WWDC.

WWDC
the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY
WEALTH IN LIVESTOCK

The tri-state area of Arkansas, Louisiana and Texas served by this powerful 50,000-watt station is in itself a large and growing livestock empire. Mounting numbers of purebred stock farms are working to help supply the nation's meat for war through improved breeding and scientific feed practices. Students of animal husbandry point to a bright future for stock raisers of this prosperous region, whose buying habits are influenced by KWKH, the No. 1 medium for marketing your goods and services.

KWKH
CBS ★ 50,000 WATTS

The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.
IMPORTANT ANNOUNCEMENT

WCOP, The Cowles Station in Boston, is pleased to announce that effective June 15, 1945, it will become affiliated with the Blue Network and will serve as the basic Boston outlet for all Blue Network programs.

Plans are now being made to expand the physical facilities, programming and personnel to back up the Blue and to make WCOP an outstanding New England station. Emphasis is being placed also upon increased service to advertisers and agencies. One of the first steps has been to head-up the staff with experienced, top-notch executives.

We'd like to have you meet them.

A. N. ARMSTRONG, JR., General Manager
Mr. Armstrong, better known to the trade as “Bud”, will head up the complete operations of WCOP. He has had sixteen years’ experience in the newspaper, agency and radio fields.

ROLAND C. HALE, Chief Engineer
Mr. Hale has been affiliated with WCOP as Chief Engineer for the past nine years. Previous to joining WCOP, he was affiliated in the same capacity with Radio Station WORC, Worcester, Massachusetts.

PAUL BELAIRE, Commercial Manager
Mr. Bélaire comes to WCOP from the Boston sales office of WOR, New York, where he handled all sales in this area for an eight-year period.

HARRY D. GOODWIN, Promotion and Merchandising Manager
Mr. Goodwin brings to WCOP fifteen years’ experience in radio. Prior to joining the Cowles organization, he held the same position at the Westinghouse Radio Stations, WBZ & WBZA.

JOHN D. MALOY, Program Manager
Jack Maloy, former Assistant Director of Production for the CBS Boston outlet WEEI, is also familiar with special events and is tops as a sports announcer. Previous to moving to Boston, Maloy was affiliated with WLAW, Lawrence.

FRANK J. BRINKMANN, Chief Accountant
Mr. Brinkmann joins the WCOP staff after spending many years in the construction field as a cost accountant and expeditor.

WCOP Boston

A Cowles Station — New to the Blue — June 15, 1945

Represented Nationally By THE KATZ AGENCY, INC.
Millions of skilled hands

...deftly manipulating spindles and threads, spinning Victory in the vast textile plants of the Carolina Piedmont.

...tilling the rich, red earth of the Piedmont, producing food and fiber for Victory.

...handling the precision tools and instruments of railroad shops and textile machinery plants, keeping vital wheels of transportation and production turning.

...sawing, processing and treating millions of feet of Carolina hard woods and soft pine for shelter at home and war abroad. Cross ties for railroads, poles for telephone and power lines, pilings for dock construction.

...working on an abundant economy of the present and the future...hands of millions from the 16-county WSPA Primary Area making "one of the best-balanced sections in the entire country" an even richer, better place in which to live.

WSPA swings the balance your way.

WSPA  SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night, 950 kilocycles
Represented by Hollingsby
"But, Mr. Blunk, we can't be as efficient as F&P!"

Sure, Mr. Blunk! Here at Free & Peters, our only job is to keep up with what goes on in spot broadcasting. We have five offices, manned by top-notch men and women, equipped with teletypes, data libraries, and every modern office accessory—all dedicated to the one purpose of being tops at our business of radio station representation.

So why should any agency or advertiser try to duplicate our facilities, when all he need do is to use what's already here? It's yours for the asking!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Porter Assumes Chairmanship of the FCC

Renomination Will Go to Senate In January

PAUL A. PORTER, President Roosevelt's choice for the FCC chairmanship, assumed that office last Thursday under a recess appointment by the Chief Executive. He will be renominated to fill the vacancy created by the resignation last November of James Lawrence Fly when the new Congress convenes Jan. 3.

The recess appointment was announced at the White House by Stephen T. Early, Presidential secretary, just a half hour before the 11 o'clock swearing-in ceremony at the FCC. This course was decided upon because of the failure of the Senate to confirm Mr. Porter's nomination prior to its sine die adjournment last Tuesday. It will enable the Commission to get under way with its new organization with greatest possible speed. Mr. Early said the recess appointment would allow Mr. Porter to "get the benefit of experience" by starting the job at once.

Confirmation of the erstwhile publicity director of the Democratic National Committee by the Senate is expected by mid-January. In the interim, however, he will serve under the recess appointment. His renomination will be as a member of the Commission to fill the unexpired term, which ends June 30, 1949. The President will name him chairman.

One Vacancy

Mr. Porter took over the chairmanship from Commissioner E. K. Jett, who had served as interim chairman since Mr. Fly's retirement on Nov. 15. With Mr. Porter's assumption of office, one vacancy remains on the FCC—that left when Comdr. T. A. M. Craven last July 1 joined Cowles Broadcasting Co. as executive vice-president.

Completion of the spectrumwide allocations—a herculean task that has been consuming much of the time of Mr. Jett and the law and engineering staffs—is the first order of Commission business. Mr. Porter as chairman, will be able to complete the executive organization of the Commission without slowing down the allocations processes.

Mr. Porter made no public statement upon taking over the FCC helm. He appointed Dorothy Page as his secretary. Miss Page had served with the new chairman while he was publicity director of the Democratic Committee and had been with him since his service as deputy administrator of the Office of Price Administration in charge of rent control in March 1942. He has not announced other appointments to his immediate staff.

Present at the swearing-in ceremony were his fellow members of the Commission and Secretary T. J. Slowie, General Counsel Charles R. Blot, Assistant Commissioner Jett, Richard Carlson, personnel director, and William B. Robertson, budget director. The oath was administered by Helen Marston of the FCC legal staff.

At best a race against time in the waning days of the last session, Mr. Porter's confirmation was abandoned before adjournment ended. Whether he had held a lengthy conference Dec. 16 with Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, to which FCC nominations are automatically referred. Assurances were given, however, that the nomination, upon resubmission next session, will receive prompt consideration. Chairman Wheeler was cognizant of the recess appointment plan.

Hyde Mentioned

Coincident with or following the Porter nomination will be the nomination of the successor to Comdr. Craven. Still regarded as in the forefront of those mentioned is Rosel H. Hyde, veteran assistant general counsel of the Commission and an Idaho Republican. Other names also are understood to be under consideration, however. Mr. Porter probably will not participate in the allocations plan, now in its final preparatory stages. To do so, he would have to familiarize himself with the voluminous record amassed during five weeks of technical testimony last fall. The FCC's engineering and legal staff, as well as the Commission itself, have been giving virtually continuous study to the proposed report, with the likelihood that the project will be completed early in January. Presumably there will be oral arguments on the proposed report within a reasonable time, following which the allocations will be promulgated.

Budget Testimony

In addition to the allocations task, the Commission early in January will be called upon to testify before House and Senate appropriations subcommittees on the 1946 FCC budget. That task devolves largely upon the chairman as the administrative officer. In the interim, he will be in a position to familiarize himself with the FCC operations and personnel in advance of his appearance.

Mr. Porter's appointment on the recess basis is not without precedent or even unusual. The new Congress convenes Wednesday, Jan. 3. It probably would be mid-January, it is pointed out, before the nomination could be resubmitted, considered by the Interstate Commerce Committee in public hearings, and confirmed by the Senate.

When the Senate Committee considers Mr. Porter's nomination it will be at open hearing, according to Sen. Wheeler. Several members want to interrogate the nominee.

(Continued on page 68)

December 25, 1944 • Page 13
FCC Denies Easing of Net Option Rule

First Interpretation Of Regulations Issued

(Extract of letter on page 58)

STEADFASTLY adhering to its Supreme Court blessed network regulations, the FCC last week denied requests by the Cowles Broadcasting Co. for amendments to two of the rules. At the same time, however, the Commission in a trade for the petitioners issued the first formal interpretations of its network regulations since they were upheld May 10, 1943 by the so-called Frankfurter decision.

Sec. 3.104 involving the optioning of time to networks was clarified in the NBC denial. By the same token the FCC, in the Cowles decision, made clear its intentions with reference to Sec. 3.103 covering network contracts.

NBC and 87 of its affiliated stations had requested modification of Sec. 3.104 to permit the network to option an additional half-hour evening period on weekdays for the NBC optioning period for morning option time. [BROADCASTING, Aug. 16, 1943]. The Cowles organization contended Sec. 3.103 worked a hardship on stations desiring network changes and petitioners advised Cowles. [BROADCASTING, Sept. 25].

Three Hours Per Segment

The Commission held, in the NBC case, that no more than three hours in any one segment time may be optioned. NBC's new option times are 8:30 a.m. to 11 a.m. and 11:30 a.m. to 2 p.m. The network has a total time of nine hours in optioning two hours in the morning segment and one hour in the evening segment. In return for the extra half-hour in the evening NBC proposed to continue optioning only two hours in the morning segment.

The FCC pointed out in a news release, options no time in the morning period on Sundays and sought Commission permission to option four hours, rather than the three permitted under the regulation, between 6-11 p.m. Sundays. The Commission held that options may not be exclusive as against other network organizations and may not prevent or hinder the station from offering any or all of the time of the option, or other time, to other network organizations.

NBC was advised that one of the purposes of the regulations was to leave the three-hour period free of network option to "foster the development of local programs". Should the additional half-hour be granted, the Commission said, "practically no time in that segment would be available for local programs, since NBC already sells some 7% of the 14 evening hours reserved from optioning."

NBC was commended for restricting its number of morning option hours to two, but "the Commission assumes that NBC will not desire to discontinue its present policy of optioning only two hours in the morning segment despite the fact that a maximum of three hours is under the same regulation," the network was told. In denying the Cowles petition the FCC pointed out that the request "was based on a misunderstanding of the present Sec. 3.103". The Commission denied Cowles' allegations that a station affiliated with one network may not enter into a contract with another network until its contract with the first has expired.

"A station affiliated with one network but desiring to change affiliation to another network may, under the regulations as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract is not more than six months from the entering into of the contract by the FCC advised Cowles, explaining that the regulations do not prevent "dual affiliation".

Cowles had contended that as the rule stands hardships are worked on stations desiring to change networks as well as new stations. As for new stations the petition held that the six-month clause in the network contract regulation made it almost impossible for a licensee to plan wisely.

The Strength of 25 Years

CHRISTMAS DAY, 1944.

Like other Christmas Days—a child's dream.

A child's dream that all is right with the world, and that all will be right; that there is but one goodness, and that's the goodness of giving; that there is but one song, and that's the song of bells in segue to the tinkling laughter of a jolly old man.

So, Christmas—a child's dream, and betimes a man's dream. A man's dream that he will be with his heart when he was younger he can now, even in these evil days, believe for a moment with his mind. A man's dream that his childhood is not gone, but has been lost to him only in a transient way and will return; that the child's ideal of peace, and fellowship, and giving, and loving, and helpful kind, but only mankind, but only mankind, can be found again some day, some good and blessed day, some beautiful day that will crash upon us with ringing of bells, with singing in the streets and with tinkling laughter that might be touchingly reminiscent.

This day, that marks the eve of its 25th anniversary, may radio—this art that student the minds of men—dedicate its purpose. May its heart beat faster in the knowledge that its hand, the strongest instrument in the communion of mankind, is helping and can help more in the battle for peace.

May it be true, best of all, and most every day, that the day will dawn, when the world's people must join hands again—and that the day will dawn, borne on the wind that whispers the echo of marching men who were boys only yesterday.

May it remember that mankind's dream is transcendent, for it is in truth a child's dream.—R. K.

FOUR NEW STATIONS GET FCC APPROVAL

THREE new experimental television stations and a new developmental broadcast outlet were granted by the FCC last week, all to utilize frequencies to be assigned by the FCC chief engineer.

Zenith Radio Corp., Chicago, was granted a construction permit for a new experimental video outlet to operate unlimited time with 250 w visual (1,000 w peak), and 1,000 w aural, unlimited time.

Farnsworth Television & Radio Corp., Fort Wayne, Ind., was granted experimental facilities, 4,000 w visual power and 4,000-6,000 w aural power with unlimited time. Farnsworth operates the Fort Wayne standard outlet WGL.

Licensees of KDAY Salt Lake City, Intermountain Broadcasting Corp., was granted a construction permit for a new experimental television outlet to operate unlimited time with 400 w peak visual and 300 w aural.

New developmental construction permits for Evansville on the Air Inc., Glenwood, Ind., licensee of WBOG-WGBP Evansville, are unlimited hours with 1,000 w power and special emission for PM.

Continental Station Breaks

CONTINENTAL OIL Co., Pona City, Okla., as part of its 1945 advertising program for Conoco Oil on Jan. 16, launched a station in the 100-volt station breaks weekly on an under-numbered number of stations. Agency is Geyer, Cornell & Newell, New York.
Now Is the Time to Plan 1948 Campaign

All Good Stations Should Come to the Aid of Their Political Parties

By J. Leonard Reinsch

Managing Director WSB Atlanta; WHIO Dayton; WIOD Miami

Radio Director, Democratic National Committee

During 1944 Presidential Campaign

TIME has cooled the heat of the political campaign and I write as a broadcaster in the interests of better broadcasting.

First, let me make it clear that I grant my direction of radio for the Democratic National Committee was not perfect, but I also like to remember that we won on Nov. 7.

We are all agreed, regardless of political leanings, that the two-party system is essential to Democracy, and we all know the two-party system means politics.

Here to Stay

Since politics and radio are here to stay, it would be well for the NAB to study political broadcasts and establish a set of standards. A review of the 1944 Presidential campaign may serve as a guide.

Sold-out stations and networks, for the most part, shivered as political orders were issued, and tight schedules. Fortunately in National Chairman Bob Hannegan, Publicity Director Paul Porter, and Treasurer Ed Perkins, we, of the Democratic National Committee, had a trio that appreciated radio's problems. At times, I wondered if radio was in the least bit interested.

Radio was generous to the political parties in broadcasting the conventions. Perhaps overly generous considering some of the program material. National political conventions should be broadcast, and broadcasting has forced improved conventions, standards, speeches, and cleared convention programs of non-essentials.

It was a fine public service, too, to broadcast the acceptance speeches of the Vice-Presidential candidates.

Then we started to buy time, or, to be correct, I should say, we tried to buy time.

An Obligation

We developed a transcribed farm series to be broadcast five days a week in early morning hours. Our agency, the Bow Co., with the careful guidance of John Hamm and Stanley Pulver, selected the stations to cover the markets we wanted to reach. Basically, the program idea was listenable, consisting, for the most part, of John Merrifield (on leave from WHAS) interviewing farmers.

The representatives got the orders and soon we were getting such alternate times as 12 midnight, 5 a.m., 4:30 p.m., etc.

Some stations did clear good time from the first, but several prominent stations refused to clear anything resembling adequate time. Two stations said they would carry no political advertising, but would donate some time each party, possibly a half hour per week. It certainly was not our desire to interfere with their overall program, but we had a job to do with the farmers and a half-hour once a week didn't fit our strategy.

And why should any station disrupt its program schedule filled with 13, 26, and 52-week advertisers for a short campaign of political advertising? No reason at all, except that radio does have a public service obligation!

By making it impossible for the Democratic National Committee to buy early morning quarters to reach the farmers and providing no practical alternative suggestions, some stations blocked a major political party from reaching a group of listeners in their area.

Lame Excuses

A difficult position to justify. I am not classified as a network baiter or defender, but I would like to point out that two network-owned stations did rearrange their schedules to clear for the farm series.

More grief! Several stations arbitrarily changed our broadcast time and casually notified us at the last minute. Local chairmen had to be notified; newspaper advertising changed; long distance telephone calls of explanation were required; one station adopted the view, "It's only political advertising, anyway", and decided it could not clear after the time was set and the order mailed to the station.

In all fairness, I should mention that about half the list gave mighty fine cooperation.

Radio cannot plead innocence with the statements that "all the time is sold"—"you know how difficult it is these days"—"we try to keep a balance with network programs"—"local committees are given preference"—"we don't want to give it to one party, then have to clear our schedules for another political broadcast."

During campaigns, political broadcasts represent advertising but it isn't the regular type of advertising and must be evaluated in a different way than regular commercial accounts.

Radio is a public service medium. True, I do not believe that it is a public service to put on the air 30 minutes any politician who feels he has a message for the people. Some prominent men still refuse to recognize, with a few exceptions, a 30-minute political speech is as out-moded as the torch-light parade. The exceptions are the Presidential candidates and the few who have something to say.

Which leads up to a major weakness of many political speeches. Not enough time is given to preparation of material and delivery. There must be a recognition of radio delivery as being distinctly different from the old-fashioned heavy-lunged swinging-arm oratory. To their credit many political speakers are aware of the problem and will welcome the guidance of radio personnel. Unfortunately, political leanings of some station personnel govern the degree of help, yet we don't hesitate to improve any advertised program even though we may not like the product.

The five-minute idea was developed to solve several problems. Indeed, it created problems. It might be the prejudice of a fond parent, but I still like the idea and believe it will be the answer to many of our campaign difficulties.

Exposed to All

By taking the last five minutes of established programs, we minimize the possibility of losing listeners. The advertiser gets his complete sales talk, the talent remains on the air so that the continuity of the series is broken.

Six speakers are accommodated in a total amount of time usually allotted to one. The talks are more effective, because more careful consideration must be given to the preparation of the material, and instead of members of one party hearing their own speakers, listeners are exposed to all speakers.

While the networks cooperated in clearing five-minute spots, a number of accounts refused to cut their programs. This, for the most part, being that they would be discriminating in favor of the Democrats. It should be pointed out that a five-minute spot was completely different from a preceding program; no credit line given unless requested, so that the broadcast was a complete program within itself.

Unable to clear all the five-minute periods desired, we were forced to buy 15 and 30-minute spots.

With the present radio operation, it is necessary for the political parties to pay the talent usually occupying the preempted program time. In other words, if we bought Thursday night at 10 o'clock from NBC, we would have to pay $18,000 for talent before we purchased the time, or, if we wanted Columbia Monday at 9 o'clock, it would be necessary to buy the full hour, and in addition time charges, pay a $20,000 talent bill. We, therefore, selected the programs with low talent costs in fairly good spots. As a result, some network programs were hit again and again.

Frankly, I don't know the answer to this problem, but it does seem that radio has placed a financial block before political parties that makes it difficult to select adequate time to present an appeal to the voters.

Danger of Bias

During the campaign there were many cries of free speech being restricted. Radio, however, has a problem with some so-called commentators who hide behind the cloak of free speech and are extremely careless about fact. Half-truths, rumor, innuendo, infection, all are tools used by the biased commentator. While commentators should be given full freedom, care must be exercised that they stick to the truth. The commentator problem is one that is going to be a severe one, and some group in radio should begin to study this type of program and have a few answers before the campaign starts.

Care must also be exercised in selecting topics for forum discussions.

This campaign marked the use of the special announcer. It was felt by some of the networks that since the special announcer was paid by the political party, he appeared on a political program that there should be no censorship of his material.

(Continued on Page 56)
Virginia Grants Indicate FCC Trend: Tinsley, Others Are Given Facilities

EMARKING UPON a new policy of allocation by consent rather than litigation, the FCC last week made available agreement resulting in the starting of three new stations in Virginia and improved facilities for three others. New stations were authorized for Staunton and Petersburg, while improved facilities were authorized in Richmond, Charlottesville and Fredericksburg.

The almost unprecedented move resulted from a plan developed by John A. Willoughby, assistant chief engineer in charge of broadcasting, in collaboration with Rosel H. Hyde, assistant general counsel, with approval of the Commission. Discovering technical conflicts that could only result in competitive hearings, Mr. Willoughby called in each applicant and proposed a modification of applications which would make possible the grants without the delays caused by competitive hearings. The proponents con­ented and the Commission at its meeting last Tuesday authorized the grants. It also paved the way for a new daytime station grant in Norfolk.

**Tinsley in Richmond**

Most significant grant was that for what amounts to a new station in Richmond for Thomas G. Tinsley, Jr., president of Eastern Broadcasting Co., which had leased a 10-year lease for WBBL, part-time church station, which will continue to operate at scheduled hours on Sunday and during commercial out, under different call letters, using the remainder of the time.

Charles P. Blackey, former general manager and minor interest holder in WSVA Harrisonburg, Va., was granted a construction permit for a new local station on 1450 kc at Staunton. Outlet will use 250 w power and unlimited hours. Mr. Blackey had relinquished his WSVA affiliations in order to devote fulltime to the development of the new station. Southside Virginia Broadcasting Co., which filed in, was granted 100 w and unlimited time on 1490 kc at Petersburg, was granted that assignment with the execution of a program contract, specifying the production relation­ships that would exist between the networks and the Government.

There appeared to be two schools of thought as to a merger of international facilities. Both favor a corporate structure to operate all international stations, with the stock presumably distributed on a pro rata basis among the private licensees. Tinsley, however, proposes to have the Government maintain a close supervision over all broadcasts by leasing all the time. The stations then would be programmed under State Dept. super­vision.

The other plan would depart from this pattern to the extent of having the Government buy the time at regular commercial rates, and control its own programs. An advisory council would be set up, made up of representatives of the Government, the licensees and the commercial advertisers, and would formulate broad policies under State Dept. guidance.

Some licensees are reported to look with favor on a merger, viewing it from an economic standpoint. Others oppose it. Prior to the war international broadcasting was not profitable, but it was an infant, and mass distribution of receiving sets abroad had not been accomplished.

**Central Committee Proposed**

Looking toward a stable industry, however, the shortwave operators organized a cooperative group in 1941, naming Stanley Rich­ardson now NBC chief in London, C o o r d i n a t o r of International Broadcasting with headquarters in New York. His operators had lined up networks in South America and had sold time on a tentative basis. But the war interrupted international broadcasting prog­ress.

It is understood that both the OWI and C I A A favor pooling of shortwave facilities. Licensees are expected to object vig­orously to any Government agency entering the broadcast field, either via shortwave or domestically. When Tinsley appeared before the Senate Foreign Relations Committee a fortnight ago, he as­serted: "Government's responsibility is not to do the job itself, not to supplant the existing instruments of international communication. Government's responsibility is not to do the job itself, but to conduct the experiment to the end that the job gets done and to help in every way it can to do it."

Former Secretary Hull is known to favor the proposed State Dept. operation or even supervi­sion of international broadcasting. He was a strong advocate, however, of close liaison between his office and the OWI and CIAA, with State Dept. guidance on matters of policy.

Assistant Secretary Clayton will succeed the late Secretary Adolph Berle on the Board of War Communications and will head the State Dept.'s special committee on postwar planning. With reorganiza­tion of the OWI, the Telecommunications Division moved to larger quarters at 1712 G St. N. W.
Nets Need Mending

There’s a lesson for radio advertisers in that fisherman’s chore. Little holes become big holes . . . and the fish get away.

When did you, as an advertiser, last check your radio nets?

Down here in Baltimore a careful check will show you that an independent station is the best buy in this 5-station town.

There are facts to prove that W-I-T-H delivers the greatest number of listeners at the lowest cost.

Hard-boiled facts that delight every sales-minded executive who sees them.

If the fish are getting away . . . maybe there’s a hole in the 6th largest market that needs mending.

With
Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Disc-Turner Showdown Slated Next Week; NABET Unshaken

Mark Woods Pleads for Hands Off Attitude in Telegrams to Ryan and Calvin Smith

SHOWDOWN on the NABET-networks - Petrollo platter-turner dispute will come next week.

With preliminary negotiations completed last Friday between the National Assn. of Broadcast Engineers & Technicians and NBC and Blue and White networks of the NBC affiliate, a new contract to be ready for the parties Tuesday, (Dec. 26), Martin F. O'Donoghue, NABET counsel, advised network attorneys: "If we don't come out of these negotiations with a signed contract covering platter-turners we will walk out of both networks."

NABET President Allen T. Pouley is to submit the contract, an 18-page document carrying many changes in hours, wages, overtime pay, and other adjustments, to the union's bargaining committee for consideration. Negotiations with the networks, looking to final determinations, will be resumed after the New Year holiday.

United Stand Urged

Intense concern over the outcome of the negotiations was apparent in the profession as stations all over the country called for a united stand in opposing James C. Petrollo's efforts to appropriate platter-turning jurisdiction to the AFM despite a Government ruling awarding the jurisdiction to NABET at the two networks.

Although NAB reported 281 telegrams representing approximately 350 stations, urging that the industry stand together in the interest of large and small stations alike, Mark Woods, Blue president, on Wednesday pleaded for a hands-off attitude on the part of the stations.

In telegrams to Calvin J. Smith, manager of KFAC Los Angeles, and J. Harold Ryan, NAB president, Mr. Woods asserted: "The platter-turning issue is question for the Courts to determine in the best interest of all parties and suggest stations take no interest until this can be determined."

In addition to the messages received by NAB, Mr. Smith also received about 50 telegrams from stations on the issue, to which he said he sent a week earlier to all stations requesting they wire Mr. Ryan urging NAB and the networks to suspend negotiations on the National Labor Relations Board decision on the jurisdictional question [Broadcasting, Dec. 18].

On Monday Mr. Ryan communicated to all stations a complete summary of the industry's views as reflected in 233 telegrams received up to that time. In advising its membership of this action, NAB declared:

"If it is recognized that any concessions which NBC and Blue may make with respect to the use of AFM platter turners in the managed and owned stations will constitute a precedent upon which Mr. Petrollo will seek to extend this practice to other radio stations. This objective was clearly expressed in his application to his locals in an open letter in the April issue of the International Musician.

"There is no question in the minds of NAB officers as to the desire of the stations to vigorously resist Mr. Petrollo's demands and the networks involved have been so advised."

Liability to Penalty

NAB reported that the wires received represented a fair cross-section of all stations with respect to power, geographical location of stations and were unanimous in opposition to network compliance with Mr. Petrollo's demands.

Many of the messages, NAB said, declared that surrender on the platter-turner issue would constitute a violation of a Government order and would be an unfair labor practice subjecting network officials to severe penalty under the Wagner act.

Typical of the wires received were:

"From a 50 kw CBS affiliate: Our policy is always to give full recognition to the law. We abide by the decisions of Government agencies including the NLRB. We feel the broadcasting industry should support such policies to the stations."

"From a CBS regional affiliate: Platter-turner issue must be decided right now. NAB must support NLRB in this situation where matter is at stake."

"From a 50 kw OCB affiliate: We feel the entire radio industry, including networks and stations, should uphold NLRB regarding platter turners."

"From a 50 kw NCB affiliate: We honestly think you should openly condemn any negotiations between network and Petrollo on platter-turning issue."

"From a 50 kw NCB affiliate: If we do [Continued on Page 68]

NAM Commercial Rejected by NAB On Ground It is "Controversial" Issue

PLANS OF the National Assn. of Manufacturers to use radio in its current nationwide advertising campaign have hit a snag—the "controversial" clause in the NAB Code.

"Heliconial plan of the NAM was to spend $1,000,000 in newspaper space. A sum of $100,000 was earmarked for radio. About a month ago, William Rainey, Radio Director of the National Industries Information Committee of the NAM, unit charged with conducting the promotional campaign, submitted a commercial radio announcement to the NAB for review.

The announcement was intended to promote distribution of an NAM booklet, 'How Americans Can Earn More, Buy More and Have More.'

The sample continuity stated:

"How can we have the good things we all want for this country after the war? How can we attain them and still keep the great tradition of freedom our forefathers handed down to us? Is there a common ground on which all Americans can come together and work toward our goal of peace and sound prosperity? There is such a common ground. We can achieve in this country a level for all of our people which leaves little doubt as to the answer."

"We want to know more about it—send for the free booklet, 'How Americans Can Earn More, Buy More and Have More'."

This was interpreted by officials at NAB as being controversial, inasmuch as it implied lack of harmony between labor and management. The NAM announced the disbanding of the booklet setting forth the ideals of capital only.

At the present time, it is understood that NAB has not proffered a final opinion in the matter to NAM, but the trend of thinking leaves little doubt as to the answer. Delegates to the meeting of the Sales Managers Executive Committee in Chicago two weeks ago were polled on the subject and, it is reported, rejected the NAM proposal by an overwhelming vote.

Mr. Rainey reported that the continuity had been presented to NBC in the event any new stations are licensed and that it was turned down flatly.

FRANCISCO JOINS J.W.T. IN FEBRUARY

DON FRANCISCO, assistant coordinator in the Office of Coordination of the National Assn. of Broadcasters resigned last week to join J. Walter Thompson Co., New York, as a vice-president and director, effective Feb. 1. His duties have not yet been determined. Mr. Francisco, who has been associated with the Coordinator's office since 1940, formerly was president of Lord & Thomas, New York, previously directed advertising and trade promotion for the California Fruit Growers Exchange.

Neil A. Rockefellar, Coordinator, said that Mr. Francisco had rendered the Government "significant wartime service" for the past four years "at great personal sacrifice." He will continue to serve the office as consultant.

The appointment was made subject to the approval of the NABET-UNION-FROM-FRACTIONARY, with O'Donoghue, an outstanding融据 the reason.

WBW Turns Down Two New Stations

Holds Salt Lake City Outlets Not Essential to War

InAN UNPRECEDENTED action, the War Production Board last week refused to permit construction of two new stations in Salt Lake City, although the FCC had granted construction permits.

Grants were given by the Commission to Abrellia S. Hinkley, George C. Hatch and his wife, Wida Gene, for a fulltime 1 kw regional on 910 kc, and to the Granite District Radio Co., for a local on 1400 kc with 250 w unlimited.

Both stations specified to the FCC that they had all the necessary equipment on hand and the grants were made under the FCC-WPB policy of Jan. 26. Despite that fact, however, both applications for construction were rejected, WPB holding that additional facilities in the Salt Lake City area are not essential to the war.

John Creutz, chief of the Domestic Radio & Radar Division, WPB, admitted that it was the first time any applications had been denied on the basis of inability to ship equipment to the war. WPB, he said, does not attempt to judge the need for additional services in the area, upon which basis the FCC authorized the stations.

"In any case the shipments are a leniency view of these applications," he said.

"In this case field investigations by the WPB, WMC and other war agencies have shown that the additional facilities are not essential to the war effort. Our job is to further the war effort and where we find that the project would not do so we regard it as unnecessary.

Pending before the Commission is a petition of the Granite company, filed Dec. 4, asking that the Hinkley-Hatch grant be set aside. A reply has been filed but no FCC action has been taken. Mrs. Hinkley is the wife of Robert H. Hinkley, director of the Office of Contraband Property Control, former Assistant Secretary of Commerce and former chairman of the Civil Aeronautics Authority.

CBC Conference

POSTWAR jobs, exchange of employees with those of other broadcasting companies, training courses for junior employees and establishment of university courses in audio and audio-visual radio, were among recommendations made at the recent meeting of staff coun-
ells of the Canadian Broadcasting Corp. to the CBC management. Representatives of all employees of the CBC were at the session.

To Sponsor Sinatra

SALES REPRESENTATIVES, Los Angeles, January 3 will sponsor Frank Sinatra on 142 CBS stations, Wed. 9-930 p.m. for Max Factor cosmetics by Smith & Drumm, Los Angeles.
You have to know to design for quality... efficiency... reliability.

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

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

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

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

Look to Federal for complete FM installations... antennas, cables, transmitters, transformers, vacuum tubes... all backed by Federal's name... the name that stands for the best in broadcast equipment.
ROTHSCHILD NAMED MANAGER OF WTD

APPOINTMENT of Walter J. Rothschild as general manager of WTD, Quincy, III., with C. Arthur Fifer as program director, was announced last week by Frank C. Eighmey, secretary-treasurer of Lee Broadcasting Inc., which took over operation of the station Dec. 9, following FCC approval last month. Mr. Eighmey is general manager of KGLO Mason City, la., and also will devote a large share of his time to supervision of WTD.

Mr. Rothschild was first commercial manager and then station manager of WTD. Mr. Fifer formerly served both as general manager and program director. George Sudermann, news analyst, and Nancy Halsor, sales promotion manager of KGLO, have been transferred to WTD to function in similar capacities. Arleen Garri- son has been promoted at KGLO to sales promotion manager.

Stock of Illinois Broadcasting Corp., WTD licensee, was pur- chased from W. Emery Lancaster, attorney, and his associate, by Lee Broadcasting Inc., for $497,500, exclusive of approximately $100,000 in cash surplus. Officers of the new company, in addition to Mr. Eighmey, are Lee P. Loomis, of Mason City, president of Lee Radio Inc., president, and H. R. Duncan, of Des Moines, an attorney, vice-president.

Shortwave Transmitters Are Opened by Canada

FIRST CANADIAN international shortwave transmitter went on the air at Sackville, N. B., on Christmas Day with five hours of programs for Canadian troops overseas. The transmitter had been planned for some years, but early in the war inability to obtain equipment halted development. The two 50 kw transmitters, using RCA equipment, with directional an- tenna to give coverage to Europe, Latin-America and Australia, are being operated by Canadian Broadcasting Corp. for the Canadian government, with a joint committee of the CBC and Dept. of External Affairs looking after programs.

First programs are routed to Europe in English, French, German, Flemish and Dutch. Peter Aylen, formerly CBC liaison officer with government departments at Otta- wa, has been named supervisor. Roy Cahoon, radio facilities engineer in charge of transmitter operations for CBC at Sackville, with Victor J. Bowe, broadcast operator of CBC Watrous, Sask., as assistant engineer. Stations were built at a cost of about $1,000,000.

Frequencies and call letters of the two 50 kw transmitters follow: CKOB 6.09 mc; CKLO 3.86 mc; CKXA 11.705 mc; CKCX 15.19 mc; CKNC 17.92 mc; CHAC 6.16 mc; CHLS 9.61 mc; CHMD 9.64 mc; CHOL 11.72 mc; CHTA 15.22 mc; CHLA 21.71 mc.

EMIL CORWIN, formerly radio di- rector of the CIO Political Action Committee in New York, leaves for the West Coast shortly to join Famous Artists Corp., Beverley Hills, talent agency and film producer. Mr. Cor- win will work with Ruby Cowan in the radio section.
Little Elmer says: "There's no fooling about WGN's leadership in local and national spot business among the major Chicago stations."

**A Clear Channel Station**

CHICAGO 11  ILLINOIS
50,000 WATTS  720 Kilocycles

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.
Allied Radio Preparing Final Coup

Potent in Liberation, ABSIE Working on Morale Collapse

HAVING PROVED a potent weapon in liberating occupied countries, radio is now poised for its biggest job of the war—complete breakdown of German morale. Already there is sufficient evidence to demonstrate that the job can be done, according to Phil Cohen, who was in Washington last week to confer with OWI Overseas Branch officials prior to returning to London to resume direction of the American Broadcasting Station in Europe (ABSIE).

Relentlessly hammering away with incontrovertible testimony of Allied victories, sewing distrust in Nazi internal propaganda, the Allied radio has embarked on an intensive campaign to make it clear to the Germans that “the game is up,” said Mr. Cohen. The OWI, the BBC and the Psychological Warfare Division (PWD) of the Army are coordinating their radio facilities to this end.

Many Techniques

The Allied radio, he explained, is tearing away at the very vitals of the Nazi octopus—the propaganda department—until recently so effective an instrument in creating disunity among the enemy and keeping the home front in the dark. The Goebbels technique doesn’t work any more, or not nearly so well. No longer do the German people accept the Goebbels line at face value, for the Allied radio, now easily heard throughout Germany, is constantly giving them:

Bona fide interviews with German soldiers in Allied prison camps, identifying names and home towns of prisoners.

Reports by German prisoners in America, contradicting Nazi propaganda of destruction of U. S. war plants.

Unmailed letters to families of German soldiers who had left them behind in hasty evacuation.

Views of distinguished and respected Germans, now living in Allied nations, on plans for the rehabilitation and reeducation of Nazified children.

And the people of Germany are listening, sometimes under the very heels of the Gestapo. They no longer have to tune in shortwave stations. The powerful transmitters captured from the Germans send in strong signals on medium wave which come in as clear as local stations.

In captured towns, Mr. Cohen reported, the inhabitants told of adjusting their listening habits to the sound of a Gestapo officer’s heavy boots. When his steps were heard they quickly set the dial to a German station; when the coast was clear, they tuned in BBC or ABSIE or other Allied broadcasts.

The Allied radio gives the German news by anxiously awaiting news of their sons and brothers and husbands. It brings the voices of these men to their families. Their messages, broadcast at the microphone or through transcription, are carried continuously.

In the first conquered towns, Mr. Cohen revealed, the OWI found among the Germans an impressive credibility in the Allied radio. A survey of 600 civilians in Aachen showed 50% believing that everyone listened directly or received news indirectly from listeners. Projected for the whole of Germany, the survey indicated that 70% of the population is covered by the Allied radio. Among foreign workers, where news spreads like wildfire, the coverage is even greater. Incidentally, it is this group which, when Germany is more deeply penetrated, may produce one of the biggest radio stories of the war—the effectiveness of Allied instructions to leave the factories to prepare for the liberation.

The Aachen survey also showed a surprisingly high ratio of listeners to American broadcasts. OWI now has six listeners to BBC’s 10, which considering that ABSIE is but seven months old, that BBC has more powerful transmitters and was for a long time the only Allied voice, is indeed a tribute to The Voice of America, Mr. Cohen pointed out.

ABSIE goes on the air from 5:30 p.m. to 2 a.m. with straight news, SHAEF communiques and instructions and rebroadcasts of American shortwave programs. The station, comprising two 50 kw medium wave and three 50 kw shortwave transmitters, serves as America’s official channel in Allied psychological warfare. Its principal function is to facilitate the defeat of Germany. Its secondary role is to inform the people in the European theatre on American affairs. A rebroadcast of the election, originating in various languages from OWI offices in New York, relayed by Radio Luxembourg, was a major service provided by ABSIE.

An interesting fact about ABSIE and one little realized, Mr. Cohen brought out, is that the station is partly a British reverse lend-lease (Continued on page 22)
WHY PORTLAND, OREGON PEOPLE PREFER KGW

MRS. HARRY GEORGE......PRESIDENT OF THE OREGON CONGRESS OF PARENTS AND TEACHERS

SAYS... "We are very proud of Mrs. Della Rogers and her award from the Chicago School Broadcast Conference, for her classroom use of one of the series of special school broadcasts. Social studies become warmly alive to the children through the work done by Mrs. Rogers and other Portland teachers in cleverly utilizing the radio programs. The in-school listening programs written and produced by station KGW for release every day through our official school station KBPS are an invaluable aid to learning. This is a use of radio that makes a very real contribution to the community, and is, I believe, public service of the highest type."

Students in Mrs. Rogers' class listen to one of the special school broadcasts produced and written by station KGW, released over the official school station every Tuesday.

As part of language and art work, the students rehearse for an episode of "Story Book Land" which they'll present over KBPS for primary and kindergarten pupils.

Mrs. Della Rogers, eight grade teacher in Alameda school, Portland, who recently won the first award in the ANNUAL CLASSROOM USE OF RADIO COMPETITION from the 8th annual School Broadcast Conference held in Chicago.
arrangement. Some of the equipment was sent over by OWI, but the station was built largely by the British and British engineers operate the transmitters. When the war ends, ABSIE's functions will cease and the station will probably revert to the British.

Radio Luxembourg, captured intact in October through the ingenuity of Robert M. Pierce while serving with OWI as Chief Engineer in Europe, is now being used essentially as a tactical weapon by the PWD in conjunction with military operations, Mr. Cohen said. The Germans have been exerting desperate efforts to jam the station, with some success.

American radio men attached to the station, Mr. Cohen reported, include: Lt. Col. Sam Rosenbaum, former manager of WFIL Philadelphia; Wendell Adams, formerly with CBS; Don Drenner, chief engineer; Ed Cofel, former manager, Atlantic Network.

Among the personnel on ABSIE are Robert T. Pennebaker, chief engineer; Oliver Nicoll, program director; Sgt. Marc Blitstein, in charge of music; Jack Stapp, formerly with WSM Nashville, in charge of sports events.

Another AFN Station

AMERICAN Forces Network, moving up to the AEF on the road to Berlin, opened another station on the continent Dec. 9, according to Western News received from the European Theatre. This brings the number of AFN stations on the European Continent to four, all bringing entertainment to the Allied armies in the field. The relays air the top programs of the AFN in the United Kingdom and, in addition, also broadcast their own "local" programs. Personnel of the latest AFN station includes announcers: Sgt. John McNamara, Capt. Ben Hoberman, and engineers Phil Erz Guttman Jr., Paul Cutting, Vernon Wexler.

Republic Drive

REPUBLIC PICTURES Corp., New York, backed up the New York premier of "Lake Placid Serenade" with spot announcements and a transcribed five-minute program over CBS, ABC, Mutual, and Network stations. The mystery program, opening at Lake Placid, New York sports result, Dec. 26, is being advertised via a total of 45 one-minute spots on WMBZ Saranac and WMFP Plattsburgh, with three special quarter-hour shows made at the Lake Placid Club and the Olympic Arena broadcast three times Dec. 18-Dec. 25 on both stations. Agency is Donahue & Coe Inc., New York.

P&G Announces Shifts

PROCTOR & GAMBLE Co., Cincinnati, in a reorganization of its network schedule, has discarded plans to sponsor a test program for Ivory and Oxydol. "Let's Listen to Spencer," on 13 CBS stations, Monday through Friday 7:30-7:50 p.m. With P&G discontinuing "I Love a Mystery" on 73 CBS stations five times weekly from 7-7:15 p.m. original plans were to expand the Kirkwood program to 60 of the stations, with the test show to be carried on the remaining 13 east-coast and mid-west stations. The Kirkwood show, instead, will replace the mystery program on all 73 CBS stations. Agency is Compton Adv., New York.

P&G on Jan. 8 will shift its Camay soap program, Perry Mason, heard on 46 CBS stations, Monday through Friday, 2:45-3 p.m. to the 2:30-3:45 p.m. Monday through Friday period, currently occupied by Young Dr. Malone program, which is being discontinued by General Foods Corp on Jan. 5. According to a spokesman of Benton & Bowles, New York, P&G is considering Young Dr. Malone, but no decision has been reached as of last week. Agency for P&G's Camay soap is Pedler & Ryan.

CBC Hits Horror Shows

CANADIAN broadcasting stations are being urged by the CBC not to renew "horror program" contracts. There has been considerable public opinion in recent months in Canada against this type of program, most of which are heard by children. The Parliamentary Radio Committee in its 1944 report urged the elimination of horror programs, soap operas and medicine shows. The CAB is making a survey of children's programs through its program committee, headed by Gernery Gaeta, CKRC Winnipeg. The CAB is also endeavoring to find concrete cases of this type of program contributing to child delinquency.
"Sunday at 4:30," sponsored by The First National Bank of Boston, being broadcast over WBZ from the Boston Opera House, which seats 3,000 people. The program is on WBZ for a half-hour with a half-hour carry-over for the benefit of the studio audience. Entire hour is carried on WBZ-FM. A symphonic orchestra of 45 pieces with Arthur Fiedler conducting... Boston's largest live-talent program... presented by an advertiser new to radio.

The First National Bank of Boston (New England's oldest and largest banking institution) and its advertising agency (Batten, Barton, Durstine & Osborn) wanted a dignified type of program... something of network quality to be broadcast locally.

WBZ supplied the idea and produced the program called "Sunday at 4:30," which bids fair to set a new high in non-network broadcasts. The bank's depositors clamor for tickets to the opera house each week, which is filled before air time.

The First National Bank of Boston is one of the country's 10 largest, with branches in Latin America, and 22 offices in Boston alone. WBZ is proud to cooperate with the sponsor and the agency... pleased to bring such a program to countless music-lovers in New England.

Information on other availabilities from NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WOWO • WGL • WBZ • WBZA
THE BUSINESS OF BROADCASTING

Planters on WGES

PLANTERS EDIBLE OIL Co., Suffolk, Va., on Dec. 10 began sponsorship of a half-hour show Musical Follies, Sunday on WGES Chicago. Contract for 28 weeks was placed by Goodkind, Jolico & Morgan, Chicago.

Planter's More

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., has started participation in Funtastic Foods, half-hour show, 5 times weekly on WLS Chicago. Contract for 28 weeks was placed by Goodkind, Jolico & Morgan, Chicago.

Levin Appointed

CHICAGO SYMPHONY ORCHESTRA has appointed the W. Bruce Levin Or., Chicago, radio agent and producer, to handle commercial radio commitments.

* * *

Merry Christmas to all of you from all of us We know everything can't be as you like it, to feel it's a truly Merry Christmas. But each and every one of us still has much to be grateful for — even in this year of war and sacrifice. So season's greetings to you and may your next Christmas be a Christmas of Peace.

Merry Christmas

Nationally Represented by WEED & COMPANY

BUFFALO Courier-Express Station

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Canada Group Meets

ANNUAL meeting of managers of Taylor-Pearson-Carron stations throughout Canada was held in Vancouver. Those attending included: E. A. Carson, CPAC Calgary; H. R. Taylor and H. E. Pearson, CJCA Edmonton; G. F. Herbert, All-Canadian Radio Station; Toronto A. Hol- stead and F. H. Pidcock, CJWX Vancouver; Gerry Geerts, CJIB Windsor; H. C. Johnson, CJBC Regina; N. Batterier, CJGC Lethbridge; Bert Carlson, CPAC Calgary; Gordon Henry, CJCA Edmonton; Eric Avie, CJAT Trail; M. V. Chan- nel, CJTV Victoria; Doris Brooks, CPAC Cal- gary. A meeting of commercial and pro- duction managers of this group of stations is to be held at Calgary Jan. 8-11.

New Sport Shows

SOME INDOOR and radio sports are broadcast in two sponsored programs on KMBC Kansas City, Mo., by Sam Milden, owner of Mayflower Hotels. Sports director is the Ring Sports On-air, sponsored every Fri- day night by the men's shop of Food's Store, is divided into three parts. In Ring 1, Monday night's exciting fight is going on; Ring 2 recalls an ann inuous sports story, Ring 3 is devoted to unusual sport happenings. The second program, Sunday Morning Sports Huddles, sponsored Sunday morning by the Rothen- berg & Rothenberg Co., consists of sport news, previews of coming events and inter- views.

WOR Recruiting

WOR New York, in cooperation with the Army Service Forces, last week started an intensive campaign to recruit war workers for New York, New Jersey, Connecticut and Delaware. Series of spot an- nouncements on both sustaining and com- mercial time name critical plants in need of manpower, describes available jobs, number needed, and method of applying. Station is also carrying five-minute live talks by Army manpower and labor repre- sentatives at various intervals during the day, talks recorded for later use. Appeals started Dec. 20.

$6,000,000 In Bonds

JERRY LAW, record m.o. of WMCA New York, has raised a total of $6,000,000 in War Bond pledges and sales early last week from an hour-long, "Victory Ame- nity" Dec. 15. Station offered perfumes, hats, dresses and war mementoes, includ- ing a military pass bearing the signature of Abraham Lincoln, this article drawing a bid of $5,000,000 from Real D'Urth, Brooklyn. Bids were still coming in for some objects last week from listeners.

20th Anniversary

CELEBRATION of 20th anniversary for KLAS Lincoln, Neb., was highlighted by a full week series of talent-search programs, conducted with extensive air and newspa- per promotion and support throughout the KFAB area. KFAB alumni also participat- ed on many programs, some via trans- mitted messages. Originally operating with 200 w, outlet now owns 10,000 w and has studios in both Omaha and Lincoln.

WING Commanded

WING Dayton and the RAF have been commended by the War Finance Division of the War Finance Campaign. Representing support and publicity in behalf of Dayton's largest downtown War Stamp booth, which has totaled $2,726,000 in stamp sales since Pearl Harbor.

Open New York Office

NEBLET RADIO PRODUCTIONS, Chi- cago, will open a New York office Jan. 1. Mort Jacobson, Chicago, company's new legal advisor for Johnnie Neblett, has left for New York to make necessary arrange- ments.

Too Many People

SANTA CLAUS exhibit at a local Knox- ville, Tenn., department store, from which Santa broadcast interviews with children on the store's program, over WNOX, drew such large throngs that the broadcast had to be shifted to the WNOX auditorium.

WLAW Exclusive

WLAW Lawrence, Mass., carried the speaking program during a testimonial luncheon for Gov. Leverett Saltonstall of Mass- achusetts, Senator-elect, and Mayor Maurice J. Tobin of Boston, Governor-elect at the Lions Club of Boston.

Wall Chart

STANDARD RATE & DATA celebrates its 25th anniversary with a wall chart on which are presented milestones of adver- tising progress since the 15th Century.

WCOB Annotated

WCOB Columbus, S. C., Blue Network affiliate, has appointed Howard H. Wilson Co. as national sales representatives effective Jan. 1.

WEBR BROADCASTING HOUSE

BUFFALO Courier-Express Station
The Brands that sell are those advertised on WBAL
NEWS TIME IS

KXOK
SAINT LOUIS - 1, MISSOURI

630 Kilocycles • 5000 Watts—FULL TIME • BASIC BLUE NETWORK
Owned and Operated by the St. Louis Star-Times
AFFILIATED WITH KFRU, COLUMBIA, MISSOURI

REPRESENTED BY JOHN BLAIR & COMPANY • OFFICES IN NE
News time holds a place of high importance in the life of every American these days . . . for what American isn’t news-hungry? That’s one reason why Dr. Bertram L. Hughes, news analyst, commands the attention and respect of KXOK listeners.

Dr. Hughes possesses a rich and varied background of education and experience . . . another reason why listeners appreciate his news analyses.

Born in England, educated in America, a world traveler, lecturer and instructor of English Composition and Literature at three well known Eastern colleges, Dr. Hughes started his radio career in 1929. His ability to analyze and present the news has attracted a large and consistent audience to his broadcasts.

When big news is breaking, Dr. Hughes is ready with his news analysis for an extensive audience of appreciative listeners. With a program as important as news, small wonder Dr. Hughes is such a welcome visitor in thousands of homes in the rich, Mid-Mississippi Valley KXOK listening area . . . homes to which you want to carry your message and sell your product.

You can make Dr. Hughes’ program your entree to this extensive home audience. Ask a KXOK or JOHN BLAIR Representative for complete details.
Measurement Bureau, Postwar Planning
On Agenda for NAB District Meetings

WITH a tentative agenda announced last week, the forthcoming NAB district meetings will devote considerable time to the new Broadcast Measurement Bureau, labor and music problems, broadcast advertising and postwar planning.

Hotels for the first group of district meetings, opening Jan. 15 in Memphis and closing Feb. 16 in Pittsburgh, have been arranged. In several cities NAB officials have been invited to address chamber of commerce and civic organizations at luncheon and dinner meetings.

Ryan to CAB Meeting
President J. Harold Ryan of the NAB who will attend all sessions except those in Minneapolis and Pittsburgh, is scheduled to address the Kansas City Chamber of Commerce at a luncheon Feb. 7 and Lewis H. Avery, director of Broadcast Advertising, will speak at the Kansas City Rotary Club luncheon Feb. 8.

Mr. Ryan will leave the district circuit at the Kansas City meeting to attend the annual convention of the Canadian Assn. of Broadcasters in Quebec Feb. 12-15. C. E. Arney Jr., NAB secretary-treasurer, will take over the president’s seat at the Minneapolis and Pittsburgh meetings. Scheduled to participate in a combined network broadcast starting of the annual Mile of Dimes, infantile paralysis fund on Feb. 14, it was still uncertain whether Mr. Ryan would arrive in Memphis in time for the first day’s meeting, or whether arrangements could be made for him to broadcast from Memphis.

District directors will preside at all meetings, with district chairmen of the public relations, program and other committees whose problems are discussed, leading their respective conferences. In notices last week to district directors, Mr. Arney urged all those planning to attend the sessions to make hotel reservations immediately. Following are the hotels for the first group of meetings:

District 6, Memphis, Jan. 15-16—Peabody; District 13, Dallas, Jan. 17-18—Daly; District 16, Los Angeles, Jan. 22-23—Hillmore; District 18, San Francisco, Jan. 26-27—Fairmont; District 17, Portland, Ore., Jan. 29-30—Benson.

District 14, Salt Lake City, Feb. 1-2—Club; District 10-12, Kansas City, Feb. 7-8—Muehlebach; District 11, Minneapolis, Feb. 12-15—Nicolett; District 3, Pittsburgh, Feb. 15-16—William Penn.

The following tentative agenda has been set up, subject to minor changes.

First Day
9 a.m.—Registration.
10 a.m.—Call to order by district director and appointment of committees.
10:15 a.m.—President Ryan presents NAB postwar plans.
11:15 a.m.—Public Relations (to be led by John Morgan Davis, NAB labor relations counsel, at meetings he is able to attend).
12:30 p.m.—Biloxi.
2 p.m.—Broadcast Measurement Bureau.
4 p.m.—Public Relations (to be led by district public relations chairman).
4:30 p.m.—Program Directors (to be led by district program chairman).

Second Day
10 a.m.—Engineering session (tentative).
10:45 a.m.—Music.
1-1:30 p.m.—President’s address.
1:30 p.m.—General discussion.
2:15 p.m.—Comfort and related problems.
3:30 p.m.—Radio and related problems.
4:15 p.m.—Program Directors.
5:45 p.m.—Public Relations.
7 p.m.—Sales conference, led by Lewis H. Avery, NAB Director of Broadcast Advertising.

CAB Meeting to Discuss Broadcast Measurement
PUBLIC RELATIONS, public service broadcasting and the Bureau of Broadcast Measurement will be discussed at the annual convention of the Canadian Assn. of Broadcasters to be held Feb. 15-14 at the Chateau Frontenac, Quebec. A report on the operations of BSM, started at the 1944 convention of the CAB, will be made at an open meeting of the BMM during one afternoon of the three-day meet. About half the Canadian broadcasters are now members of BMM and reports are being received now on the surveys made by the organization.

Other Canadian broadcasting problems will be aired at the meeting, including plans to further develop public service broadcasting. A feature of the forthcoming convention will be that there will be only one dinner speaker.

OWI PACKET, WEEK JAN. 15

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 16. OWI transcriptions contain six 60-second announcements suitable for sponsorship and three 20-second sound breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

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See OWI Schedule of War Message 143 for names and time of programs carrying war messages under National Spot and Network Allocation plans.

BROADCASTING • Broadcast Advertising
Fadiman to the Farm...

Clifton Fadiman is a smart guy.

That's why he's in the question and answer slot of Information Please.

He and his jovial colleagues know all the answers to a lot of questions never before raised by most of the audience served by WSM.

This isn't because WSM's country audience is illiterate. They've just been busy, on the farm, and in rural America.

Most of our rural audience had never heard of the New Yorker (except when Fadiman was billed as its book-reviewer on Information Please). Few of them had ever heard of the Cincinnati REDS or the New York YANKEES, until their sons went off to pitch a couple of World Series victories and they were given two-way tickets.

But along came radio.

Clear-channel radio.

Now they know

... about OPA and inflation; the Opera and Bob Hope, and his horse-loving friend, Crosby; bonds and Barrymore; weather and markets; Fibber McGee and Molly; war and peace; facts and knowledge never before heard, or available, in rural America.

Fadiman has come to the farm ... .

Through clear channel broadcasting.

He can get there through no other means.

That is why clear channel broadcasting has such an important social mission to perform.

To bring the interests and culture of city people to the farm; to bring the problems and culture of the farm folk to the city; to unify the two great segments of our nation through mutual understanding of urban and rural.

That is our great mission as a broadcaster.

This is WSM.

650 KILOCYCLES

NBC Affiliate

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co.

Broadcast Advertising

Nashville, Tenn.

December 25, 1944 • Page 31
Advertisers write our ads!

"I have been delighted, amazed and flabbergasted many times in the past by how well your station has pulled mail returns, but never have I been more excited over what you have done than when I saw your reports for Wednesday, October 25. I not only want to congratulate you but also want to express my sincere thanks for producing such terrific returns."

Thank you and Happy New Year to all!

NAB Backs Council On Air Journalism Educators, Men in Industry Named to 10 Man Committee MARKING the first formal alliance of educators and broadcasters looking toward better newscasts, a Council on Radio Journalism will be formed in Chicago Jan. 25, following the first 1945 meeting of the NAB News Committee, it was learned last week.

Five educators and five members of the radio profession will comprise the Council, which is the result of nearly two years of study and planning. Purposes of the new organization include the study of newscasts and recommendations for improvements in radio news reporting, writing, editing and presentation. The Council also hopes to establish acceptable minimum standards for education in radio journalism.

Group Meets Jan. 21 Karl Koerper of KMBC Kansas City, chairman of the NAB News Committee, has called his meeting for Jan. 24 at the Palmer House, Chicago. The Council will be formally organized the following day at the LaSalle Hotel, Chicago.

Members of the NAB News Committee, in addition to Chairman Koerper, are: William Brooks, NBC New York; H. K. Carpenter, WHK Cleveland; Rex G. Howell, KFXJ Grand Junction, Colo.; L. Spencer Mitchell, WDAE Tampa; E. R. Vadeboncoeur, WSYR Syracuse; Paul White, CBS New York.

Educators on the Council on Radio Journalism will be: Floyd Basking, Emory U., Atlanta; Mitchell Charnley, U. of Minnesota, Minneapolis; Wilbur Schramm, State U. of Iowa, Iowa City; F. S. Selbert, U. of Illinois, Urbana, president of the American Assn. of Schools & Depts. of Journalism.

Representing radio on the Council will be Messrs. Koerper, Brooks, Vadeboncoeur, White and Arthur Stringer, NAB Director of Promotion.

VOICE FOR CHRISTMAS
Gammack Interviewed Local
-Boys for KRNT, WNAX-
SPECIAL Christmas program, originating on the European battlefields was broadcast on KRNT Des Moines and WNAX Yankton, S. D., both Cowles stations, heard 12:15-12:45 p.m. (CST) on Christmas Day. Gordon Gammack, a Des Moines Register and Tribune correspondent, interviewed service men for the stations.

The men taking part are from regions covered by the two stations, and are now with the Seventh Army. The program was carried directly from the battlefield to KRNT and WNAX and recorded at the stations so that a recording of each voice could be given to the men's families after the broadcast.

MARKING THE FIRST time a Milwaukee department store has used the services of an advertising agency, Ed Schuster & Co. has named as agency Cramer-Krasselt Co., whose continuity writer Elizabeth Taft (l) goes over the script of The Feminine Viewpoint, five times weekly women's program on WISN, with "Carla," the commentator. Other Schuster programs include a daily newscast on WTMJ, an evening news program and a half-hour musical on WMFM and spot schedules on all three stations.

Radio News is Well Read
Cleveland Poll Shows RADIO programs and radio news in the Cleveland News "are exceedingly well read" the Advertising Research Foundation reported in its analysis of that newspaper's readership, the 75th study of the continuing study of newspaper reading. "The column of comment established a new high (Men—39%, Women—60%) for this type of news," the report said. "The previous top rating was recorded at 33% for men and 41% for women. The radio program listings also established a new high for women." Radio programs or news were read by 69% of the men and 83% of the women interviewed, well above the median figures, of 49% of the men and 52% of the women for all studies to date. Radio also rates high in the readers' use of national advertising columns, with the ads best read by women that of WGN, which attracted 36% of the women readers.

Peabody Deadline
DEADLINE for the 1944 George Foster Peabody Awards is Jan. 31, 1944. The awards, which will be made under seven classifications, (BROADCASTING, Sept. 11) may be submitted by stations, networks, radio editors of publications, listener groups, or any person or organization wishing to direct attention of the Peabody board to a special program. Committee headquarters are at the U. of Georgia, Athens, Ga.

duPont Deadline DEC. 31 is the last day on which entries for the Alfred I. duPont Radio Awards can be received for 1944, it was announced last week. Prizes consist of three $1,000 awards, one to a large station, one to a small station, and one to a commentator. Inquiries should be addressed to W. H. Goodman, Secretary of Committee of Awards, Alfred I. duPont Radio Awards Foundation, P. O. Box 720, Jacksonville, Fla.
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.

MERRY CHRISTMAS

KHQ

HAPPY NEW YEAR

Broadcast Advertising

December 25, 1944 · Page 33
**Merchandising & Promotion**

**Drug Trade Plan—Youth Series Promotion**

**Disc Reference—Listener Bonus**

**KWK Data**

KWK St. Louis has issued a promotion piece titled “A Whale of a Job” which shows the audience loyalty ratings and sales for sponsors of Rush Hughes’ Song & Dance Parade, heard 10-12 noon daily. Brochure also gives data on Hughes’ First Five evening program, 6:15-7 daily.

**WMBD Promotion**

THROUGH medium of a promotion brochure, WMBD Peoria outlines post-war possibilities stressing the lack of savings with which the people can buy products when they are once more available. Booklet has cartoon-type illustrations.

used as a pattern for similar merchandising in the retail food field.

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**Youth Series Promotion**

NBC Radio Recording Division’s series based on the Leather Stocking Tales of James Fenimore Cooper, was created in response to agitation by educational groups, women’s clubs and other organizations campaigning for better programs for children, according to Claude Harter, manager of syndicated sales. There are 30 programs on The Deer slayer and 39 on The Last of the Mohicans in the series titled Destiny Trails, by arrangement with the publisher of Classic Comics, full-color comic books on each of the stories being supplied for use as promotional aids to stations and sponsors.

Additional reference materials counter and window display cards, poster stamps, recording announcement, promotional releases, “spotlight” ads, mats and photos of all members of the cast, and a promotion and publicity guide.

**Disc Reference**

In “Disc Data,” a loose-leaf notebook prepared for its licensees by Broadcast Music Inc., each page is given over to an individual artist whose recordings are BMI-licensed, easing the task of the station building a program around one band-leader or ijy. Each page gives a brief biography of the artist and commentary on his work, listing the BMI tunes he has recorded, disc manufacturers and number. Initial batch of 23 sheets will be followed each month by ten additional leaves. New recordings will be listed on gummed paper, which may be attached to the artist’s sheet.

**WQXR Presentation**

WQXR New York has released a double-fold presentation tying in the station ads which appear daily in the New York Times, WQXR owner. Audience-building promotion in the Times, the folder points out, is one of the station’s three-way services to advertisers, in addition to AM broadcasting and FM service on WQXQ which carries all WQXR programs between 3 p.m. and midnight. Title is “3,519,600 Impressions a Week,” representing the number of potential listeners reached by the ads on the basis of Times circulation averages for the half-year ending last September.

**WJW Listener Bonus**

WJW Cleveland in a Christmas contest is inviting its listeners to send in postal cards telling what they think of the station, with suggestions as to improvements. A total of 6,500 will be distributed to Clevelanders whose cards are judged best. Grand prize is a $3,000 War Bond, plus 222 other prizes, the last 100 being awards of $5.50 each, standing for 500 on the dial.

**Fifteenth Edition**

FIFTEENTH EDITION of the WLS Chicago Family Album is a 48-page pictorial view of the entire WLS organization and is now being mailed to listeners who have requested the 1945 book. Published this year in color, black and white photographs and a four-color cover signifying the average young family is featured. WLS.

**WHBQ Promotion**

PAPER BACK hearing promotion slogs for The News and Gabriel Heatter have been distributed by WHBQ Memphis to local retail stores. WHBQ is also promoting various thrill shows such as Results Inc. and Mysterious Traveler via appropriately costumed pedestrians. A WHBQ “walking microphone” is also regularly employed.

**CFCCF Brochure**

TITLED “The Established Bridgehead,” new promotion brochure of CFCCF Montreal is designed to acquaint readers with the present-day characteristics of one of Canada’s largest and richest markets.
Welcome

"The BIG Farmer of the Central States"

KFAB
LINCOLN OMAHA BASIC COLUMBIA
110 KC-10,000 WATTS
Hugh Feltis, General Manager

PAUL H. RAYMER COMPANY
Radio
STATION REPRESENTATIVES
NEW YORK
CHICAGO DETROIT
SAN FRANCISCO LOS ANGELES
Crack Down Crackup?

IS THE CRACK-DOWN era in radio regulation over? Is that question being answered by deed rather than word at the FCC these days?

Last week the FCC announced in a routine release that five applications involving local stations in Virginia had been granted—two of them for new stations, and the remainder for improved assignments. The lachononic release did not crow.

What wasn't told was that the Engineering Department, through Assistant Chief Engineer John A. Willoughby, who recently assumed that post, saw a way of improving Virginia radio service. The applications as filed, however, couldn't be granted because of technical conflicts. So, a consultation withRoss R. Hyde, assistant general counsel for broadcasting, and with the Commission's consent, each applicant was called in for conference. Each was told what could be done. The assignments were revised by consent. And all were granted.

That's regulation by cooperation. It's a far cry from what has happened in the past. A week before the FCC adopted an interpretation of the sponsor identity rule in collaboration with the NAB. It wasn't so far back that mere mention of the trade association was anathema at the FCC.

Cooperation helps the public, saves time, money and manpower, and avoids injured feelings, frayed nerves, back-biting and sundry controversy.

There has been so much bickering at home in the midst of great striving toward a common goal of peace that to find harmony within our own sphere is to uncover a lodestone vein worth working.

Broadcaster's Business

EVERY BROADCASTER—NAB member and nonmember alike—should attend sessions of the forthcoming NAB district meetings dealing with the FCC and Technical Management Bureau. After years of contention as to the best method of measuring audience, the NAB, ANA and AAAA have agreed upon a plan that promises to provide the long sought yardstick.

Radio's most important days lie ahead. President J. Harold Ryan will unfold the story at the district meetings. He will be flanked by experts—men who participated in the development of the plan.

Since announcement of BMB, certain newspaper groups have been taking pot-shots at it. That's a hopeful sign that we're not only on the right course, but pretty close to the destination.

There may be bugs in the plan. There's still time to catch them. Who better to tackle the job than the broadcaster himself? Broadcasting is his business.

Out of these district meetings and forum discussions will come ideas for improvements. One we would like to see develop is a term more sacrosanct than "coverage" or "circulation" as applied to radio. There may not be a word for but certainly one could be coined. Any ideas?

Specious Talk

PRECISE function of the advertising agency in the development of programs—network and station alike—has been a serious bone of contention since radio's early days. The agency that knows its radio has been much in demand. The simple answer is that radio has outstripped all other media in results.

Thus, many agencies have gone to ends unheard of in their efforts to exploit radio business—ends never even approached in the printed media. They have set up studios and transcription laboratories and fullscale producing and programming units. They have gone into the show business.

Thus, there is understandable zeal and enterprise. But some of the agencies essay to go beyond. They want to control the very time they use. There they lose sight of the difference between radio and the older, more prosaic media. The station, as licensee, is responsible for what goes over its assigned wave. It must judge the propriety of commercials. It must balance the schedule.

The independently-owned affiliate cannot permit its program structure to be built in New York or Chicago or Hollywood. (A newspaper can't publish with syndicated features alone.) There must be the local identity and the civic content and the self-expression on the community which give the station stature and prestige locally.

Happily, there is a trend away from the agency "repeater-station" concept. More and more stations are declaring their independence. The move away from overdoses of transcription and the increased reliance on program depart- ments is another. Recent moves of the networks to balance schedules are heartening.

The agency has a definite and important role in radio. Giant strides made by radio in the quarter-century of its existence in no small way can be ascribed to agency know-how and admitted genius of some experts. The question is the limit to which they should be allowed to go in the interest of good radio.

The topic is revived with the imminent advent of television, offering as it will a new but vastly more intricate medium. Should agencies become the producers of television programs across the board? Will they be in a position to perform even as well as the program department? Cooperative efforts may be the answer.

Agencies already are pondering these points. The American Assn. of Advertising Agencies has created a special committee on television. At a recent meeting these very questions were raised. As to commissions, the Committee concluded the 15% base would be the "minimum" agencies would require.

But on the more important point of video production, the Committee concluded:

from an advertising standpoint, it would not be desirable to have the radio stations develop and control television programs.

Such a mandate is presumptuous, objectionable and dangerous. It may be many months before the AAAA has an opportunity to debate it as applied to television. But even as applied to standard broadcasting it is unconscionable, unsound, and fallacious in theory.

The station licensee (the network is licensed through its key stations) alone is responsible for program content or reject or identify programs offered. But he will not and cannot surrender "control" to anyone anytime.

Our Respects To

WILTON EARLE HALL

When Congress adjourned sine die last week, Sen. Wilton E. Hall, Anderson, S.C., concluded his brief public career but he won't pass into oblivion, his friends say. His interest in public affairs resulted in his appointment by Gov. Olin D. Johnston to fill the unexpired term of the late Sen. Ellison D. (Cotton Ed) Smith.

Owner of WAIM and publisher of the Anderson Independent and Daily Mail, Sen. Hall has served his State as presidential elect. His interest in civic affairs as well as his news sense are reflected in the station and the papers to such an extent that the Independent and the Daily Mail twice have won the U. of Missouri's Journalism School's award for outstanding community service. They are the only papers ever to receive the award twice.

Nine years ago Wilton Hall established the first CBS outlet in South Carolina, WAIM Anderson.

WAIM uses the same formula employed by the Hall newspapers for the ultimate in service—localized usefulness. The emphasis is on local news, local events, happenings of local interest. Although WAIM was the first station in South Carolina to use CBS network programs, it never misses a chance to cover outstanding local happenings, to build a program around the taste of the listeners in the immediate area. Results show that the listeners depend upon this type of service, and are loyal to it and to the advertiser as well.

Two years ago, Northwestern U. selected WAIM for its first listenership study. "The results lend weight to logic that newspapermen have made a contribution to the radio industry," Sen. Hall said at the time the results were published, "and that a local station cannot be duplicated. Just as the metropolitan newspaper cannot take the place of the well edited community dailies ... there is a growing conviction that a well-managed local radio station can build up and maintain a loyal audience which depends upon it exclusively for a comparable service in the field of radio."

In 1924, when Sen. Hall started the Anderson Independent, he was the youngest newspaper publisher in South Carolina. —22. Later, the Independent acquired the Anderson Daily Tribune and the Daily Mail, morning and afternoon competitors.

His Scotch-Irish-English forebears settled in Anderson County, S. C., in the pioneering days and Hall township was named after them.

His grandfather was a captain in the War Between the States and his father helped

(Continued on page 40)
the thrills of the concert...

the comfort of home........

WHEN WISCONSIN TUNES TO WMFM

Wisconsin listeners have found a new meaning in radio since WMFM pioneered the first FM station west of the Alleghenies. The living room easy chair is now a front row seat at the concert. Tones and overtones never before heard on radio now come full and rich and clear. Static and interference have vanished. With this technical superiority has come a new and improved programming plan. Together, these factors have made WMFM a pleasant listening habit in thousands of Wisconsin homes. To the facts about WMFM and its listener loyalty, must be added the prestige-building, sales-promoting job that WMFM is doing for an impressive list of national and local accounts in a variety of fields.

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

WMFM

THE MILWAUKEE JOURNAL FM STATION
From its transmitter at Mt. Mitchell, topmost point east of the Rockies, North Carolina’s PIONEER FM station serves listeners in seven states ... an ideal test market for advertisers who’d like to “sample” FM now as a guide to post-war plans.

Affiliated With

WSJS
WINSTON-SALEM

Both
Represented by
HEADLEY-REED COMPANY

Streibert Elected President of WOR

JOINED STATION IN 1933 AS AID TO THE PRESIDENT

THEODORE C. STREIBERT, vice-president of Bamberger Broadcasting Service Inc., owner and operator of WOR New York and its FM affiliate, WBM, and general manager of the Mutual Broadcasting System, was elected president of the corporation at a board of directors meeting last Monday. Mr. Streibert joins Alfred A. Loomis, who was elected chairman of the board, filling a vacancy created by the resignation of Jack I. Straus. Mr. Straus, who is president of R. H. Macy & Co., owner of the Bamberger Broadcasting Service, continues as a member of the board.

Mr. Streibert joined WOR in 1933 as assistant to the president, leaving the post of assistant dean of the Harvard Business School, which he had held for five years. In 1936 he was elected to the board and in 1936 he became vice-president and general manager. He is also executive vice-president of the Mutual Network.

The Mutual Network started with WOR as publicity man at its inception in 1922. In 1928 he was made general manager and in 1933 was elected president. When Mutual was formed in 1934, he was chosen chairman of the board, which post he has held since that time.

Our Respects to

(Continued from page 38)
organize the Red Shirts who were instrumental in bringing the Reconstruction government. Born in Starr, S. C., on March 11, 1901, Sen Hall married the former Mary Libby, also of South Carolina. They have four children.

Active in civic enterprises, Sen. Hall is vice-president of the South Carolina Press Assn., chairman of the Anderson County War Finance Committee, former chairman of the South Carolina State Planning Board, and former president of the Anderson Co. Chamber of Commerce. He is a member of Sigma Delta Chi, honorary professional journalistic fraternity and studied law at Furman U.

His hobbies cover a wide range of interests, beginning with the betterment of the community, and going on to sweet potato raising. To encourage the farmers of the section to grow more “sweets” he built a 40-ton bushel sweet potato curing house. Outdoor cooking holds a special attraction for him and he often takes the family dinner to their lovely backyard in Anderson and broils it over charcoal. He goes in for pedigreed hogs, too, along with whiteface Hereford cattle.

WOR Sales Staff Shifts

Follow Seebach’s Leave

JULIUS F. SEEBACH, vice-president in charge of programs of WOR New York, will take a six-month leave from that position beginning Jan. 1 to attend to “urgent business requiring his presence at his farm near Louisville, Ky.”

Norman Livingston, assistant director of program operations at WOR, will fill WOR’s charge of the department during Mr. Seebach’s absence, for which period the following temporary realignment of duties will be effective: Edmund (Tiny) Ruffner, daytime program director, becomes assistant program director and under the direction of Mr. Livingston, the WOR artists’ service and also serving as commercial program manager; Eugene King, production manager, becomes daytime program director, and under his guidance, night program director, becomes production manager.

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GE’s Dr. Alexander Awarded Edison Medal

AMERICAN Institute of Electrical Engineers has awarded the Edison Medal for 1944 to Dr. E. F. W. Alexander, consulting engineer, General Electric Co., for “his outstanding inventions and developments in the radio, transportation, mariner and power fields.” Presentation will be made Jan. 24, 1945 during the Winter Technical Meeting of the Institute of Electrical Engineers, in the Engineering Auditorium, New York.

Dr. Alexander built a high-frequency alternator for Prof. R. A. Fessenden, which enabled the Fessenden-Edison Black Rock, Mass., to transmit the first broadcast in history, on Christmas Eve, 1906. With improvements, this became the famous Alexander alternator.

Davis Heads FTC

EWIN L. DAVIS will become chairman of the Federal Trade Commission on Jan. 1 for the third time since he became a member in 1933 under the annual rotation plan among the membership. He served previously as chairman in 1936 and 1940. Formerly Judge of the Seventh Judicial Circuit of Tennessee from 1916 to 1921 and from 1919 to 1933 a member of Congress, Judge Davis was active in the writing and passage of the Radio Act of 1927. He was chairman of the House Committee on Merchant Marine, fishing, and fisheries during the 72nd Congress.

Messages From Front

CHRISTMAS messages from the Army’s front lines reached the men’s homes and families this Christmas through recordings sent from the battle lines to radio stations throughout the country. About 300 of these discs came from the European Theatre. Appearing in front of U.S. troops in the Southwest Pacific, where mailing and weather conditions were handicaps. Consisting only of messages of men from the same city or general area, the recordings were placed with stations covering that home locality.

Personal Notes

RALPH N. WEIL, general manager of WOR New York, has been confined to his home for the past few weeks by illness and is not expected back at his office until after the holidays.

HOWARD WALTERS has resigned as manager of KDON Montgomery. He will return to the Midwest. He is succeeded by RED POLLOCK, for six months as manager of the Salinas studios of KDON.

KIRBY TORRANCE has been added to the sales staff of KEVW Seattle.

BERNARD ROCHE, former personnel manager of the American Decccamophonic Service, joined the WJJD Chicago sales staff.

Mr. HOL. J. SAMSON has joined the Canadian Broadcasting Corp., as manager of personnel and administrative services at CBC Montreal studios.

FRED FLETCHER, manager of WRAL Raleigh, has been elected president of the Tobacco Network, filling the unexpired term of PAUL MOYLE, who has been named manager of WFUN Fayetteville, N. C. LEWIS HOWARD, owner and manager of WHY New Bern, has been elected vice-president. Other officers are BRUNO BOWERS, secretary; and ALLEN WANNAMAKER, treasurer.

CLINTON E. MERRILL, former advertising manager of the Kansas City Journal and more recently sales manager of the Kansas Chronicle, has resigned his position. Outdoor Adv. Co., is now a member of the sales staff of KCMO Kansas City, Mo.

BREAKER J. O. JORDAN, director of religious broadcasts, has written a book covering the years from the start of the first World War in 1914 to the present. It is called “Mr. Jove’s Messages from the Front,” and details the original war and the intervening years of peace. (Ranged All Fronts. Bruce Publishing Co., Milwaukee, $3.)

GILBERT HARDING, who recently joined the British Broadcasting Corp. Canadian office at Toronto, is touring western Canada. He is program assistant to BCC Canadian representative S. J. LOTBYERI.

DWIGHT B. HERRICK, manager of NBC’s public service department, Dec. 19, who the father of a boy, his second child.

Brooke Back at Blue

JOHN W. BROOKE returns to the Blue Network Jan. 1 as eastern sales manager of Spot Sales, it was announced last week by Ralph E. Dennis, Blue manager of Spot Sales. Mr. Brooke left the Blue Dec. 8 of last year to enter the U. S. Coast Guard, from which he has received an honorable discharge. He has been stationed in White Plains, N. Y., assigned to public relations. Mr. Brooke joined the Blue in March 1943 as salesman and became Eastern sales manager of Spot Sales when that post was vacated in September of the same year. Mr. Dennis has been handling Eastern sales until his recent appointment as Spot Sales manager.

Cline Back at WLS

WILLIAM R. CLINE, assistant to the Commercial Manager of WLS Chicago, has completed his special assignment with the War Finance Division of the Treasury Dept. and has returned to Chicago. During the Sixth Loan he worked on the development of special network programs for Treasury.

BROADCASTING • Broadcast Advertising
Beginning Monday, the first day of 1945, United Press will bring to its radio news clients another new first-flight feature—the first of its kind in its field—"Under the Capitol Dome"—a daily 5-minute script of expert and lively report, interpretation and comment from and about Washington.

The writer is George J. Marder. For the last nine of his 17 years with the United Press he has, as New York radio bureau head, won distinction for his handling of both national and international news. This record, following an earlier high reputation earned by discerning and brilliant direct coverage of legislative and other political affairs, qualifies him eminently for his new and responsible assignment.

Since its start in 1935, the United Press radio news service has steadily added clients. Because—for one reason—it constantly has been first to add advantages. "Under the Capitol Dome" is a new case in point.
WILLIAM F. BROOKS, NBC director of news and special events, was prepared to leave momentarily last week for Europe, where, with network representatives and discuss postwar plans with NBC personnel and Government officials.

STERLING V. COUCH, educational director of WBOB-Burlington, has been named to the radio committee of the department of radiology, Congregational and Christian Churches of America.

FLT. LT. DON McGILLAN of the Royal Canadian Air Force, former production manager of CKCU Regina, Sask., is also a recent Canadian broadcast seller only the Slessor Aerospace, a book on men in the RCAF. All proceeds from the book's sale go to the RCAF Benevolent Fund. He is a senior public relations officer of RCAF at Cairo.

LARRY MARTIN, recently discharged from the Canadian Army where he was in the radio public relations division, and formerly of CKDF Montreal and CKCO Ottawa, has joined CKY Toronto as newscaster and announcer.

BILL ROYAL has returned to WMCY New York as staff producer, having received a medical discharge from the Army.

CECIL W. SECREST, production manager of WHN New York for the past year, has resigned to join Bruce Charter Co., New York, radio production firm, Jan. 1, 1945. Mr. Secrest has served as producer at The Bates Inc., New York, and more recently as radio director of Bundles for Britain, and as writer-producer for the Treasury Department.

DICK GILBERT, m.c. of WHN New York, will tour service centers in the East during his two-week vacation Dec. 23-Jan. 8 and will m.c. record shows at other stations for the benefit of various war effort agencies. EARL HAGUE and DON LYON are substituting for Mr. Gilbert at WHN.

JOHN BRENNON, London war correspondent of the BBC, is the father of a boy, born in Chicago Dec. 19.

KEITH CLARKE, announcer of KUTA Salt Lake City, has married JERMAINE FARRER.

BILL ASH, night production manager of KUTA Salt Lake City, is the father of a boy.

LOUISE WINSCHIEL, former traffic director of KUTA Salt Lake City, has been appointed head of the accounting and special departments of the station. HELEN PINGREE, new to radio, has been added to the traffic staff.

DICK BROWN, formerly of WHAM Rochester, N. Y., has joined WHN Louisville production manager.

Lena, a program director of WWNC Asheville, N. C. has been re-elected to the board of directors of the Universal Radio Club for the sixth consecutive year.

HARRY JORDAN, former announcer of KEVE Seattle, has been promoted to program director.

RICK VOLLARETS, chief writer on CBS Face the Nation Show, and ROSALIND LEANE, were married in Las Vegas on Dec. 20.

LARRY SHIELDS, former chief announcer of WMT Burlington, D.C., is now an Army private.

LURA BROWN, former assistant director of Washburn Players and Children's Theatre, Mansfield, has joined WMAM Mansfield as a continuity editor.

GIL BABBITT has resigned as director of publicity and special events of WCAU Philadelphia. BOB PETERS, coming from RKO Pictures, took over his post.

J. JEFF RADLEY, WCAU and WIP Philadelphia, has joined Blue Hollywood sales promotion department as research assistant.

JOSEPH C. SPERRY, air cadet medically discharged from the Navy, has joined the WMAQ Chicago sound effects department.

RICHARD WIORA, formerly with WOC Detroit, is the announcing staff of the Blue Network central division.

STEVIE HOLLIS, announcer of WHOM Jersey City, is married GLORE MEDINA GARFALO, a student at Hunter College, New York.

BEHIND THE MIKE

Resigns WFD Post

MAURICE H. KAFKA with Treasury since the Third War Loan was, head of the War Finance Division Music Promotion Unit, has resigned effective Dec. 26 to return to his packaged show agency, it has been announced by Robert J. Smith, chief of the WFD Radio Section. Mr. Kafka has been responsible for the development of more than $35 Treasury, network and transcribed programs, all War Bond songs and the ASCAP America's Sixth Loan series in addition to obtaining many of the top personalities for radio and music fields for Bond promotion.

Leaves Treasury WFD

T. SGT. NORMAN H. AGATHON, formerly with Trans-Radio Press, INS and AP, has completed his special assignment with the Treasury War Finance Division, returning to Office of Technical Information, Army Ground Forces, Washington.

MARIE INGRAM, former OWL writer, has been appointed CHADWICK J. WILSON as publicity director of KFRC San Francisco.

RAY HUTCHISON, formerly of NBC central division program, has joined Noblett Radio Productions, Chicago, as a new production.

GASTON VOYER, announcer of CBC Chi- cago, Qsa., is the father of a girl.

JAY STEIN, has joined W- French announcist of CBM Montreal and recently secretary to PETER AYLEN, supervisor of CBC international services, has resigned to return to Paris for the Canadian Broadcasting Information Board.

FLETCHER MARKLE, formerly of CBC Vancouver, has returned from England where he served as a radio public relations officer with the Royal Canadian Air Force.

ESSE LJUNGI, Canadian Broadcasting Corp. drama producer for the prairie region, and formerly of CKW Winnipeg, has been awarded the Canadian Drama League award for "outstanding work in connection with the development of the stage drama in Canada."

JEAN RUSSELL, formerly in the promotion department of the New York Daily News, has joined the Blue Network as assistant program manager of the promotion division of the network's promotion and advertising department.

KEN STUART, former assistant producer at KOIL Omaha, is now with KFOR Lincoln in charge of programming and production.

FLORENCE MEYERS, has resigned as women's director of WMAM Marquette, Wis., to enter radio in Chicago. Her daily program, Woman's Corner, is being handled by CAROL OLIVIN, WMAM continuity editor.

B. S. BRIDEN, junior news editor of the Canadian Broadcasting Corp., Toronto, has been transferred to the CBC Montreal studio as senior news editor.

CORYNDAH EDWARDS has joined CBC Ottawa, replacing MORGAN MERRILL who has resigned from the staff department.

STANTON KRAMER of the WGN Chicago publicity department resigns Jan. 1 to join the publicity department of Warner Bros. Co., Chicago.

AF HUNG and BETTY KIMMERS are new additions to the city staff of KWK St. Louis.

JAN. 1, 1945, Buckley Smith will have been broadcasting ten years, twice daily, for the same sponsor, program, time and station. His initial broadcast on WJAS Pittsburgh for Kaufman's department store on the program Kaufman's Domestic forum was the first commercial news summary in the country.
SYLVANIA NEWS
STATION OPERATION EDITION

DECEMBER
Published in the Interests of Better Sight and Sound
1944

With every
best wish
for a
brighter
happier 1945

Season's Greetings

SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., Radio Division • Emporium Pa.
MAKERS OF RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS
BROADCASTING • Broadcast Advertising

December 25, 1944 • Page 43
—down in Memphis!

Cotton is "ginning" right along down in Memphis.

It's a big business in Memphis, this cotton: the value of cotton and cotton seed sold in the Memphis area will total more than $660,000,000.00!

That's a lot of buying power for you to shoot at over the Mid-South's pioneer radio station, WMC.*

*It's the station most people listen to most in Memphis.

GREETING George Burns and Gracie Allen when they came East to sell War Bonds were (left) : Gordon Gates, vice-president of Young & Rubicam, just appointed general manager of the radio division; (2d from r) Carlos France, associate director, Y&R radio division supervising station relations; William C. Gittinger, CBS vice-president in charge of sales.

Media Men Elect


Erickson to BBDO

LEONARD F. ERIKSON, network sales manager of CBS, on Jan. 15 joins BBDO New York, in an executive capacity associated with radio and other fields. Mr. Erickson, sales manager since April 1948, has been with CBS since 1939, shortly after its organization, when he was appointed western sales manager, with headquarters in Chicago. Before joining CBS, he was engaged in sales and advertising on newspapers and magazines in the midwest. He is understood to have been instrumental in bringing to CBS its first automotive accounts.

Reach Names Ferry

ROBERT R. FERRY, formerly assistant director of the Domestic Branch of the Office of War Information and previously an account executive of Geyer, Cornell & Newell Inc., New York, has joined Charles Dallas Reach Co., Newark, as vice-president in charge of the New York office. Mr. Ferry replaces Sidney Senzer who joined Foote, Cone & Belding, New York, as copy director several months ago. Thomas E. Mayham, formerly account executive in the New York office of Reach, has joined Mazon Inc., New York, as media and research director.

Kimball L. A. Office

ABBOTT KIMBALL Co., New York, has opened a Los Angeles office to service clients on the Pacific Coast. Blaisdell Gates, who has been serving as account executive at New York headquarters, has gone to the West Coast to act as Los Angeles manager for the present. Office is at 3655 Wilshire Blvd. Telephone: Fairfax 1403.

Pvt. John B. Davis

PVT. JOHN B. DAVIES, 35, former timebuyer, office manager and one of the key men of Schwimmer & Scott, Chicago for 10 years, was killed in action overseas Nov. 18. He is survived by his wife, Elizabeth, and two children.
"Howdy Evrebuddy!  
Happy New Year

This is
UNCLE EZRA
At the Mike-a-phony,  
spoutin' off from the 
Powerful little 5 watter, 
Station E-Z-R-A, down in 
ROSEDALE!"

At Last...

Uncle Ezra, whimsical old cloud-sweeper with his silver-lining credo, has been prevailed upon for the first time to transcribe a series of five minute broadcasts. They are now "on the air", and are offered, for the first time, to all stations, on an exclusive basis per city. Each broadcast is timed from 3 min. to 3 min. 20 sec., thereby allowing ample time for commercials.
WRITE—WIRE—or telephone for audition transcription.

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING, BROADCASTING • Broadcast Advertising

CHICAGO 4, ILLINOIS

TELEPHONE WABASH 6243

December 25, 1944 • Page 45
R. L. LENHART has been appointed account executive of Marchalk & Pratt Co., New York, to handle contact on the IT&T accounts, including Federal Telephone & Radio Corp., MacKay Radio & Telephoto Co., All American Cabins & Radio Inc. and Commercial Telephones. He previously was assigned copywriter on these accounts. Replacing Mr. Lenhart in the copy department is John M. Keyrey, formerly of Young & Rubicam, New York.

HUGH C. VOGEL, former account executive of Kenyon & Eckhardt, has joined BBDO, Chicago, as account executive.

GEORGE MAHER, former engineer with WMAQ Chicago, has joined Schwimmer & Scott, Chicago, as producer.

LEONARD DEYFUSE has been re-elected chairman of the board of United Adv. Agency, Newark, having served his duties after a year's leave of absence as New Jersey director of civilian defense. Emmanuel London, former vice president, has been elected president. Max Green, radio director, has been re-elected executive vice-president, Benjamin C. Green, secretary-treasurer, and Max Gans and William E. Hawkins, account executives, vice-presidents.

TAYLOR STOKES CASTELL, general manager of Kenyon Research Corp., New York, has been appointed vice-president of that organization. Mr. Castell has been associated with the Research Co., a subsidiary of Kenyon & Eckhardt Inc., New York, since it was founded 12 years ago.

ERWIN, WASEY & Co. has opened a Canadian branch, Erwin, Wasey Ltd., at Toronto, with offices at 740 Yonge St. Mr. Erwin is manager of the Canadian branch, with Wally Adelco. Co., Toronto, is manager. Olive Jennings, Commercial Galbraith Co. He previously was placing copywriter and the past year with MacLaren Adv. Co., Toronto, is radio director of the agency. Offices were opened Dec. 15.

JANET McCLEOD, timebuyer of Ollan Adv. Agency, Chicago, retired last week to make her home in California.

PAUL WINANS Adr., Los Angeles, taking name of agency head, drops former title of Advertising Arts Agency effective Jan. 1. Firm is located at 510 South Spring St. Telephone in Michigan 1894.

JAMES FISHER Co., Toronto advertising agency, celebrates its 35th anniversary in January. Founder James Fisher went to Toronto about 40 years ago and after serving on a number of agencies founded his own agency in 1920.

ROBERT T. COLWELL, former vice-president of J. Walter Thompson Co., New York, and radio copy chief, who is now back in the radio department of the agency on leave of absence from the Office of War Information, may be assigned to a newly created executive post at JWT. He returned recently from Europe where he served as radio chief of the 12th U.S. Army group.

SIDNEY J. ABELSON, formerly of Pedder & Ryan and Joseph Katz Co., New York, has rejoined Raymond Specter Co., New York, in charge of radio copy, a new position. Mr. Abelson was previously associated with Raymond Specter Co. in an executive position.

HOWARD KORMAN has been appointed vice-president in charge of merchandising and sales promotion of McCann-Erickson, New York.

THOMAS W. WALSH was appointed chairman of the board of Walsh Adv. Co. and W. George Alins was elected president of the agency, at a special meeting of the shareholders held at Toronto Dec. 4.

FRED P. FIELDING, a partner of Fast Finders Institute, has joined Neal D. Ivey Co., Philadelphia, as vice-president in charge of research.

CLARK COILARD, with the Chicago Dispatch and before that head of Clark Collard Co., his own agency, has joined W. W. Garriss & Co. as copy-writer.

FAYE MORSE FERNERMAN, former account executive of Ralph L. Power Adv. Agency, Los Angeles, has been returned to the United States and is stationed at Camp Hans, Calif. He is holder of four bronze battle stars and the Silver Star for gallantry in action at Cassino, Italy.

Agency Promotes Winsor, Stanton
Dancer-Fitzgerald-Sample in Realignment of Radio Dept.

ROY WINSOR has been named the director of radio, and Earl Stanton, radio account executive of Dancer-Fitzgerald-Sample in a realignment of radio department personnel announced last week involving the main office in Chicago, and the New York branch.

Mr. Winsor has been with D-F-S and its predecessor Blackett-Sample-Hummert as a radio supervisor for the past five years, and was previously a CBS producer. He will continue at Chicago headquarters, in charge of all radio programs for General Mills, Falstaff Brewing Co. and Procter & Gamble Co. in the United States and Canada.

New Post

The post of radio account executive is a new one for Mr. Stanton, who has been with D-F-S for a year and a half as radio director. Devoting less time to the actual mechanical operations connected with each program, Mr. Stanton will serve in an executive advisory capacity and will devote a portion of his time to the development of new programs. Before joining the agency, Mr. Stanton was with Lord & Thomas and its successor Foote, Cone & Belding. He was in charge of all radio for the American Tobacco Co. account at one time, later became the account executive, and for the last two years with the agency was the radio director. He has produced and directed a number of network shows on a freelance basis, and for the agency. His programs include the Bob Hope Show for Pepsodent Co.

Mr. Winsor will be assisted in Chicago by supervisors George Steliman, Charles L. Hotchkiss and James West, formerly manager of the Hollywood office; Harry Bingham, who has been handling continuity writing and other lines in the Chicago office; and Evelyn Ecke, of the D-F-S radio department.
This vast generator hall is the symbol of the tremendous power created by Tennessee Valley Authority, a project that has become the wonder of the entire civilized world. These giant generators produce annually more than ten billion kilowatt hours... greater than that of any other hydro-electric power system in the world.

TVA has made of the Tennessee River one of the newest and finest inland waterways in America with a nine-foot navigable channel all the way to the sea. Freight and passenger water-borne traffic are expected to enter the Port of Chattanooga with rapidly accelerating momentum after the war. Chattanooga, largest consumer of this power, stands at the very heart and center of the Tennessee Valley power empire, enjoying the lowest "round-the-clock" power rates east of the Rocky Mountains.

WDOD leads in Chattanooga
IN AUDIENCE
IN ADVERTISING VOLUME
IN PUBLIC SERVICE

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT
National Representatives
PAUL H. RAYMER CO.
In its history of nearly five hundred years, the trombone has been called many names. The Italians christened it trombone—the augmentative form of "trombino," or trumpet, from which this instrument was derived.

The 15th Century English called it the "Sackbut"—a corruption of the French "sacquebout" or pull-push. And today—in five circles—it is insulted by such names as slip-horn and sludge-pump.

By any other name...

Paying no attention to what people call it, the trombone has changed little since 1600. With the exception of trombones and drums, every instrument has gone through many structural alterations and modifications in that time. But the trombone—probably because players like its easy adjustability that produces a singing style unique among wind instruments—has never been streamlined or mechanized!

**Classical and Hot!**

As long ago as 1505, the trombone was widely used in town bands and in church. "Tromba Lucida," published in 1586, contained from four to six trombone parts. H. Melch. Bach used the trombone—Gluck and Mozart wrote it in opera—Beethoven introduced it into symphonic works. And where would the Dixieland Jazz Bands have been without it?

Call it what you will—the trombone plays an important part in music to suit most any taste!

**HOW KEEN IS OUR VALLEY?**

Today it's keener than ever, richer than ever, more discerning than ever. Known for generations as the "Breadbasket of the West" today it has the 'highest per capita farm income in the world. The Beeleine offers the only means of covering this enormous area, plus Western Nevada.

'1942 average $8,797 per farm.

**WHAT IS The Beeleine**

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

'See McClatchy Beeleine rate listing first quarter California in Standard Rate and Data.
In the course of a recent prize fight in Hartford, Connecticut, Willie Pep* was floored with a smashing right to the jaw. The bell, ending the round, rang before Willie Pep picked himself up. After the usual minute of rest, Pep came back to pound out a decisive victory.

However, the claim was made that the round lasted only two minutes instead of the regulation three.

All was confusion in fistic circles until WTIC's sports broadcaster Bob Steele brought out the recording of the blow-by-blow broadcast of the fight. On his regular program "Strictly Sports" Steele played the recording of this round and all the sports fans in Southern New England proved by their own watches that the round lasted three minutes.

The result: Enthusiastic listeners who themselves confirmed the fact that all was well with the bell, and a State Boxing Commission satisfied with the recorded proof that the timekeeper had done his job.

WTIC's role in this precedent-making episode is just one small example of our desire and ability to serve the public interest. Perhaps that explains why in Southern New England people are in the habit of listening to WTIC.

*Willie Pep, World's Featherweight Champion, and a Hartford product, has won 83 out of his 84 professional fights.
Learn to Use Radio

LEAR Inc., New York, which entered the home radio manufacture field several months ago, will expand its advertising campaign from trade papers to consumer magazines the latter part of January. Copy will stress the fact that radios will be designed from a fresh post-war angle with no "pre-war entanglements" in design or construction, and will appear in Collier's and similar magazines. Details on additional publications to be used and space line-up will be known shortly. Activities and budget are still too limited to warrant radio advertising, but radio will definitely be used, according to a spokesman for the agency, Arthur Kudner Inc.

Oh, Baby, your skin feels so smooth.

Of course! WDAY carries lots of beauty hints!

Every smart merchandiser of feminine things knows that rural women are just as beauty-conscious as their city sisters. And for obvious reasons, a lot more responsive to radio’s woman-appeal. That’s why WDAY, with its thousands and thousands of virtually exclusive listeners, does such a whale of a job on women’s products. May we tell you in detail?

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

Catholic News Aid
CATHOLIC Institute of the Press, formed recently in New York, and comprised of practicing Catholics in the newspaper, radio, magazine, advertising and allied fields, plans to set up a clearing house for the convenience of commentators and others in checking and obtaining news concerning the Catholic faith, according to Edward A. Mahar, assistant editor, N. Y. Journal-American, who was elected president of the institute last week. Forums are planned to offer press, radio and advertising members instruction in political, religious and personal matters. Officers include Max Jordan, NBC religious director, who has been elected to the executive board.

‘Fibber’ and ‘Molly’ Again Lead Hope
Second Week Running in Hooper Report

LEADING the list, Fibber McGee & Molly for the second consecutive time last week replaced Bob Hope in the “First Fifteen” evening programs in the Dec. 15 report on evening network ratings released by C. E. Hooper Inc., while the comedian, who has habitually ranked first in recent reports, holds second place, followed by Walter Winchell third, and Jack Benny fourth. Joan Davis with Jack Haley in fifth place, are followed by Radio Theatre, Bing Crosby, Screen Guild Players, Mr. District Attorney, Kay Kyser (first half-hour) Take It or Leave It, Eddie Cantor, Aldrich Family and Abbott & Costello in that order.

Radio Theatre showed the highest sponsor identification index with 92.1 naming the correct product; 0.9 giving the wrong identification, and 7 unable to name a sponsor.

1. Parker Pen News 1.61
2. Fannie Brye 1.48
3. Blondie 1.46
4. Jack Benny 1.48
5. Sammy Kaye 1.06

SPOT radio checking service conducted by Radio Reports Inc., New York, has been extended to cover more than 100 major markets in 45 States, according to Edward F. Loomis, president.

B&B Food Account
BENTON & BOWLES, New York, will be handling the entire Best Foods Inc., New York, account March 1, when advertising of a group of cereal and flour products shift from Arthur Kudner Inc., New York. Products involved in the shift include H-O Oats and Presto Cake Flour, radio advertisers; also Hecker’s Cersota and Ariostus all purpose flours, Force and Hecker’s Cream Farina. B&B already handles Hellmann’s Mayonnaise and Nucoa.

WENR Ban Widened
WENR Chicago will not accept chain breaks or announcements advertising laxative, deodorant or diuretic products during all hours of the day or evening effective Jan. 1, according to Roy McLaughlin, manager. Announcement follows the station’s policy on banishment of commercial station break-periods 7-9 p.m. except for time signals [Broadcasting, Dec. 18].

First in Prestige!
First in Audience!
First for Advertisers!

KOLN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

WCHS
Charleston, W. Va.

BROADCASTING • Broadcast Advertising
DON'T FORGET TO COVER
THE OTHER HALF
on the Pacific Coast, too!

Unless you are using the Don Lee Network on the Pacific Coast, you're overlooking half your coverage of this $16,000,000,000 market. For 50% of all retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this outside half.

No other network but Don Lee can cover both halves completely. Here's why: Most markets in the outside half are walled in by mountains 5,000 to 15,000 feet high and the long-range broadcasting of other networks won't work. Don Lee, however, has a radio station in every market (38 in all). More than 9 out of every 10 radio homes are within 25 miles of a Don Lee station.

How well Don Lee's method works is shown by a special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast). This survey revealed 60 to 100% of listeners in many of these "outside" markets were tuned to Don Lee stations.

As to Don Lee's record on covering the "inside half" of the Pacific Coast, regular Hooper reports give some surprising information. For instance, during the past year all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, don't forget to cover both halves. Buy Don Lee!

The Nation's Greatest Regional Network

Mutual DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Prez. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
WARTIME PROBLEMS confronting NBC western division affiliated stations were discussed when these executives met in two-day session at Los Angeles Biltmore Hotel on Dec. 6-7. Conference attendants charting course of action were, front row (1 to r): William B. Ryan, KFI Los Angeles; Richard Lewis, KTAZ Phoenix; Donn Tatum, NBC attorney; Joe Alvin, Frank Berend and Jennings Pierce, news and special events manager, sales manager, and station relations manager, respectively; Sid Fox, KDYL; Second row (1 to r): Hal Bock, NBC press manager; Harold Ritter, KYCA; Prescott; R. B. Williams, KVOA Tucson; Joe Walberg, NBC; John Baldwin, KDYL Salt Lake City; Florence Gardner, KTFI Twin Falls; Mrs. O. F. Soule, KTFI; Sidney N. Stroes, NBC western division vice-president; Mary Butler, NBC; William Brooks, NBC. Back row (1 to r): Henry Maas, NBC program, and sales traffic manager; GI Pahl, KFPI; Keith Collins, KMJ Fresno; Ray Smucker, KYUM Yuma; Ed Craney, KGIR Butte; Paul Gale, NBC traffic manager; Franz Robischon, KGHL Billings; Tom Sharp, KFSD San Diego; W. B. Stunt, KOMO Seattle; Walter Waggstaff KIDO Boise; Frank Ford, NBC sales promotion manager; Don McNamara, KFI; Myron Fox, KDYL Salt Lake City; Lew Frost, NBC program manager; O. W. Fisher KOMO Seattle; George Whitney, KFT Los Angeles; William S. Hedges, NBC New York vice-president; O. F. Soule, KTFI Twin Falls; Arden X. Pangborn, KGW Portland; Henry Fletcher KSEI Pocatello; John Elwood, KPO San Francisco; Marian Harris, KFSD San Diego.

Alert, as always, to the new developments in broadcast advertising, KDYL has already given the people of the Utah market a foretaste of the coming wonders of television. The picture shows one such recent demonstration, where a prize steer was televised at the State Fair.

A LONG-TIME LEADER

Radio homes in this market — and 970 of every 1000 Utah homes have radios — for many years have recognized KDYL leadership in radio entertainment. A staff of talented announcers, trained in the art of showmanship, assures advertisers of full effectiveness for their messages over this station.

New Canada Outlet

NEW STATION for Windsor, Ont., primarily to carry Canadian Broadcasting Corp. programs for that area, is understood to have been approved by the CBC Board of Governors. Outlet will be a 500 watt station operating on 1540 kc, to be owned a private company.

A VARIOUS array of peacetime adaptations of wartime discoveries in television and allied fields of electronics will be presented in the first national Products of Tomorrow exposition in Chicago, next spring. Exposition, which will open approximately on March 1, will be held in the Chicago Coliseum. Marcus W. Hinson is chairman of the planning committee, and general manager.

Ed Mason out as Farm Head in WLV Shakeup

SEVERAL changes involving the farm, continuity, copyright and merchandising departments have taken place at WLV Cincinnati, Robert E. Dunville, Crosley Corp. vice-president and station general manager, disclosed last week. In the shakeup Ed Mason (Wallace Mosier in private life), who has been farm program director since 1938, was transferred to the continuity department and Roy Battles, associate farm director since last June, was made head of the farm program department. Leighton Mitchell, continuity director, was shifted to the research and marketing department of the merchandising division. The continuity and copyright departments were consolidated with Bernie Matteson, former copyright chief, named director of the new setup.

FALSE representations with respect to the number of tubes contained in certain radio sets will be discontinued under a stipulation entered into last week with the Federal Trade Commission by the Manhattan Auto & Radio Co., Washington, D. C.

AP

WMIN, St. Paul, Minn.

...without question AP is the best news service which WMIN has ever used.

Frank M. Devaney
Asst.'s General Manager

available through
PRESS ASSOCIATION, INC.

50 Rockefeller Plaza
New York, N. Y.

BROADCASTING • Broadcast Advertising
Good as CBS is...and we think it's tops in talent, public service and news...we know we need even more than the best in network radio to tick in tune with the heartbeat of Charleston. We need locally planned, locally produced public service programs ...education and entertainment to capture the spirit of fast-growing Charleston; to keep WCSC the strong civic force it is in the life of our community.

We think we have them.

Programs like our "Good Neighbors", produced by WCSC and broadcast under the sponsorship of the Southern Furniture Company.

Every Monday through Saturday morning, at 8:45, our good neighbors turn to this program to hear a musical tribute (accompanied by flowers) to the "Good Neighbor" of the day. It may be the woman who took care of her neighbor's children in time of illness; the man who rushed out to take in his neighbor's laundry when a storm blew up unexpectedly; the little girl who helped an old lady across the street. It's a nice gesture to nice people (our people) for the nice things they do every day.

"Good Neighbors" is the kind of program WCSC likes to do. Wants to do. Our listeners expect it. It sells furniture (in quantity) for the Southern Furniture Company, too!

WCSC
CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters
STOVIN & WRIGHT
PARTNERSHIP SPLIT
PARTNERSHIP of Stovin & Wright, station representatives at Toronto and Montreal, formed in 1941 has been dissolved and the two principals will return to business individually as station representatives on Jan. 1. Horace N. Stovin & Co. will continue with the bulk of the stations; C. W. Wright will continue to represent a small number of stations.

Mr. Stovin, a radio veteran, was supervisor of station relations of the CBC Toronto, when he went into the representative field in October 1940, with offices at Toronto, Montreal and Winnipeg. The following year Joseph Hershey McGillyva sold his Canadian representative business to Mr. Stovin and Mr. Wright, who was manager of the Toronto McGillyva office.

The break-up of the firm will see Mr. Stovin with 22 station and Mr. Wright with two stations, CKAC and CKCO. No special reason was given for the split, except that Mr. Stovin wishes to expand further and Mr. Wright wants only a small operation. For the time being they will share the same offices in the Victory Bldg., Toronto, because of office space shortage.

Mr. Stovin has announced that Jim R. Knox will be sales manager at Toronto, with J. R. Pearcey from the Montreal office transferred to Toronto as assistant sales manager.

W. West, recently discharged from the Royal Canadian Air Force, will be on the sales staff. He was with Pacific Coast stations in the United States before the war. G. E. Rutledge, a new research depart- ment at Toronto. The Montreal office will be in charge of Ralph Bowden, recently discharged from the Royal Canadian Navy, and will be located in the Keefer Bldg. The Winnipeg office will continue in charge of A. J. Tony Messner, and a Brandon, Man., office has been opened in charge of Wally Grigg.

PABST CHANGE
PABST SALES Co., Chicago (Pabst Blue Ribbon beer), on Jan. 6 replaces Kenny Baker Show with Danny Kaye Show on CBS stations, Saturday 8-8:30 p.m. Series will star the film comedian and feature Harry James with a 26 piece orchestra. Lionel Stander, film comedian, completes the cast. Ken Niles is announcer. Dick MacKee, Hollywood producer of Warwick & Legler, has been assigned to the program.

SOPHY JAMES

HARRY JAMES

STRICTLY INSTRUMENTAL Col. 36579
LAMENT TO LOVE Col. 36222
CHERRY Col. 36683
YOU'VE CHANGED Col. 36390
MISIRLOU Col. 36390
WALKIN' BY THE RIVER Col. 36069
LOST IN LOVE Col. 36285

These are but a few of the many BMI-licensed titles recorded by James. See DISC DATA for the complete list.

SURVEY FINDS HIGH VIDEO ATTENDANCE
AN AVERAGE of 8.2 persons per television set viewed election returns as telecast by the three New York video stations Nov. 7, according to replies to a blank questionnaire sent out by NBC to check on television set ownership. 4,529 questionnaires were mailed Nov. 22, 886 had been returned by Dec. 12, of which 883 or 91.6% said they had viewed returns on their television receivers. Of the 883, 60.5% reported watching video stations only, 14.4% saw programs of two stations and 25.4% viewed all three. Of the 4,529 respondents who listened to radio, slightly more than half (56.9%) thought television was better, but answers to the question as to the most interesting video feature of the evening gave first place to entertainment interludes, with 25.7%.

New Chicago Agency
TRADE Developments Corp., Chicago, a new advertising agency, is headed by Jay C. Williams, president, former partner of Cowwell, Crane, Williams & Co., Chicago; Morris F. Swayne, vice-president, formerly with U. S. Adv. Corp., Chicago; and George F. Drake, secretary-treasurer, former account executive and vice-president of Hill Blackett Co., Chicago. Club Alumi- num Prod. Co., Chicago; G. Barr & Co., Chicago (Balm-Barr); Victor Mfg. & Gasket Co., Chicago (automobile parts) are the accounts listed by the new corporation. "Plans are being formulated for use of radio," Mr. Drake announced. Offices are in the Field Bldg., 153 La Salle St. Phone Dearborn 6650.

SPORTS Ethics Code
SPORTS Broadcasters Assn., New York has adopted a code of ethics pledging its members to refrain from attacking an established sport without full evidence; to observe commercial contracts for coverage of athletic events; to shun from personal animosities; and to respect news release deadlines at all times. The four-point code is prefixed by a pledge to maintain high standards of accuracy in reporting. The Association also voted to establish a national associate membership. The code was drawn up by a committee composed of Ted Huaung, CBS; Bud Watson, UP radio sports editor; and Bill Slater, freelance.

Cards Promoted
GIBSON ART Co., Cincinnati (greeting cards), Dec. 5 began participation in Mildred Carlson's Home Forum, quarter hour show, 3 p.m. weekdays on WHZBoston and WBZA Springfield; Dec. 6 Martha Dean, half hour participation show, 5 times weekly, WOR New York; Dec. 11 Por Women Only, quarter hour participation show featuring Ruth Chilton, 3 times weekly on WCAI Philadelphia. Contracts for 26 weeks were placed by Christiansen Adv. Agency, Chicago.
what makes a...

EXCLUSIVE because of the enormous pouch that hangs from its lower bill, used like a scoop-net to capture and store food, the Pelican likes company and lives in large communities. Best known is Pelican Island, Florida. In flight, the Pelican flaps its wings and sails alternately, staying close to water, diving for fish, often traveling 50 miles in search of food for its young.

EXCLUSIVE because of its constant campaign to provide EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING, FM Radio Station K-O-Z-Y... Pioneer FM Voice in the Kansas City Area... is a fixed quality habit with Kansas City's first quality audience. KOZY is ready today to immediately assume added community leadership with FM expansion tomorrow. Don't overlook this extra value! Ask for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
Now Is the Time
(Continued From Page 15)

terial. When such an announcer, however, presents so-called news items, colored to give the listeners wrong impressions, belief of listeners in radio news is undermined.

Most of the above comments refer to network broadcasts, but spot business presents acute problems. During the campaign, many independent committees are created. The names of these committees are often confusing. For instance, the American Democratic National Committee was bitterly opposed to the re-election of President Roosevelt. The Independent Republican Committee endorsed President Roosevelt.

One-minute political transcription may contain material that is dynamite. The misuse of Gen. Her- shey's quotation in the past campaign is only one example. The fact that we, in radio, do not have the right of censorship, but yet may be held responsible for political broadcasts is just another reason why we need a new radio law.

Provision should be made in any revision of the statute to save stations and networks harmless for any slanderous statements made by a candidate or a speaker appearing on behalf of a candidate.

Many stations refused one-minute political spots. This is a policy that might well be considered for universal adoption.

Networks rightfully barred the use of dramatics by political advertisers. Some individual stations likewise barred political dramatizations. The question of what constitutes dramatic presentation, however, varies considerably. To avoid difficulties in the 1948 campaign, radio should develop a generally accepted definition.

As one who has been lucky enough to have been on both sides may I suggest that we, in radio, carefully consider how we are going to handle the 1948 Presidential campaign—not in August, 1948, but sometime soon.

Instead of handling a political campaign as a necessity, let's do something positive that will win us friends in the home and in Congress.

STARK
Director of Radio
MacFARLAND,
AVEYARD & CO.
Chicago

Evelyn Stark

"The flexibility of spot broadcasting solves a maximum number of radio advertisers' problems."

we agree 100%.

"With spot broadcasting you get the station you want, in the market you want, at the time you want."

John Eaton
General Mgr.

KTUL
5000 Sales-Productive Watts in Tulsa

CBS . Free & Peters, Inc.

BRAND NAMES GROUP IS EXPANDING SCOPE
BRAND Names Research Foundation, New York, formed last spring by a group of clothiers manufacturers to promote better public understanding of the role of brand names and trade marks in providing consumer protection, employment and business growth, is expanding its representation into the food and drug field and has under way a two-way radio promotion program.

Major effort is the distribution of seven radio flashs each week to 510 stations, the list representing mainly women commentators, with some program directors and men commentators also requesting the service. The bulletins combine colorful human interest material relating to trade-mark promotions with arguments on the value of brand names.

The foundation recently sent some 3,500 retail stores a second series of flashes written so the name of the store and product can be incorporated in the copy. Some 70 department stores have requested the material.

Standard Brands Inc. and Sterling Drug Inc. are among the latest to join the foundation.

WHOM Acquires Space In 711 Fifth Ave. Bldg.

CRAIG LAWRENCE, vice-president and general manager of WHOM Jersey City-New York, last Tuesday signed long-term leases for 35,000 ft. of space in the building at 711 Fifth Ave., New York, which has been renamed the Look Bldg., following the lease of 100,000 sq. ft. by Look magazine, which like WHOM is a Cowles property [BROADCASTING, Dec. 11].

Second and mezzanine floors will be turned into offices and studios for WHOM and its proposed FM affiliate and for the national sales offices of the Cowles stations as soon as building materials required for extensive alterations are again available. Former headquarters of NBC until that network moved to Radio City, the 711 address has retained its place in the radio atlas as the headquarters of World Broadcasting System.

Tune On Display
A 10 kw water-cooled tube which has had 12,001 hours of service at CBC, Watrous, Sask., will be on display in the Winnipeg offices of Canadian Broadcasting Corp., in a special display cabinet being built by George Brookman, CBK operator.

C H N S
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York
Red Galluses... or White Tie?

"They're all the same to me! You see, I represent WTCN and when the folks in the flannel shirts want to hear programs they like, we've got 'em scheduled at those times ... And when the boiled shirts tune in we're airing out shows that they like. So, all in all, it's a safe bet that WTCN reaches all of 'em sometime in the 18 hours!"

Look at WTCN's program schedule and you'll see what Zeke means. Shows are presented at the times when the people we want to reach can listen best — whether they wear "red galluses" or "white ties." That's the reason WTCN delivers for advertisers in the great midwest.

**WTCN**

**THE BLUE NETWORK**

**MINNEAPOLIS • SAINT PAUL, MINNESOTA**

FREE AND PETERS ... National Representatives
The Commission's letter to NBC denying its request follows:

"In the event a station does not option the full three hours permissible under this Regulation in the 8 a.m. to 11 p.m. segment of the broadcast day, it may, in addition to offering three hours in the 6 p.m. to 11 p.m. segment, also offer in that segment for network programs one-half of the difference between three hours and the total hours it options in the 8 a.m. to 1 p.m. segment; provided, however, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed 3½ hours on any weekday or four hours on a Sunday.

One purpose of Regulation 3.104 was to leave 14 of the 35 evening hours in each week free of network option, in order to foster the development of local programs. It appears, however, that even under the present regulation your network now sells to commercial sponsors some 7½ of the 14 evening hours reserved from option; and that even without an option you are still able to deliver to advertisers substantially the entire network, with only a handful of stations substituting local for network programs.

The result of permitting an additional half-hour of network option time in the evening segment would appear to be, at least in the case of NBC, to leave practically no time in that segment available for local programs. Clearly, this would not be in accordance with the policy of the chain broadcasting regulations.

With reference to the number of hours in the morning segment which are subject to network option, the Commission is of the opinion that your present policy of restricting the number of option hours to less than the maximum permitted under the regulation is commendable. The Commission likewise concurs fully in your statement that interference with local programs which have met with public acceptance and which are sought for use by local civic, patriotic and religious groups, local church services, and other highly important local program schedules of years' standing is to be avoided.

In the light of the opinion expressed in your petition that these local programs serve a recognized local need and are in the public interest, the Commission assumes that NBC will not desire to discontinue its present policy of offering only two hours in the morning segment despite the fact that a maximum of three hours is permissible under the present regulation.

Letter to Cowles

Text of the Commission's letter to Cowles Broadcasting Co. follows:

"The Commission today denied the petition, submitted by Iowa Broadcasting Co., requesting an amendment to Section 3.101 of the Regulations in order to permit a station to enter into a new network affiliation contract more than six months prior to the effective date of such contract.

The petition alleges that a station which is affiliated with one network may not enter into affiliation with a second network until its contract with the first network has expired. This is not the fact. A station affiliated with one network but desiring to change its affiliation to another network may, under existing regulations, as presently drawn, enter into an affiliation contract with the second network at any time, provided that the effective date of the contract not be more than six months from the entering into of the contract.

Nothing in the regulations prevents dual affiliation. As a matter of fact, Regulation 3.103, governing exclusivity of network option time and prohibiting exclusive option, was designed in part to make sure that a station which desires to affiliate with a second network would be unable. Various stations have in fact met the problem of transferring from Network A to Network B by affiliating with both during a transitional period. Accordingly, no amendment to Regulation 3.103 appears necessary in this connection.

The petition further alleges that an applicant for a new station cannot enter into a contract with a network more than six months in advance of the date upon which it receives a license. This is not the case. An applicant for a new station can enter into a contract with a network at any time, provided only that the period covered by the contract shall not be in excess of two years, and that the contract shall not be entered into more than six months before the expiration of said period. The contract can provide, for example, for an additional two years after the expiration of said period, but it covers shall begin six months from the date upon which it is entered into, but that actual broadcasting of network programs shall begin when the station is first authorized to go on the air.

It is, therefore, the view of the Commission that the problems raised in the petition can be fully solved by appropriate contractual provisions within the present regulations."

Blue's New Rate Card

BLUE Rate Card No. 32, dated Jan. 1, 1945, has been issued in a new booklet format with a pullout strip that shows all stations listed alphabetically on one side and the network groups on the other. In addition to the 2½ per cent reduction of discounts the card shows a change in the standardization of rebates so that the daytime rebate is the same as the nighttime one, 12½ per cent for 52 consecutive weeks of broadcasting.

FCC Refuses to Ease Net Rule

(Continued from page 14)

morning segment. In lieu thereof, petitioners will arrange for an additional half-hour in each weekday evening segment and an additional hour in the Sunday evening segment.

4. The proposed modification will not result in any greater amount of daily time being under option for network programs than is now permissible but, on the contrary, will result in a smaller amount of total hours being optioned.

5. Your petitioners believe that the public interest, convenience and necessity will be promoted by the requested change.

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Tragedy descended on Cleveland when giant liquid gas storage tanks exploded, set fires, took a toll of 130 dead and 32 missing. Staff members of Radio Station WGAR volunteered, entered the stricken area to help save lives and property . . . another example of the station's philosophy—"in service of home and nation."
Probers Clash Over Report to House

Defense of Commission Foreseen After Inquiry

By BILL BAILEY

DISAGREEMENT over legislation as a result of its two-year inquiry marked the final days of the House Select Committee to Investigate the FCC, as the Committee staff worked feverishly last week to prepare a report to be filed with the clerk of the House by midnight Jan. 2, when the 78th Congress expires.

Reports were that the Committee, often split over procedure, would pass out of existence divided as to whether the FCC should be curbed or given even broader powers. There was general agreement that new legislation is needed, but indications were the majority report would tend to defend the Commission, while the minority report would demand sweeping revision of the Communications Act to spell out the FCC's powers.

Uniform Accounting?

It was learned that the Committee report will contain a recommendation that Congress enact legislation requiring a uniform system of accounting for all stations as recommended at the closing session by Charles R. Denny, FCC general counsel (see story page 62). Whether the Committee also would recommend supervision over sale prices was problematical, although Rep. Richard B. Wigglesworth (D-Mass.) has contended that high prices amounted to "trafficking" in frequencies.

Whether or not the investigation, undertaken through resolution (HRes. 21) introduced by Rep. E. E. Cox (D-Ga.) in January 1943, accomplished anything, it did cost the taxpayers a quarter-million dollars. Of the $110,000 appropriated by the House, $4,700 remained after December salaries were paid. Only a few outstanding bills were unpaid, according to Robert R. Bar- ker, general counsel, who said more than $4,000 would be returned to the Treasury. At the FCC it was estimated that the investigation cost well over $100,000 in man-hours alone, aside from exhibits and photostats prepared for the Committee (see page 62).

The investigation formally closed at 10 p.m. Saturday (Dec. 16) after an all-day inquisition into the 1937 sale of WLWL New York by the Paulist Fathers to Arde Bulova was held. The sessions, however, branched out into various phases of Mr. Bulova's activities, both in radio and other business affairs.

Concluding the Bulova inquiry shortly before the investigation went into executive session on a final phase of the WMCA case in which Donald Flamm had charged he sold WMCA New York to Edward J. Noble in 1940 "under duress." At the conclusion of the brief session Chairman Lea (D-Cal.) announced the Committee estimated that the investigation would cost well over $100,000 in man-hours alone, aside from exhibits and photostats prepared for the Committee (see page 62).

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litigation in New York courts. Mr. Garey resigned, denouncing the majority for what he termed “sheer Whitewash”. His entire legal staff walked out with him.

Harry S. Barger, chief investigator, was appointed acting general counsel and hearings were resumed. John J. Sirica, Washington attorney, was named general counsel in April. Mr. Barger resigned in August to join the Republican National Committee research department and Mr. Barker was named chief investigator.

Latest hearings in the WMCA sale began Nov. 22. On the same day Rep. Warren G. Magnuson (D-Wash.), Senator-elect, wired his resignation as a Committee member to Speaker Rayburn and Rep. Percy Priest (D-Tenn.) was named to succeed him. Six days later the Committee, by a 3-2 vote, went under ground to complete the WMCA hearings behind closed doors. In open session Mr. Sirica, also charging a “whitewash”, resigned. Mr. Barker was named general counsel on Dec. 1.

Although the Committee had announced that the Dec. 16 hearing would be into the 1937 sales of WLWL and WVO to Mr. Bulova, little testimony was given in that connection, save by Rev. Edward Jodge Curran, president of the Catholic Truth Society, and James P. Kiernan, former business manager of WLWL. Considerable inquiry was made, however, into Mr. Bulova’s other enterprises until objections by Rep. Louis E. Miller (R-N.Y.) were sustained.

Chairman Lea several times remarked that the hearing was called specifically to investigate the sales of WLWL and WVO and that other stations acquired by Mr. Bulova and his affiliates with the Bulova Watch Co. were irrelevant.

Marks Clears Bulova

Witnesses included, in addition to Father Curran and Mr. Kiernan: A. Edward Masters, attorney for the estate of the late John Iraci, former owner of WOV and WPEN Philadelphia; Hyla Kiczales, former manager of WOV and one-time secretary to Mr. Iraci; Rosel H. Hyde, FCC assistant gen-

Biscuit Addition

MANCHESTER BISCUIT Co., Sioux Falls and Fargo, will begin sponsorship Jan. 5 of quarter-hour shows Monday through Friday on WDAY KFYR WEBZ WHLB WMBF in addition to their programs now on WDGY WNAX KRNT KMA. Contract for 52 weeks was placed by George H. Hartman Ad., Chicago.

eral counsel in charge of broadcasting; Leonard Marks, chief of the new facilities section, FCC Law Dept.; Ben S. Fisher, Washington counsel for Mr. Bulova and president of the Federal Communications Bar Assn.; Harold Lafount, general manager of the Bulova radio interests; Sanford Cohen, New York counsel for Mr. Bulova; Mr. Denny.

Father Curran hinted that Mr. Bulova had held hidden ownership in several stations including WORL Boston, but Mr. Marks testified that the FCC had conducted a thorough investigation, and although no decision has been handed down, investigators could find no evidence where “Bulova money was routed to WORL through Lafount”. With reference to charges by Miss Kiczales that a secret agreement had existed between Mr. Bulova and Mr. Iraci concerning WPEN, Mr. Marks said statements taken by FCC investigators “indicated that no such contract existed, with the exception of one by Miss Kiczales”. He said the reason the Commission did not grant the WPEN sale to the Philadelphia Bulletin until Dec. 9, day before an option was to expire [BROADCASTING, Dec. 11, 18], was that investigators still were attempting to find the purported “agreement”.

Mr. Bulova testified that he kept no personal records of accounts and when Mr. Barker inquired about his income tax, Rep. Miller protested that the Committee “has never been authorized to go into income tax; we’re supposed to investigate the FCC.” Rep. Lea sustained the objection.

When Mr. Barker asked the witness if he had made application for a passport to Europe as a correspondent for WOV, Rep. Miller again objected and Chairman Lea ruled: "It’s unfair to go into matters not connected with the FCC and give wings to charges."

Records Suspended

As Mr. Bulova left the stand Mr. Barker served him with a subpoena duces tecum calling for all business records pertaining to his radio interests.

Rep. Miller indicated last week that he would file a minority report: "If the Committee report doesn’t cover what I think it should.” Rep. Wigglesworth also is expected to file a separate report. Until Rep. Miller joined Reps. Edward J. Hart (D-N.J.) and Priest in voting to discontinue the WMCA hearings he had been aligned with Rep. Wigglesworth in demanding open hearings. Chairman Lea joined Rep. Wigglesworth in dissenting against the executive sessions.

Nancy Osgood

Good cook or sportswoman... young mother or spinster... Nancy’s daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923 . . .

Double Paced With News Every Hour On The Hour! *

New Wave Length, 610 KC.

Central Ohio’s Only Mutual Station
NATIONAL REPRESENTATIVE RADIO ADVERTISING CO.
9th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.

WRC
WASHINGTON

Represented by WRC Spot Sales

December 25, 1944 • Page 61
Tighter FCC Control Over Business Advocated by Denny

TIGHTER control over radio, particularly business practices, is being sought by Congress by the FCC.

In the final session of the House Select Committee to Investigate the Commission on Dec. 16, Charles R. Denny, FCC general counsel, asked for three amendments to the Communications Act of 1934—one giving the Commission authority to require a uniform system of accounts at all stations; one defining the FCC's supervision over sale prices of stations and a third a revision of Sec. 310(b) relating to transfer of control.

Following is text of Mr. Denny's statement:

On the question of prices of radio stations, I would like to say that the entire half of the Commission and point out something that I think the Commissioner might want to give attention to. The Commission has construed the present Federal Communications Act as not giving it any authority to deal with the prices for which radio stations are sold. As the Commission construes the Act, it could not fix the price. The price is a matter for private negotiation between the parties. The importance has reported its con- struction of the Act to the Congress. . . . If the Commission itself has not formally voted on it, I take the responsibility and I am doing it in my role as general counsel for the Commission.

These two amendments I would recommend, and I would also strongly again recommend a revision of Sec. 310(b) which governs transfers of these radio stations.

Testifying Sept. 7 before the Committee which was probing the sale of WFTL Ft. Lauderdale-Miami, Mr. Denny said:

"I don't personally advocate fixing the rates and making public utilities of these radio stations, because I think competition in the radio industry is the ideal way of preserving free speech and I think that common carrier regulation of radio stations would be undesirable . . . . I would recommend a revision of Sec. 310(b) of the Act. . . . is inadequate because it does speak in terms of control. I am not speaking for the Commission, because they have not taken a formal vote or made a recommendation on this matter, although I think the Chairman . . . has made a recommendation to the Senate Interstate Commerce Committee for the amendment of Sec. 310(b).

In my opinion Sec. 310(b) should be amended so as to give the Commission control over the transfer of minor interests. I would advocate that the Commission be given jurisdiction over transfers of 15 or 20 or certainly 25% interests, that if a man owns 15 or 20 or 25% interest in an important station and he sells these to a radio station, it is very desirable that he comes before the Commission and let the Commission find out who he is and approve his ownership."

Mr. Denny submitted the following proposed amendment to Sec. 310(b):

Amend Sec. 310(b) of said title III by deleting said paragraph 6 and inserting the following:

"In order to prevent the sale of any radio station license for an amount less than the market value, the Secretary shall be authorized to fix the minimum price for the sale of any radio station license for an amount less than the market value."
Regional WLB Panel Reaffirms Rule Denying Assigned Fee to Announcers

**REAFFIRMING** a position taken last August by the National War Labor Board in the WMLA case, a Chicago regional WLB panel has recommended unanimously that AFRA demands for assigned fees for commercials at seven Chicago B stations be denied. Instead, the panel favored a flat 15% increase in the salaries of announcers, retroactive to Nov. 1, 1943. Stations involved were WIJJ WIND WAAF WAIT WGES WSPC and WFL.

"In its report on the dispute, the panel found that the union's proposal that announcers receive extra fees ranging from $5 to $15 for commercials (excluding spots) would increase compensation paid to announcers by $15 to $30 a week.

The panel took issue with AFRA's contention that the assigned fee system used on "A" stations should also govern "B" stations. On this point the report declared: The Panel... is of the opinion that a provision which in the case of A stations means that the assigned fee system used on "A" stations must be carefully scrutinized before it is applied to the B stations where its effect on wages would be substantial. The pattern generally established in the industry is that the A stations pay higher rates for the same work on the assumption that the larger stations require a higher degree of skill and talent. The Panel can see no basis on which it can recommend a provision which would have the opposite effect. The precedent established with the A stations does not appear to the Panel to be conclusive. First because the A stations are permitted 12 15-minute announcements before program fees become operative, second because the arrangement has in fact produced no supplementary revenue for the announcements on A stations. Had the union's request been exactly the same in this instance as the demand of the union might appear valid on the basis of principle but it must be recognized that the B stations carry many more commercial announcements than do the A stations and that it would be very difficult to develop a formula on this point that would be acceptable to both parties.

The panel expressed the opinion that the Board would probably be unwilling to set up any schedule of program fees in view of the decision in the WMLA case in which the Board reversed the recommendation of the hearing officer and denied the request for pay-within-pay. Even if the parties could reach some agreement for a schedule of fees departing from the established form of compensation, the panel observed, the Board "would find it necessary to scrutinize the effects of the agreement in terms of the Stabilization Order and would limit increased earnings to those permitted under the order."

In recommending that the request for supplementary program fees be denied, the panel stated that the facts in the case "do not support the claim of gross inequality as between announcers in the A and B stations". In recommending a 15% increase in rates, as against a 10% increase plus supplementary fees requested by AFRA, it declared that such an increase would be proper under the wage stabilization order inasmuch as pay raises granted the announcers since the war were the culmination of negotiations which had gone on for several years.

In the WMLA case, the WLB denied AFRA's request for a schedule of fees for assigned commercial broadcasts but granted an increase of $50 a month in the base salary of staff announcers [Broadcasting, Aug. 28]. A petition filed by the union for reconsideration of the decision was granted by the Board on Oct. 29 but no action has yet been taken.

**Overseas Xmas Show**

WMCA New York, bringing holiday greetings for the second Christmas from New York, New Jersey and Connecticut servicemen stationed in far-off points of the world [Broadcasting, Nov. 27], expanded this year's broadcast to cover a 20-hour period, one of the largest and most elaborate programs of its kind in radio history. Estimated overall costs, including line charges for overseas pick-ups, may run close to $20,000. With all commercial programs cancelled from noon until 7 a.m. the following day for a ten-hour broadcast and recorded repeat, Nathan Strauss, WMCA president, last week expressed special thanks to advertisers for cooperating in relinquishing their time. All of the commercial systems in this country, he said, as well as the BBC, Chinese News Service, and the Australian Broadcasting Co. gave unselshy of their time to make the program possible.

**WNOE Seeks Shift**

PETITION was filed with the FCC last week by WNOE New Orleans for reinstatement of application requesting a construction permit to change frequency from 1450 kc to 1060 kc, increase of power from 250 w to 60,000 w and installation of a directional antenna for day and night use. KYW in Philadelphia is now on the 1060 kc clear channel assignment.
December 16

WSYR Syracuse.—Granted motion requesting 90-day continuance hearing on application for CP new station for 2:21-45.

December 19

960 kc—KROW Oakland, Calif.—Granted motion to reissue license for 960 kc to Educational Broadcasting Corp. to KROW Inc. for $900,000 plus.


1750 kc—NEW-Harold B. Thomas, Durham, N. C.—CP 1 kc unlimited.

December 23

Closing Hearing

1230 kc—NEW-Chattanooga Broadcasters, Marietta, Ga.—CP 1240 kc to 265 w unlimited.

1230 kc—NEW-Chattanooga Broadcasters, Marietta, Ga.—CP 1230 kc to 265 w unlimited.

Other Party—Walton, Ga.

December 28

NEW—Evanville on the Air Inc., Glenwood, Ind.—Granted CP new development broadcasting license for unlimited, special permission for FM on frequency to be announced.

NEW—Zenith Radio Corp., Chicago.—Granted CP new experimental television station to operate with 4 kc (peak) visual; 50 kc (audio) unlimited, frequency to be assigned by PGA chief engineer.

NEW—Intermountain Broadcasting Corp., Salt Lake City.—Granted CP new experimental television station to operate with 400 kc (peak) visual; 1 w audio unlimited, frequency to be assigned by PGA chief engineer.

NEW—C. B. Waddell, Pa.—Set for further hearing applications of Wilkes Barre Broadcasting Co. (Docket 6151); Central Broadcasting Corp. (Docket 6161); B. S. Broadcasting Corp. (Docket 6179) and Key Broadcasting Co. (Docket 6171) for CP's new standard stations to WYRK and WBBS to be considered with hearing on application of John D. Engler Jr. for regular license for WYRX. Notice of refusal.

NEW—Charles P. Blackley, Staunton, Va.— Granted CP new standard station for 1240 kc with 250 w unlimited conditions.

1240 kc—WCHV Charlottesville, Va.— Granted CP new standard station for 1240 kc with 250 w unlimited conditions; temporary time.

1450 kc—WJSZ New Haven, Conn.— Granted license to cover CP as mod. (Dockets 6031 and 6032).

1450 kc—WSAP Milwaukee, Wis.—Granted license to cover CP as mod. (Docket 6030).

1450 kc—WQBE Visalia, Calif.—Granted license to cover CP as mod. (Docket 6033).

1470 kc—WABC New York— Granted CP new standard station for 1240 kc with unlimited conditions.

1240 kc—WKNH Plattsburgh, N. Y.—Granted CP new standard station for 1220 kc with 250 w unlimited conditions.

1450 kc—WBTL Richmond, Va.— Granted CP new standard station for 1240 kc with limited conditions.

1230 kc—WBBL New Haven, Conn.—Granted CP new standard station for 1230 kc with 250 w unlimited conditions.

1240 kc—NEW-Southside Virginian Broadcasting Co., Petersburg, Va.—Granted CP new standard station unlimited conditions.

December 20

WFRM Indianapolis.—Granted petition in part as it requested to intervene in hearing on application of Courier Broadcasting Co., Warsaw, Ind. (Docket 6171) for CP new standard station for 11:31-45 in Muncie, Ind. (consolidated with Magic City Broadcasting Co. (Docket 6784) for CP new standard station for 1430 kc.

250 kc—WFIM Springfield, Ill.—Granted in part for change of call letters.

250 kc—WFET Chicago.—Granted order to show cause for revocation of CP for WFET.

December 21

Applications

1550 kc—WSSC Charlotte, N. C.—CP granted license for 1550 kc with 10 kw, install new trans. and DA, and unlimited, CP 1 w.

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1240 kc—NEW-Texa Broadcasting Co., New Harvel, Texas.—Granted CP new standard station 250 w unlimited.

1750 kc—NEW-KMPE Phoenix, Ariz.—Granted CP new standard station 250 w unlimited; and, with application for KPCL Transmission Co. for CP new standard station for 1230 kc to 1470 kc to 1470 kc 1 w unlimited, install new trans. and make changes in antenna.

1470 kc—NEW-Neumann Broadcasting Corp., Salt Lake City.—Granted CP new experimental television station to operate with 4 kc (peak) visual; 50 kc (audio) unlimited, frequency to be assigned by PGA chief engineer.

1230 kc—NEW-Chattanooga Broadcasters, Marietta, Ga.—CP 1290 kc to 265 w unlimited.

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People's Radio Stock

PLANS were completed last week for issuance of stock by the People's Radio Foundation, recently incorporated in New York State to operate a community FM station under the support and control of labor and other progressive groups. (Broadcasting, Dec. 11.) Formal license application will be filed with the FCC as soon as from $25,000 to $30,000 worth of shares have been sold. Formal approval for the stock has not been received yet from the Securities & Exchange Commission. Members of the foundation's temporary executive committee include Joseph Brodsky, commercial representative; Rockwell Kent, artist and general president, International Workers Order; and Samuel Novick, president, International Corp. of America; Leverett Gleason, editor, Reader's Scope; and A. A. Helfer, president, Jefferson School of Social Science.

Network Accounts

All Time Eastern wartime rates indicated

New Business


BOSTON-MYSTIC. Simmered (Spam toothpaste and Sal Hepatica), to Air all New England stations in CBC Dominion network, Sun., Tues. 1:30-9 p.m. Agency: Ronalds Adv. Agency, Montreal.

Renewal Accounts

CELANEE Corp. of America (Celene products) on Jan. 3 raises Great Maine.

in the CONTROL ROOM

MAX E. MARKELL, at one time engineer at WAC and WNEW New York and WCVY Jersey City, and later assistant radio receiver design for Interstate Broad- ccasts, Inc., New York, has joined Holt as specialist in research on industrial tube applications. He also served as field engineer at the company's Havison, N. J. Plant. For the past three years he has served as chief of the vacuum tube section of the U. S. Signal Corps at Camp Evans.

Dr. DOUGLAS B. HAMMERSCHMID, of the environment staff of General Radio Co., Waltham, Mass., has been named chief assistant engineer in charge of vacuum tube development.

BILL SLATER, after nine months overseas with the O.W.T., has returned to the control room of WNAN, Columbus, Ohio, unlimited, amended, regular change. (Forrest.)

DALE GORDON, released from the Navy, has joined the KPO San Francisco engineering department as an apprentice engineer.

RODNEY HAWKINS, KPO San Francisco apprentice engineer, is the father of a boy.

ROBERT DEHART, CBS renewal shortwave engineer, having completed West Coast assignments, has returned to his New York headquarters.

SEYMOUR F. JOHNSON, engineer of CBS, has traveled to government research for the armed forces, has been stationed at FM and television facili- ties engineer. Returner from radiation laboratories in Massachusetts and Massachusetts Institute of Technology in mid-December, his assignment in 1944 as research department head in ground-breaking ceremonies for KFPT Minute. Cal. television and radio Commission.

W. G. RICHARDSON has been appointed transmission and development engineer of Canadian Broadcasting Corp. He has been with the CBS since 1936 and succeeds M. R. MARKINN who resigned to enter consolation practice.

VICTOR J. ROWE, operator of CBC Watrous, Ont., has been transferred to the new Canadian Broadcasting Corp. shortwave station at Saskatoon, S. C.

JACK SMITH, formerly of Vancouver, has joined the engineering department of CBC Watrous, Sask.

CHARLES FRITZ, engineer of WPHS Philadelphia and LTNDA WORTHING- TON of Philadelphia were married Dec. 14.

ROBERT L. BLAUG has been transferred from the announcement staff to the engineer- ing department of WAJR Morgantown, W. Va.

CHARMS ASSUMES WCAP OWNERSHIP

FORMAL transfer of controlling interest in WCAP Asbury Park, N. J., and WNEW New York was completed on Jan. 3 by its new owner, Charms Candy Co., Asbury Park and New York. The sale was concluded at a meeting of the out-going board of directors to turn over from the Thoma to Burley. A total of $21,000 shares of the 21,000 total, is included in the additional shares from minority stockholders.

Walter W. Reid Jr., president, Charms Candy Co., was elected a majority board of directors at a reorganiza- tion meeting scheduled the same day; his son, Walter W. Reid 3d, Charms advertising manager, secretary, Morris Schect, vice-president, Fitch, Scheck, vice-president, the National Association of the Broadcasters, chairman, and Vera N. Scholes, station manager. Miss Scholes has been acting general manager, and was formerly assistant to Miss Scholes.

Miss Cameron, vice-president, Charms Candy Co., was elected assistant and Richard W. W. Brown, attorney who handled the transaction for Charms, was elected to the board of directors. Schules has been named national representative.

New owner plans to move station to new building and to top the floor of the Electric Bldg., owned by Tasty- way Candy Co., a. C., as soon as the present tenant's lease expires. Expanded facilities, including two studio audience rooms and newscast will be installed.

MBS SALES UP 50%; TOTAL 20 MILLION

In a YEAREND review which admitted any percentage to the recent change in its sales, the MBS last week reported that sales for 1944 topped $20,000,000, up more than 50% over 1943; that new affiliates were added during the last quarter of 1944, bringing the Mutual total to 249, of which 146 are in one-station markets.

Mutual pointed with pride to its broadcasts of the Detroit Symphony orchestra, which expanded from 30 minutes to a full hour weekly in January; renewal of the Cleveland symphony series; Let's Face the Issue forum; its domi- nance in dance band broadcasts, and the acquisition of the Carlin as vice-president in charge of programs.

Report also cited the centralized news operation established this year under direction of John Whitmore and establishment of a news bureau in San Francisco. Exclusive World Series broadcasts highlighted the network's sports reports, which covered 71 major events in 1944.

CBS Poster Award

First prize, consisting of a Wac Hotel, in the full color competition of WAC poster was won by C. D. Rader for his poster. The contest was a tie-in with the WAC's national "Complete the Drawing Contest". Participant were asked to name their painter talent. Miss Rader and other winners received their prizes on a radio program broadcast on WIBN.
Disc Showdown
(Continued From Page 18)
not fight this issue the results can only be additional and more unrea-sonable demands.
From a 250 w NBO affiliate: We firmly believe NAB should take stand on this issue. The demand of the NBO for a minimum quota of musicians and for make-work employment of plat-tinum turners to the Kennecott sta-tions of KSTP. Musicians at the stu-dios have been on strike for about five months, having refused a previous order to return to work.
The Board denied the request that a minimum of eight staff mu-sicians and that three record turns and one librarian be employed. It set up a wage schedule, retroactive to Dec. 1, as follows: $34.56 for a work week of 15 hours, $40.42 for 16 hours and $46.40 for 20 hours. The union had demanded a wage of $52.50 for a 22-hour work week.

The Board's decision upheld the recommendation of the panel [BROADCASTING, Nov. 13], which had been held up under WLB pro-cedure when the musicians re-sumed their strike after originally complying with a Board order to return to work. Members of the Re-gional Board are Philip Marshall and Dale Yoder (public), J. B. Beardale and W. H. Hawley (industry), and Samuel C. Evert and Stanley T. Joers (labor). Labor members did not vote on the deci-sion.

WBAX Consolidated
A NEW climax in the much-litigated WBAX Wilkes-Barre, Pa., case was reached last week when the FCC designated for further hearing—to be consolidated with a hearing on the application of John H. Stenger Jr., licensee of WBAX for regular license—four other ap-plications. They include those of Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., North-eastern Broadcasting Co., and Key Broadcasters, all seeking facilities in Wilkes-Barre. Decision in the WBAX case has been hang- ing fire a half-dozen years, station meantime operating on temporary license.

Pierce Honored
TRIBUTE was paid to Robert Mor-rison Pierce, owner of WGBR, Owego, N.Y., as an "all-out bas-" the networks we urge to act upon the networks to keep knocking at Pe-trillo's bluffs, gave further evidence of the industry attitude. One midwest station owner who wired Mr. Ryan that "by way of response, we have refused to pay a wage of approximately $100,000 by our company's manu-facturing and repair department for Portland quarters and facili-ties."

"Plans are under way for im-provements and expansions of KEX, and we hope to so program and operate the station that it will render an even greater service to the Portland area."

An affiliate of the Blue network on 1190 kc with 5,000 w power, KEX was purchased from the Pacific Westinghouse of WGL Fort Wayne to the Farnsworth Television and Ra-dio Corp., for $235,000. The sale of both stations is subject to an agreement between the FCC and the KSTP. Musicians at the studios have been on strike for about five months, having refused a previous order to return to work.
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The Board’s decision upheld the recommendation of the panel [BROADCASTING, Nov. 13], which had been held up under WLB pro-cedure when the musicians re-sumed their strike after originally complying with a Board order to return to work. Members of the Re-gional Board are Philip Marshall and Dale Yoder (public), J. B. Beardale and W. H. Hawley (industry), and Samuel C. Evert and Stanley T. Joers (labor). Labor members did not vote on the deci-sion.

WBAX Consolidated
A NEW climax in the much-litigated WBAX Wilkes-Barre, Pa., case was reached last week when the FCC designated for further hearing—to be consolidated with a hearing on the application of John H. Stenger Jr., licensee of WBAX for regular license—four other ap-plications. They include those of Wilkes-Barre Broadcasting Corp., Central Broadcasting Co., North-eastern Broadcasting Co., and Key Broadcasters, all seeking facilities in Wilkes-Barre. Decision in the WBAX case has been hang- ing fire a half-dozen years, station meantime operating on temporary license.

Pierce Honored
TRIBUTE was paid to Robert Mor-rison Pierce, owner of WGBR, Owego, N.Y., as an "all-out bas-
FCC Approves Blue’s Change To American Broadcasting Co.

THE LAST formal obstacle in the way of a change in the name of Blue Network to American Broadcasting Co. appeared to have been cleared last week with the approval by the FCC of the voluntary assignment of licenses of the Blue Network owned stations and associated relays to American Broadcasting Co., heretofore the holding company.

Blue officials reported no immediate plans for adopting the new corporate name in identifying the network, but said that such a change would be made in the future if it could be done without losing the goodwill benefit built over the years by use of the Blue. No such change will be made, however, it was said, until affiliated stations are consulted for their approval.

The process of change could be gradual through use of both the Blue and American Network names. American Broadcasting Co. is the holding company established by Edward J. Noble, Blue chairman, which acquired the Blue from RCA in October 1943 for $8,000,000 cash. All of the stock of Blue is held by American. Mr. Noble holds approximately 70% of American, with Chester J. LaRoche, chairman of Blue’s executive committee, and Time Inc. holding 12 1/2% apiece. Mark Woods, Blue president, and Edgar Kobak, former executive vice-president of Blue and now president of Mutual, also acquired small interests in American.

The FCC granted consent for voluntary assignment of the licenses of WJZ New York, WENR Chicago, KGO San Francisco, and KECA Los Angeles from Blue to American. There was no monetary consideration involved.

NBC CHANGES TIME RENEWAL CONTRACT

NBC advertisers whose contracts contain automatic renewal provisions have been notified by the network that those provisions are being dropped and all contracts will henceforth comply with the standard provisions of a 52-week maximum. The advertisers may request an extension by notifying the network 30 days before the contract’s termination. The 20 or so advertisers affected by the change have been given the usual 52-week notice.

The practice arose about four years ago when one advertiser asked why he had to keep renewing all the time and if his contract couldn’t run until he ordered it stopped. Other clients followed this example, but it has never become a general practice. The move is in line with trend of station and network operators to recapture some of the program control that is now largely held by advertisers and agencies, in the commercial program field, at least.

WJZ IS REFUSED TWO REHEARINGS

PETITIONS of the Blue Network Co. on behalf of its key station, WJZ New York, for rehearing in a special authorization grant to KWBU Corpus Christi, Tex., and for reconsideration by the FCC of its order in connection with a special authorization to KOB Albuquerque were denied last week by the Commission.

On Nov. 9 the FCC granted special authorization to KWBU to operate days on 1030 kc with 50 w power for six months, using directional antenna. WJZ, denied a rehearing, contending that KWBU has plans for fulltime operation on the 1030 kc channel.

KOB, regularly assigned to the 1030 kc channel, has been operating under special authorization on 770 kc, the WJZ frequency. Previously KOB had operated under special authorization on 1180 kc. On Oct. 9 the Commission granted in part a motion of WJZ for enlargement of issues in the hearing on applications of KOB for modification of construction permit, for a license to cover construction permit as modified, and authority to determine operating power by direct measurement.

WJZ contended that if the KWBU grant is permitted to stand and KWBU eventually goes fulltime on 1030 kc, then KOB could not return to its regularly-assigned frequency of 1030 kc and would remain on 770 kc with WJZ. Last week’s action was the second time in a fortnight that the FCC had denied Blue Network petitions involving the KOB case. The network previously had been denied permission to consolidate its hearings to change frequency of KECA Los Angeles from 790 kc to 770 kc, with that of KOB for modification of its construction permit [Broadcasting, Dec. 18].

Several Features Added To West Coast Hooper

C. E. HOOPER Inc., New York, effective with the current report, incorporates new features in the “Pacific” network Hooper ratings and affects several changes in coverage and sample size for this service. The Hooper ratings sample 3:10 p.m. is increased by 15% %, and the 8 a.m. to 5 p.m. sample increased 10%. Spokane has been added to the list of four network cities (Los Angeles, San Francisco-Oakland, Portland and Seattle) covered and distribution of the sample has been adjusted to approximate the distribution of population of these cities.

Report now indicates plus or minus change over the last report for sets-in-use, Hooper rating, share of audience and for each time period occupied by sponsored network program.

Seek Meridian CP LICENSEE of WSLI Jackson, Miss, Standard Life Broadcasting Co., last week filed with the FCC an application requesting a renewal of the 250 w and unlimited time on 1450 kc for a proposed new standard local outlet at Meridian, Miss.

YOU CAN ALMOST see the canary feathers on the chops of the Blue Network officials in this most candid of candid contract pictures. Garden (Mike) Cowles Jr., president of Cowles Broadcasting Co., signs contracts affiliating three of his company’s stations—WNAX Yankton, KRNT Des Moines and WCPB Boston—with the Blue. Signing for the network is Chester J. LaRoche, vice-chairman. Standing are Keith Kiggins, vice-president for station relations, and Mark Woods, president.

BROADCASTING • Broadcast Advertising
Four Standard, Three FM, Television Outlets Sought in New Applications

TEN NEW applications were filed with the FCC last week requesting facilities for four standard outlets, a television station, three FM outlets and other miscellaneous services.

Licensee of WSLI Jackson, Miss., Standard Life Broadcasting Co., has applied for new standard facilities of 250 w unlimited time on 1450 kc for a proposed outlet at Meridian, Miss.

Mitchell G. Meyers, Ruben E. Arenheim and Milton H. Meyers, owners of WEIM Fitchburg, Mass., are applicants for a new standard local station for Brockton, Mass., on 1450 kc with power of 250 w and unlimited hours.

Louisiana Petition

Frequency of 1240 kc is sought for a new local outlet at New Iberia, La., by Teche Broadcasting Co., partnership composed of Fred A. Letellier and Manager and program director of KVOP, new local outlet at Plainview, Tex., and his mother, Edna Capo LeMieux (64%). Power of 250 w and unlimited time is requested. Mr. LeMieux during the past five years has been affiliated with WJHO Opelika, Ala.: WAML Laurel, Miss.; WSMB New Orleans; WDSU New Orleans, and WGCMB Gulfport, Miss., as announcer and engineer.

Fifth application for a new standard station in Peoria, Ill., filed by Mid-State Broadcasting Co., seeks 1,000 w unlimited time on 1560 kc. President and 25% owner of the new company is William J. Kutsch, radio director and advertising manager of Swift’s Premium Ham & Bacon Division, Chicago. William A. Kutsch, vice-president and 24% owner, is general supervisor of A. S. Staley Mfg. Co., corn products firm. Remaining interest is divided among a number of other businessmen.

Channel 3 commercial television facilities are requested by Maryland Broadcasting Co., licensee of WTH Baltimore.


WFAM Inc., Lafayette, Ind., also by the same interests which operate WASK Lafayette, requests FM assignment of 49,700 kc. Approximate cost is $12,860.

Memphis Pub. Co., licensee of WMC Memphis, has filed for 48,100 kc and 19,640 sq. mi. coverage for its proposed FM outlet to cost an estimated $117,500.

Shift of assignment from 1240 kc to 1550 kc is asked in an application filed by WSOX Charlotte, N. C. which also requests increase of power from 250 w to 10,000 w using a directional antenna at night.

A new developmental broadcast station on 47,600 kc is requested by Georgia School of Technology, Atlanta, Ga., to use power of 1,000 w with special emission for FM. Georgia Tech is licensee of the Atlanta standard outlet WGST.

TROPICAL TIME at the Army Expeditionary Station on Guadalcanal is tapped out on the coconut time signal rigupped by Pvt. Richard N. Sinclair, formerly of KSL Salt Lake City. He is an announcer with the station, a Mosque Network outlet of the Armed Forces Radio Service.

Control Transfer Granted to Four

Two Grants Involve Change From Corporate Ownership

CONSENT to transfer of control of four stations was granted by the FCC last week with two of the shifts involving changes from corporate form to direct individual ownership and having no monetary consideration. Stations are: WGGG Gainesville, Ga.; KGCU Mandan, N. D.; WNOE New Orleans and KNOE Monroe, La.

Charles Smithgall, president, treasurer and sole owner of Big Ridge Broadcasting Co., licensee of WGGG, was granted acquisition of control through purchase of 20 shares (11.45%) capital stock for $5,376 from Austin F. Dean, former president now in the Navy who is unable to devote time to his interests in the station.

Mandan Grant

Consent to voluntary transfer of control was granted by the FCC for KGCU. Licensee of KGCU, was granted by J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly last year by the FCC, grant of $625,000 plus $65,000 through transfer of 146 2/3 shares. (66 2/3%) capital stock for $3,667 to W. S. Russell, president and a group of businessmen. New owners are: W. S. Russell, J. C. Russell, W. R. Russell, H. W. Lanterman (each 27 1/2 shares), A. M. Fenemire, W. H. Walton and F. M. Foster (each 12 2/3 shares).

James A. Nee assumes direct ownership of WNOE and KNOE through grant by the Commission of transfer of control from the respective licensee corporations in which he held total interest.

Marines’ Holiday Discs Are Sent to 30 States

MARINE Corps Public Relations, Radio Section, in special preparations for Christmas, sent out 116 shows to stations in 30 States, carrying holiday greetings from Marines in the Pacific. Recorded in the field on film, the messages were flown to Marine Corps Headquarters in Washington, processed and recorded on discs for distribution to local stations and the four networks. Most of the greetings were arranged so that groups of boys from the same locality were interviewed together.

USMC correspondents who made most of the holiday greeting recordings were: Sgt. Alvin M. Josephy, formerly of WOR New York; Sgt. Art King, of WEEI Boston and WHN New York; Sgt. Vince J. Lonergan, of Head of the Lakes Broadcasting Co., Duluth; Sgt. Edward C. Stodel, who had his own advertising agency in Los Angeles; Sgt. Richard E. Mawson, of WBAX Wilkes-Barre. Processing the recordings at Headquarters were: Sgt. Bill Franke, former radio editor of the Washington Times-Herald; Sgt. Keene Hepburn, technician for the recordings of the Saipan invasion, and Pvt. Pete Meisinger, of the radio and television section, Dept. of the Interior.
Classified Advertisements

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

Help Wanted (Cont’d)

SALESMAN-ANNOUNCER wanted by 5 kw broadcast station in Florida’s first market. Real opportunity for thoroughly competent salesman, experienced in handling city retail sales. Position includes all buying experience and income requirements in first letter. Box 99, BROADCASTING.

Announcer—Now employed small sta-
tion in Midwest. Excellent po-
tence. Successful record 15 years in advertis-
ing. Box 12, BROADCASTING.

Exciting new position in supervisory position in 5 kw station desires position as chief of local or regional with plans for postwar expansion. Box 11, BROADCASTING.

Engineer—Now in supervisory position in 50 kw station desires position as chief of local or regional with plans for postwar expansion. Box 12, BROADCASTING.

WANTED—First or second class operator—1 kw station. Excellent opportunity. Box 11, BROADCASTING.

Announcer—Experienced, news, commer-
cials, and radio experience. Men or women. Possibly a complete station situation. Box 22, BROADCASTING.

Assistant program direct-
ator needed. Good sales, adminis-
trative and supervisory ability required. Send resume to Broadcasting Box 20, BROADCASTING.

Announcer, producer, recording equipment wanted. Will pay cash. Box 26, BROADCASTING.

Situations Wanted (Cont’d)

WANTED—First class operator. Box 104, Henderson, N. C.

WANTED—First or second class operator. Box 104, Henderson, N. C.

WANTED—First class operator wanted by 5 kw broadcast station in Florida’s first market. Real opportunity for thoroughly competent salesman, experienced in handling city retail sales with income requirements in first letter. Box 99, BROADCASTING.

Chief engineer kilowatt wishes better po-
tion commensurate with ability. Three years college, electrical engineering, eight years experience, 50 kw kilowatt and high frequency, directional, FM. Box 10, BROADCASTING.

Announcer—Wanted. Excellent sales, ad-
vertising, and production experience. Salary open. Box 20, BROADCASTING.

SITUATIONS WANTED

HERE’S THE RIGHT SELLING JOB FOR THE RIGHT MAN. SALES MAN FOR A CBS AFFIL. IN THE LIVABLE SOUTHWESTERN CITY OF HUNDRED THOUSANDS. BIG OPPORTUNITY TO BUILD AROUND A GREAT UNIVERSITY. MAN WITH NON-RADIO BACKGROUND, ENOUGH AGE TO BE MATURE AND ENOUGH YOUTH TO WANT TO GROW WITH US. THE PLACE IS ENJOYABLE AND YOUR FIRST JOB IS TO SELL US. WRITE BOX 34, BROADCASTING.

WANTED—First class radio operator for old, established 5 kw kilowatt Florida broadcasting station. Excellent and permanent position. Address, grade, status, background of experi-
wanted, salary requirements. Box 35, BROADCASTING.

Box 23, BROADCASTING.

OPERATORS

Earn $50 to $75 WEEKLY, established scale of increases, annual vacations, sick leave, good working conditions at metropolitan-non-
IBEW station. Give qualifica-
tions and record of previous employment.

SOUND EFFECT RECORDS: GENNETH & SPEEDY-Q
Reduced basic library offer containing over 300 individual sound effects.

Accurate Concrete Dramatic
"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
1121 Vermont Ave., Wash, D. C.
(5th Floor, 5-4617, Local 1121)

BROADCASTING • Broadcast Advertising

SOUND EFFECT RECORDS GENNETH & SPEEDY-Q
Reduced basic library offer containing over 300 individual sound effects.

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants

Situations Wanted

Announcer, producer, MC, newsmaster. Over-
ten years experience. $3,000 plus per annum, experience as well as smaller stations. Has directed, acted in many shows on stage and in radio. 30, 4F, available on short notice for good salary. 50 kw kilowatt. Must be my last. If definitely interested write Box 21, BROADCASTING.

Manager—Broadcast station. First class operated in major city, 1350 kw kilowatt. 50,000 watts daytime, 75,000 watts night. Opportunity to work with an outstanding manager. Box 29, BROADCASTING.

Announcer—Honorably discharged veteran. Go anywhere, anywhere in good back-
ground. Consider any offer. Box 30, BROADCASTING.

Manager available immediately. Interested in executive position with station hav-
ing long-range postwar development plans. Box 31, BROADCASTING.

Producer—Newspaper. Excellent ideas, man.

Buying and selling transmitter equipment. Advise what you have and lowest cash price. Box 33, BROADCASTING.

WANTED—BROADCASTING.

FOR SALE

For sale—260 watt transmitter, FCC filing data, also frequency coordinator, $5,000. Write Box 35, BROADCASTING.

Miscellaneous

Available 7:30 morning Monday, Wednesday, Thursday. Also 9:30, 11:00, 1:00, 3:00, 5:30, 7:30, 9:30, 11:00, 1600. Good buy. Box 24, BROADCASTING.

Will furnish equipment for radio station for interest. Box 36, BROADCASTING.

The School of Radio Technique

(America’s oldest School. Enrolled Radio Technicians and Students in the United States, Canada, and Europe, for 8 Weeks’ Evening Course)

January 8

6 Weeks’ Day Course

January 9

3 weeks by Authoritative Professionals for Beginner & Advanced Students, Includes:

1. Radio Course Review
2. Newscasting
3. Acting
4. Programming
5. Sales
6. Commentaries
7. Voice

(For complete rates, write for booklet, "VETERANS’ BROADCASTING"

R.K.O. BUILDING RADIO CITY, N.Y.
Circle 7-0193

360-1196

R.K.O. BUILDING, 1 R. K. O. BLDG.

December 25, 1944 • Page 69
SALES of controlling interests in two more stations, made necessary under the FCC duopoly regulation (Sec. 335), were approved last week, leaving but two stations still pending before the Commission.

Transfer of KROW Oakland, Cal. from Educational Broadcast- ing Corp. to KROW Inc. for $75,000 plus net quick assets and sale of controlling interest in WILM Wilmington by J. Haie Steinman and John F. Steinman to Alfred G. Hill, Chester, Pa., for $125,000 were given formal approval. Commissioners Paul A. Walker and C. J. Durr were voted for a hearing in the WILM case.

Dummi Seeks KPAS Interest

With the KROW transfer, Wesley L. Dummi, principal stockholder in Educational Broadcasting Co., retains control of KSFO and the two independent stations KWID and KKWX. New owners of KROW are Sheldon F. Sackett, Oregon publisher and owner of KSO Portland, Ore., 85% and Philip G. Lasky, vice-president and general manager of KROW the last five years, 35%.

Still pending before the Commission is application by Mr. Dummi to acquire 25% interest in KPAS Pasadena, of which J. Frank Burke is principal stockholder. Mr. Burke also operates KFVD Los Angeles, and must divest himself of control of one station.

In the WILM transaction, the Steinman brothers voted to sell 404 shares (66-2/3%) of the voting stock and 68 shares (66-2/3%) of the non-voting preferred stock to Mr. Hill, editor of the Chicago Tribune and Chestier Times. Plans are to move WILM to Chester [Broadcasting, July 31]. The Steinman brothers, who head the Mason Dixon Group, own WDEL Wilmington and five other stations.

Pending Cases

Duopoly cases still pending include: WGY-WNEW New York, Application of Arde Bovalo and Mal. Harry D. Henshel to sell controlling stock of WGY to Murray and McMath, Master for $300,000, pending following hearing.

WGWU-WGWU Reading, Pa. Application of Berks Broadcasting Co., licensees of WGWU, to transfer license to George J. Feinberg, Joseph M. Naseau and Milton J. Hinde, $125,000, pending.

WAPF Fort Worth, Texas. KGKO Fort Worth-Dallas, Texas. Application pending stating that duopoly regulation is not applicable pending, following holding.

WMFS-WMC Memphis Application by Scripps-Howard Broadcasting to acquire WMFS to PLS MPG Inc. Memphis, $265,000, subject to royalty payments of approximately $150,000 pending.

KGMX Los Angeles. Application of Mal. Lewis Weymier, owner, to shift KGMX from 1250 to 1300, pending; negotiations for sale of one station reported under way but no filing.

KFFV Los Angeles. KPAS Pasadena. Application of Hires Co. to acquire 25% of KPAS by Wesley L. Dummi, by which J. Frank Burke would divest himself of control.

KBOO-KELO Sioux Falls, S. D. Application requesting finding that duopoly regulation is not applicable pending.

KOMO and KERR Seattle. Application where-by Fisher's Blend Station would acquire KOMO and Blit F. Fisher (no relationship) would acquire KJF pending.

KJDO-WGBF Evansville, Ind. Application requesting finding that duopoly regulation is not applicable pending.

Stations Affected

Stations involved in the duopoly regulation and actions as approved by the FCC follow:

RGEO-WGTO Springfield, Mo. Exchange of interests whereby Springfield Newspapers Inc. acquired control of RGO for $25,000 and Lester E. Cox, Ralph B. Foster, G. Arthur Johnson and L. J. Mahler purchased control of WGTO for $100,000; approved Feb. 29.

KOJ Omaha, NE. KFOR Lincoln. KFAB Lincoln. The Sidles Co., State Journal Company, and Sta. Printing Co. sold KOJ and KFOR to Charles T. and James Stull (Stull Livestock Co.) for $665,000 ($250,000 for KOJ); Sidles and newspapers retaining KFAB; approved Apr. 12.

WJJD Chicago. WIND Gary-Chicago. H. Leslie, Ralph L. and Balch Louis Al- lison sold WJJD to Marshall Field for $86,000; approved July 15. 

KECA-KFI Los Angeles. Earle C. An- thony Inc. sold KECA to the Blue Net- work Co. for $806,000; approved July 15.

KGNG-Kent Denver, Colo. Lincoln Broadcasting Co. (now Cowles Broadcasting Co.) sold KEGO to Kingsley N. Murphy for $251,000; approved July 28.


KXCL-KXL Fort Wayne. Southern Broadcasting Stations for $560,000; approved Nov. 18.

WGRW-GEER Great Falls, Mont. Western Stations Co., owned by James W. Wess- phal and his staff, which acquired control of one station, for which they were paid $1,000.

WEAK-KEK Pittsburgh. Exchange of interests whereby Journal Publishing Co. sold KEK to the Blue Network Co. for $575,000; approved Aug. 22.

KGC WGC Cincinnati. KGO San Francisco, Louis Brum- mingham's KFRC sold KGC to KWK; approved July 29.

KGBC-KKF San Francisco, Jules Bron- wick's KFRC sold KGBC to KGBC; approved Aug. 22.

KJSO-WHN Cleveland. WCLE moved to Akron, changed frequency from 920 to 604 ke, increased power from 600 watts to 1 kw, changed hours from daytime to limited; approved May 8.

KGV-WFBB Pittsburgh. KGK sold to B. H. Brennen to group of local business- men for $617,000; approved Aug. 11.

WJD-SWPA Sumpnber, Indiana. S. C. WOOD-ROKO Portland. Exchange for $56,000; approved Aug. 11.

WJD-JWSL Columbus. WJD sold to Max E. Wilt of WJBS licenses corporation but retained 40% stock holdings; approved Nov. 27.

WJMK-Pennsylva- nia. KMBT Los Angeles. Field not affected by duopoly rules because of different management and control.

THE MORE THAN 1000 persons attending the banquet of the First Annual Television Broadcasters Assn. Conference in New York two weeks ago and watching entertain- ment from two video stations, WNB and WAD, on 28 receivers in the banquet hall of the Commo- dore Hotel, probably did not realize that in providing for that enter- tainment's reception F. J. Bingley, chief engineer of Philco Radio & Television Corp. and engi- neering chairman of the conference, had solved one of television's more troublesome problems—that of pro- viding service to many receivers in a single building without cov- ering the roof with a mass of anten- nas.

Two antennae were erected on the roof of the Commodore, one for WNB and one for WAD. These fed to a new type of amplifier, designed and developed by Mr. Bingley and his staff, which in turn fed the signal to each of the sets. Whether they all received one station, or whether some received WAD and some WNB, there were no evidences of interference or interaction. Cost of the equip- ment is said to be low enough to be easily amortized by charging tenants a nominal fee for the serv- ice.

Blue Rearranges Evening Schedules

Ten Programs Shift to Allow More Balanced Schedule

MAJOR realignment of Blue network's evening program schedule will be put into motion Jan. 1 and probably be completed by the 20th, it was an- nounced last week by C. F. Jaeger, Blue general sales manager. As the schedule lined up last week, the shift will involve time changes for 10 prime-time programs and probably retaining for the most part the same size network for each show.

Move is in line with increased at- tention at the Blue to pro- gramming, and follows shortly after an announcement of a reorganization and expansion of cooperative pro- grams between Blue, CBS (Death of a Scout). In rearranging the programs, Mr. Jaeger said the Blue network aims to present better balanced programming; to give the advertiser more competitive time segments; and to make available to advertisers the specific time periods they have requested. The prime-time program was rationalized, he said, as a way to offer sponsors the spots "in which their programs can attract the largest possible audiences and offer the station an option to programs on other networks."

Programs affected, their spon- sors and agencies, date of switch, the new times they will be heard, together with current broadcast time, follow:

Guy Lombardo, Lars & Bro. Co. (War- ner Bros.), Mon., Tues., Fri., 10:30 p.m. to Sat., 10 p.m.

B. F. Goodrich National Watch Co. (J. Walker Thomson Co.), Tues., 10:30-11:30 p.m. to Thurs., 10:30-11:30 p.m.

The Mark (X.-Lockheed Aircraft Corp.), Wed., 9:30-11 p.m. to Sat., 1:30-3 p.m. to Sat., 10:30-11:30 p.m.

Gus Godwin, Hastings Mfg. Co. (Keel & Gill), Thurs., 9:30-11 p.m.

Ed Wynkoop's Handicapped Island, Borden Co. (Young & Rubicam), Mon. to Mon., 9-11 p.m.

David Harding—Counterplay, Mall Pouch Tobacco (Borgen), Wed., 7-8:30 p.m. to Thurs., 7-8:30 p.m.

Don Freidel-Wendell Niles, Charles E. Hires Co. (N. W. Auer & Son), Jan. 24 to Wed., 9-10 p.m. Current Hires shows, Hecht Time for Hires shows, 6-7 p.m. to Thurs., 8-9 p.m.

Sunny Joe Amby, Manhattan Soap Co. (Peyton), Thurs., 10-11:30 p.m. to Fri., 11:30-12:30 p.m.

Salvation Army Renews

SALVATION ARMY has renewed its network for Philadelphia for 26 weeks. The program is pre- sented over by Mrs. Samuel Hepburn, wife of the Salvation Army's Brigadier General. Directed toward a women's audience, Mrs. Hepburn discusses the work of charitable organizations throughout the world. Individual Salvation Army members are highlighted on the program. Songs sung by the Salvation Army Laban Hanson Agency, Philadelphia, and broadcast, in addition to WFIL, over stations WSW, WPIL, WJZ, WPAG, WLZ, WJZ, WPIL, and Lancaster, WEEU Reading, WSAN Allentown, Pa. on Saturday morning.

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F. L. Schlagle, president of National Education Association and superintendent of schools for Kansas City, Kansas, says this in behalf of broadcasting, "To appreciate fully radio's influence upon society, one has only to work with students of all ages, from all home environments. Its broadening of the student's understanding of worldly matters is a subtle influence in the home that supplements importantly classroom teachings. We in education look forward with great anticipation to utilizing full potentialities of radio, placing it alongside text books and other working tools of modern schools."

Broadening radio's service to education is a fundamental tenet of station operation at KMBC. Noteworthy among this station's projects in education is the KMBC Schoolhouse. Three times weekly, the bell in the schoolhouse tower calls the class to order—on Mondays, the upper elementary and high school grades, for Inside the News with Erle Smith and his student newscaster of the week; on Wednesdays, the upper elementary grades, for Fun with Facts, Edwin Browne, KMBC's Educational Director, as radio schoolmaster; and on Fridays, the primary grades, for The Magic Book with Caroline Ellis. All this—and the Columbia School of the Air, currently in its 15th season over KMBC!
IT'S TIME YOU KNEW THE FACTS!

The Santa Claus mask has been lifted from Oklahoma radio data.

Today, the facts of radio listening in Oklahoma stand revealed by the study conducted under the supervision of Dr. F. L. Whan of the University of Wichita.

Dr. Whan, who for years has been measuring radio listening in other states and is today quite well and reliably known in the industry, has made the first impartial, statewide survey of radio listening ever made in Oklahoma. He has brushed aside old legends without fear or favor and, as a result of 6,422 interviews, has developed a true picture of radio listening in Oklahoma based on facts.

The picture shows WKY dominating the Oklahoma scene in practically every respect. It is the station to which more Oklahomans listen than to any other; it is the most popular station with farm listeners; it is the state's most listened-to station for news and market reports; it dominates morning, afternoon, and night in coverage of the state's greatest buying power.

If you want to know what stations Oklahomans like, what programs they prefer, when they listen and how much, and many other vital facts about radio listening, consult "The Oklahoma Radio Audience of 1944". A copy will be sent on request.