WHO has its own War Correspondents!

When Iowa people tune to their favorite war correspondents, on their favorite station, they hear broadcasts that were written and spoken for Iowa people, by WHO staff-members, then short-waved directly to WHO for re-broadcast!

First our Herb Plambeck, WHO's enthusiastic Farm Editor, went to England last year and started the ball rolling. Today our Jack Shelly is covering the European theatre, and our Major Frank F. Miles is covering the Italian theatre—with broadcasts coming in every day or so!

Sure, it means a lot more work for us here at home, and a good load of expense, too. The results are more than worth it, however, because it gives millions of Iowa Plus people a better, closer picture of the War, and the part they can play in backing the War effort.

It also gives you a better audience, because it's another reason why Iowa people prefer WHO.

WHO for Iowa PLUS
Des Moines . . 50,000 Watts
B. J. Palmer, President J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
WKY's Bond-Selling

**TELEVISION SHOW**

Fascinates record crowds in 19 Oklahoma towns!

Television, to more than 120,000,000 persons in the United States, is still something they have only read about; 120,000,000 Americans have never seen television.

The people of Oklahoma, however, have had two opportunities in recent years to see television in action; both were sponsored by WKY. With the exception of the few areas in which television is now on the air, more persons in Oklahoma today have seen television in the flesh than in any other state in the Union.

WKY sponsored its first television show in Oklahoma City five years ago. Fifty thousand persons saw this demonstration in five days.

Last November, WKY took its second Television Show on a tour of 19 Oklahoma towns, played 31 performances in 23 days to 41,000 persons who bought War Bonds to gain admission. Two standard RCA television receivers reproduced the action picked up by the television camera on the stage.

Listeners have come to expect WKY to lead the way in improving service and introducing new transmission techniques in Oklahoma.

One of the prime purposes of the tour, in addition to boosting the Sixth War Loan and giving Oklahomans a peak at television, was the introduction of WKY's new quarter-million dollar transmitter with its unique 915-foot antenna, on display in scale model.

With this new transmitter in operation, WKY will reach out to make more Oklahomans familiar with and regular listeners to its programs than ever before.

Twenty-five years of continuously improving its service and facilities have established WKY firmly in the esteem and listening habits of Oklahomans. That's why when Oklahomans think of radio, they invariably think of WKY.

**THE MAGIC WORD “TELEVISION”** brought capacity crowds to high school and municipal auditoriums all along the 19-town itinerary. Two shows were necessary in many of the towns to accommodate the eager crowds. At Altus, above, the new Municipal auditorium overflowed for the first time.

**WKY’S TELEVISION CARAVAN** carried a staff of 17 persons including talent, engineers, stage hands, drivers and publicity men. The caravan is shown here at the start of the 23-day tour in front of Oklahoma’s State Capitol.
Well planned and programmed programs are the basis of a station's popularity. No one is more aware of this than WAGA's program and production departments.

WAGA not only gives its listeners something worth hearing, but it has the power to be heard—in the right places. More than that, it gives its programs the support of aggressive audience-building promotion.

Proof of the success of this combination is in the fact that no other Atlanta station has made such progress in popularity during the past two years.

WAGA
ATLANTA
5000 Watts on 590 Kcs. - Blue Network - Represented by Headley-Reed
MAKING TRANSCRIPTION HISTORY

"Pleasure Parade"

THE
BRILLIANT
NEW
MUSICAL
SHOW!

78 THRILLING
QUARTER-HOURS
TRANSCRIBED

★ KAY LORRAINE
OF "HIT PARADE" FAME, BEAUTEOUS
BALLAD SINGER

★ BOB KENNEDY
ROMANTIC SINGING STAR FROM THE
ORIGINAL CAST OF "OKLAHOMA"

★ THE MODERNAIRES AND
PAULA KELLY
TOP FLIGHT SINGERS OF HIT SONGS
ONE OF RADIO'S GREAT VOCAL COMBINATIONS

★ JIMMY WALLINGTON
EMCEES PLEASURE PARADE IN, FAST
AND FUNNY PACE

★ BRILLIANT ARRANGEMENTS
FEATURED BY IRVING MILLER AND HIS
GREAT RECORDING ORCHESTRA

NOW READY FOR SPONSORSHIP

Frederic W. ZIV Company

NEW YORK

2436 READING ROAD
CINCINNATI, OHIO

HOLLYWOOD

January 16, 1945

Page 4 • Broadcasting • Broadcast Advertising
INTENSIVE MERCHANDISING SUPPORT	FOR WIBC ADVERTISERS...

As could be expected, under the new and aggressive operation by Indiana's leading newspaper, this radio station is really "going places" in one of the nation's richest markets.

Our new policy of alert and intensive merchandising cooperation should interest agencies and national advertisers alike. Write for details.

A Clear Channel  •  1070 KILOCYCLES  •  5000 WATTS
Represented nationally by John Blair & Co.

A Mutual Station  WIBC
INDIANAPOLIS, INDIANA
Starting at 5 a.m. with WWL's Farm Program

Speed up at 7:30 with WWL's "Dawn Busters"

Folks turn first to—

WWL
NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
HIT THE WSIX BULL’S EYES
IN THE HEART
OF THE NASHVILLE MARKET

NO WASTE COVERAGE  LARGE AUDIENCE  LOW UNIT COST

Shoot the full load in a concentrated pattern. Don’t scatter your shot into the far-distant lesser populated sections. WSIX with its 5,000 Watts on 980 kc. has plenty of power to cover the well-to-do, active Nashville, Middle Tennessee and Southern Kentucky market. This coverage dished out with choice programs from both the Blue and Mutual Networks, has resulted in securing for WSIX the largest all-day listening audience in Nashville—plus satisfactory sales response—plus low unit sales cost for its many loyal advertisers. For more information write or wire

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

5,000 WATTS  980 KC

WSIX
"The Voice of Nashville"

NASHVILLE, TENN.

Blue  Mutual
Sears Roebuck and Company, world's largest mail order house, wanted to reach the urban and outlying families in the great Chicago market. They wanted to enter the homes of the second richest buying center in the United States where 2,855,700 families spend over $3,500,000,000 annually.

Sears Roebuck and Company, being astute advertisers, carefully surveyed the listening habits of the early rising radio audience before making their choice. The result—a long term contract favoring WMAQ. Sears is sponsoring Everett Mitchell on "Town and Farm", 6:15 to 6:45 in the morning, six days a week.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

The Chicago station most people listen to most

670 ON YOUR DIAL

REPRESENTED BY NBC SPOT SALES
Television Quiz

For Prospective Station Owners

1. What firm's pioneering development of the Cathode-ray Tube (the heart of a television set) gave television its first clear pictures...and made television commercially possible?

2. What manufacturer's national advertising—for more than a year—has been devoted to answering the public's eager questions about television?

3. What company designed and built 3 of the 9 television stations on the air today (more than any other company)?

4. What firm's extensive experience in television station design, construction and operation has set a pattern for profitable management of an average-size station?

5. What manufacturer's experimental station telecasting equipment provided a week-in-week-out demonstration of low operating cost and rugged dependability since the summer of 1940?

6. What firm's strong patent position assures clients of exclusive and important features not matched by other companies' television station equipment?

7. What company's experimental television station was the first to offer the use of its facilities during wartime to advertisers and advertising agencies to develop commercial techniques...and to provide experienced directors, writers and talent for television's inevitably-swift postwar expansion?

8. What manufacturer has provided a plan to instruct operating executives and technical crews, which will insure the efficient commercial operation of your postwar station?

9. What firm's telecasting equipment is rated "tops" in signal transmitting efficiency and effectiveness...and in installation and operating economies?

The one-word answer to all these questions is: **DuMont**

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

FERRY-MOBSE SEED Co. Feb. 2 starts sponsorship of Garden Gate, WLAC Nashville show, on 81 CBS stations Saturday, 8:15-8:30 a.m. CWT. Program has been on network sustaining basis for four years. Agency is McManus, John & Adams, Detroit.

H. W. KASTOR & SONS announce the election of H. Kastor Kahn, grandson of the founder and agency manager for four years, as president. Mr. Kahn has appointed an administrative committee composed of V. T. Mertz, executive vice-president and Ruth F. Farquhar, Harold Merillat, and J. H. Wright, vice-presidents.

BENRUS WATCH Co., holding a postwar sales conference of more than 400 jewelers in New York Friday, announced the decision of a national survey of the jewelers to continue use of radio for the bulk of national advertising. The jewelers also voted five to one for frequent time announcements rather than a network program.

REP. EDWARD J. HART (D-N.J.), former member of the House Select Committee to Investigate the FCC, late Friday was named chairman of the newly-created permanent House Committee on Un-American Activities, by the Democratic Committee on Committees, subject to ratification by a caucus of House Democrats.


MARTIN

OST IMPORTANT “Good Deed” Boy Scout Martin Weinstein ever did was starting the program On the Scouting Trail on KECA in 1940. That deed got him started in radio, and still writing the series, Martin has moved along to the position of timebuyer for the Meyers Co., Los Angeles.

When Martin began the scout program, he was head of public relations for the Boy Scouts in the Los Angeles area. After one year the program shifted to KFI where it still holds down a weekly spot. After Martin got this taste of radio, he couldn’t get away from it.

He wrote Philip G. Lasky, general manager of KROW Oakland and told him he wanted to learn radio. Mr. Lasky gave him a job as publicity director of the station. After eight months with KROW, he joined Hillman-Shane-Breyer, Los Angeles agency, as radio writer.

In the summer of 1943 he shifted to the Meyers Co. After serving as copywriter both in black and white and radio media, he was made agency timebuyer in October 1944.

Martin buys time for The Pennzoil Co. in the western states, Southern California Telephone Co., Sears Roebuck & Co., and other accounts. In addition to time-buying, he supervises all creative radio of the agency, including copywriting as well as production.

Martin was born in New York—the date was Nov. 6, 1921—and moved with his family to Piedmont, Cal. in 1932. He spent two years at the U. of California where he was night editor of The Daily Bruin, and head of radio activities of the Associated Students. Majoring in journalism and music, he also played in the college band and symphony orchestra. On completion of his second year of college, he got a job in a local packing plant. The job lasted four months.

His chief hobby remains his work with the Boy Scouts, of which he is now a commissioner. When there is time left over, Martin practices piano, clarinet or drums. Once when his alma mater was short a musician, he went back to help fill out the Bruin band.

He’s blond, five feet five, with brown eyes and weighs in at 172.
CHILDREN ANALYZE THE NEWS 'Teen age boys and girls do a sensational job of news analysis for a local shoe store. Sponsor is pleased with steady flow of new customers program recruits.

THE FAIRFIELD FOUR This colored quartet was the basis for WLAC's sale of over $40,000 worth of vitamin orders in 52 weeks. Their mail shows an intense 12-state coverage.

VIRGINIA MANSELL Feminine M.C. for two local department store programs. Sponsor gets ready sales on items included in her fashion hints.

OLD DIRT DOBBER Sponsored locally for ten years. In four years on CBS his fan mail totals into the millions.

TEXAS DAISY Yodeling cowgirl whose personal appearances (broadcast) in local clothing store packs 'em in every day.

HERMAN GRIZZARD Emcee for WLAC's "Daybreak In The Barnyard", a 5:00-6:00 A.M. program that draws over 2,000 mailing pieces per week.

MARY E. HICKS Whose "To Have And To Hold" organ program (15 minutes) pulls over 80 "Wedding Anniversary" letters per broadcast.

JACK MINTON Exclusive men's store official and Nashville's leading style authority has greatly increased store traffic through his twice-weekly "Style Talks For Men".

CONNIE TAYLOR The third "Paramount Show Girl" to serve WLAC in 11 years of program sponsorship. Response to ticket offers often swamp switchboard.
"Don't jump, Thistlewaite—we'll move right next to the F&P office!"

- It's hardly any exaggeration at all to say that there are dozens of agencies and advertisers who consider F&P practically a department of their own organizations.

We'd like a chance to demonstrate that we can work as hard and as intelligently for you as you do for your clients. That's what we call "Free & Peters Service."

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Allocation Proposals Announced by FCC

FM to Move Up: Television Split; Final Decision Awaits Argument Feb. 14

By SOL TAISHOFF

SPECTRUMWIDE ALLOCATIONS above 25 mc which provide virtually unlimited space for development of new broadcast services after the war, but which compromise the proposals of both FM and television groups, were proposed Tuesday (Jan. 16) by the FCC in a unanimous tentative plan.

Exceptions to the proposed allocations, most comprehensive in radio history, may be filed within 20 days, with oral arguments scheduled beginning 10:30 a.m., Feb. 14.

FM, to the obvious chagrin of its advocates, would move up from the coveted 50 mc area to 84-102 mc, but with more than double space (90 channels as against 40) and with retention of the 200 kc channel width. Provision is made, however, to continue temporary operations postwar in the 42-44 mc band by compressing the present 80-old licensees in that area until manufacturers are geared for the higher band production.

Dual Video System

Television would get a dual system, with 12 channels 6 mc wide in the bands ranging from 44 to 210 mc, but with the visual service to find its ultimate haven "upstairs" above 480 mc, where high definition and color would be possible. Thus, limited television service might get started as soon as war conditions permit, but with rigid requirements looking toward ultimate high definition operation.

The proposed report, it was evident, will provoke spirited opposition. This was an obvious deduction, based upon the testimony adduced at the hearings last fall and the intense feelings engendered by competing interests in their advocacies. In certain FCC quarters it had been stated that the report would not have been supported by certain Commissioners if the allocations proposed were to be final.

FM Broadcasters Inc., even before the report was issued, had asked its board to meet in Washington Friday, Jan. 19. No clairvoyance is needed to deduce that there will be a storm of protest from Maj. E. H. Armstrong and his disciples for booting FM up the spectrum on grounds of interference.

Similarly, the quick start postwar television advocates are expected to protest the splitting of the television band in two, which in effect is construed as meaning two separate bands, rather than one contiguous area which can be simply engineered. Six channels are between 94 mc and 104 mc between 180 and 216 mc. The frequencies between 225 and 300 mc are assigned to Government and were deleted from the television band.

Thus, what began as a conflict between FM and television for the same portion of the spectrum (50-mc area) and between the "downstairs" and "upstairs" television advocates, may resolve into a situation where practically all of the groups will protest on one score or another. FM advocates have questioned any move of FM to the 100-mc area on the ground that it would kick over five years of active experience for an unknown quantity. They have contended that the shadow effect is worse for television in the 50-mc area than for FM.

No Standard Decision

No decision has been reached, the report said, as to the proposed single change in standard broadcasting—addition of the 540-kc channel. Reciting testimony at the hearings by witnesses regarding extension of the standard band to include 540 kc and possibly the 630 and 920-kc channels, the Commission report said: "No decision has been made at this time as to whether any of these frequencies can be made available for standard broadcast services."

It was doubted whether the 540 frequency would be assigned in the immediate future, in view of wartime conditions. In the helterskelf effort of the FCC to complete its report, some confusion developed as to the agreement with the Interdepartment Radio Advisory Committee, made up of Government experts, on the disposition of the frequency for broadcast services, and it was indicated that consideration would be held in abeyance.

XMBC Kansas City is an applicant for the 540-kc frequency on a clear channel basis, since it now is being used in Canada for standard

(Continued on page 88)
Shorter Air Time Periods Suggested

**NEW APPORTIONMENT OF CLOCK**

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advertisers in one hour, the new time setup would accommodate six, each allotted ten minutes. Such a plan probably would be ideally suited to the daytime serial type of program. The half-hour programs could be cut to 20 minutes, encouraging faster-moving production and permitting three such periods per hour. Some present 30-minute shows are long and drawn out. As a matter of fact, some 15-minute programs would profit production-wise by being concentrated into ten-minute periods.

Chainbreaks Naturally such a plan would require a re-examination of rate structures. Too, one must consider the chainbreak, and its place in a revised time schedule which would permit more frequency identification than now are heard per hour. It would appear that there remains a place for the chainbreak—a time signal, for example—if it is done in fewer words than is now the case. Instead of 20 seconds for reading breaks during net switchers, as is now generally the plan, perhaps ten seconds would be allotted. Such a short period would challenge the ingenuity of continuity writers, admittedly, and might possibly sound the death knell of the chainbreak. Neither eventuality need be deplored.

Such a revolutionary time realignment as this, would make more desirable periods available for the waiting list, especially for some large and reputable manufacturers who would like to try radio programs if cost to them can be reduced.

Networks logically would be the interests to start such a movement as this. This idea of re-allotting time periods is not new, but it has not been tried on a large scale, with the whole industry behind the movement. There may be an opportunity here to give radio a great deal of the attention it needs, not only commercially but, more important, as an entertainment and educational medium.

Ten and 20-minute movie shorts are becoming more popular day by day. Short-run newsreel theaters are springing up over the country. Why can’t it happen in radio?

What would be the public reaction? Well, remember, the public is still eating pie.

Possibilities of Television as Medium For Retailing Feature NRDGA Meeting

POSSIBILITY that conventions of tomorrow will be handled by television circuits was indicated by J. R. Poppele, chief engineer of WOR New York and president of Television Broadcasters Assn. He addressed an all-day television session held Jan. 9, as part of the annual convention of the National Retail Dry Goods Assn., at the Hotel Pennsylvania, New York.

At the morning session, devoted to television operation and management, Mr. Poppele pointed out that since conventions may become a wartime casualty, if sufficient coaxial cable and radio relay circuits as well as television transmitting and receiving equipment were now available, conventions could be viewed by members on theatrized screens in their own home towns.

Other Speakers

Other speakers at the morning session included Dan D. Halpin, assistant to the vice-president, RCA; James D. McLean, chief engineer of GE; Leonard P. Cramer, executive vice-president of Allen B. DuMont Labs.; P. C. McCabe, sales executive, The Austin Co.; Irwin A. Shane, director of the Television Workshop of New York.

Mr. Halpin told the group that approximately "five years after the..." (Continued on page 59)

JOE SPADEA is well known to all elements in commercial radio after more than a decade in the field—practically all of it as a station representative. He volunteered for Army service in 1942 and, despite overage status, made it but didn’t get overseas service. He was assigned to radio work at Patterson Field, Dayton, O., and was mustered out Dec. 15 as a sergeant. When his terminal leave ends soon, he plans to reenter radio.

**NRC Station Group Names Shafto Head**

**Foreign News Staff Expansion Is Planned After War**

G. RICHARD SHAFTO, general manager, WIS Columbia, S. C., was elected chairman of the NRC Stations Planning & Advisory Committee for 1945 at the group’s first meeting, held at the Ritz-Carlton Hotel, New York, last Tuesday and Wednesday. William S. Hedges, NBC vice-president in charge of the stations department, was chairman of the two-day session.

Group was welcomed by Niles Trammell, NBC president, who consulted with them on the advisability of the idea and subsequently announced their indefinite postponement (see story, page 72. William C. Brooks, director of news and special events, talk- ing about radio news gathering, said the NBC foreign news staff will be expanded after the war and that the network will be represented by men who can interpret as well as report the news.

Mullen Speaks

Frank E. Mullen, NBC vice-president and general manager, in a discussion of labor on the air, expressed the desire to expand the AFL series, America United, into a year-round feature that would include representatives of the CIO as well as of the U. S. Chamber of Commerce and of the Farm Bureau Federation and the National Grange. At a luncheon also attended by sponsor and agency executives the stations group was given the first report on NBC’s 1944 all-county survey of listening habits (see story page 71). S. Hicks, NBC manager of station relations, discussed the welcome home audition for servicemen. C. L. Menzer, vice- president in charge of programs, and C. P. Hamblen, director of advertising and promotion, outlined plans of their departments for 1945.

Committee members attending the meeting were: Clair McCulough, WGAL Lancaster, Pa.; Mr. Shafto; Nate Lord, WAVE Louisville; Harold Wheylan, WSMB New Orleans; Stanley E. Hubbard, KNX Los Angeles; Richard Grubba, representing Edgar Bell, WKY Oklahoma City; Richard Lewis, KATN Phoenix; Arden X. Pangborn, KGW Portland, Ore.

**Railroad Newscast**

CHICAGO, MILWAUKEE Railroad, Chicago, on Jan. 7 began its three-quarters-hour newscast, Sundays on the following stations: WMAQ WMT KRTN KRTX WOR WCNX WYTN WTCN KBFB KJF KFV KOIL KARB KOTN KSOO KOMO KHX KVI KTPE WIBA WMJ WTMJ WSUI. Contract for 52 weeks was placed by Roche, Williams & Cleary, Chicago.
Porter Confirmation Expected This Week as Committee Meets

FCC Chairman Serves Without Pay Pending Senate Action; Wheeler Group Gets New Members

WITH DESIGNATION last week of four Democrats to fill vacancies on the Senate Interstate Commerce Committee, Chairman Wheeler (D-Mont.) announced his Committee would meet in executive session at 10:30 a.m. Monday (Jan. 18) to consider the nomination of Paul A. Porter to the FCC.

Mr. Porter has been serving as Chairman since Dec. 21 by recess appointment by President Roosevelt, inasmuch as his nomination died in Committee with the 78th Congress. Since Jan. 3, when the 79th Congress convened, Mr. Porter has been serving without pay, awaiting confirmation by the Senate.

No Protests Filed

Although there were reports on Capitol Hill that some Republicans might question Mr. Porter’s nomination, Chairman Wheeler, in calling the executive, rather than open session, indicated that nominations usually are considered only in closed session when no opposition is presented. He added that aside from a telegram from the National Socialist Party in November, no protests have been filed against Mr. Porter. Wheeler said no such protests have been open hearings had been made.

Indications were that Mr. Porter’s confirmation would go through the Senate promptly. It was felt that in view of his recess appointment, the Senate would be inclined to confirm the appointment retroactive to Jan. 3.

With the confirmation of Mr. Porter, who will be designated as Chairman by President Roosevelt immediately after the Senate acts, the President is expected to send to the Senate a nomination to fill the vacancy on the Commission created last July 1 when Comdr. T. A. M. Craven retired to become vice-president of the Cowles Broadcasting Co. Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, still scored as a possible successor to Comdr. Craven.

Although Mr. Hyde is a Republican, it was pointed out that he could be nominated inasmuch as the Communications Act specifies that no more than four members of any one political faith may hold office on the Commission. The line-up is: Democrats—Porter (when confirmed), Leuchtenberg and D. A. Johnson; Republicans—Case, Wakefield; Independent—Jett. Mr. Hyde’s nomination would be on a strictly merit basis, similar to that of Commissioneer’s appointment of chief engineer before his elevation.

Wagner, Hill Resign

At a meeting last Tuesday the Senate Democratic Steering Committee announced the resignations of Sens. Wagner (D-N.Y.) and Hill (D-Ala.) from the Interstate Commerce Committee, that they might accept appointments to the Foreign Relations Committee. Other vacancies on the Committee were sensed last week by the late Sen. Elish D. (Cotton Ed) Smith (D-S.C.), Sen. D. Worth Clark (D-IIda.), defeated in the primaries by Glen Taylor, former radio singing cowboy who was elected; Sen. Homer T. Bone (D-Wash.), now a Federal judge. Sen. Harry Truman (D-Mo.) will resign Jan. 18 to become Vice-President.

The Steering Committee appointed four new Senators to posts on the Interstate Commerce Committee, as follows: Sen. Clyde Hoey (D-N.C.), Sen. Olin D. Johnston (D-S.C.), and Sen. Brian McMahon (D-Conn.) and Sen. Francis J. Myers (D-Pa.), former Representatives and member of the House Interstate & Foreign Commerce Committee. Successors to the one existing vacancy and the second when Sen. Truman resigns will be named later.

On the minority side, Sen. Homer Caskhart (R-Ind.), former radio manufacturer, was appointed to succeed Sen. C. Wayland Brooks (R-S.C.) in the Interstate Commerce Committee. His radio manufacturer personnel remains intact, with the following members considering the Porter nomination:

Democrats—Chairman Wheeler, Barkley, Truman, Johnson, Stewart, Tunnell, McFarland, Hoey, Johnston, McMahon, Myers.

Republicans—White, Austin, Shipstead, Tubey, Reed, Gurney, Howes, Moore, Capahart.

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Rigid Freeze of Construction Imminent

All New Projects Face Halting by WPB-FCC

By JACK LEVY

A SOLID FREEZE on new station construction is expected this week by joint order of the FCC and the War Production Board in line with a general tightening of the civilian industry to provide additional manpower for war needs.

Broadcasting learned Friday that a revocation of the FCC relaxation order of Jan. 26, 1944, under which WPB permits for new stations were granted, has been tentatively approved and that a formal freeze order reverting to the stringent policy of April 27, 1942 can be expected this week. It is quite possible that all pending broadcast applications, approximately 150, will be returned.

WPB Rejection Seen

Moreover, in anticipation of the impending new policy, the FCC at its broadcast meeting last Tuesday is understood to have passed over a number of applications involving new broadcast stations, or modifications, taking into account the critical manpower situation, as well as the WPB position on critical materials.

It is almost certain that WPB will turn down all applications now before it for construction of station facilities, regardless of whether materials are in possession of the applicants. Indication of such action was seen in the refusal last week of an application filed by Lincoln Dellar for a 250 w outlet in Sacramento for which a construction permit was granted by the FCC two months ago. This was the third application refused by WPB in the last three weeks, two Salt Lake City stations having been rejected late in December after FCC approval. [Broadcasting, Dec. 25.]

John C. Cray, chief of the Domestic & Foreign Communication Radio & Radar Division, said that in view of the manpower situation it will be necessary to screen applications.

Warner Bros. Campaign

WARNER Bros. Pictures Inc., New York, last week announced that with the general release Jan. 13 of To Have and Have Not, it would embark, using its "first large national spot advertising campaign," basing future radio plans on the results. With a budget of approximately $100,000 per week is placing four-day schedules on one or more stations in 69 cities prior to Sept opening. Using open-end one-minute discs, the campaign will extend over a period of about three weeks. Agency is Blaine-Thompson Co., New York.
### TABLE OF PROPOSED ALLOCATIONS 25,000 KC TO 30,000,000 KC

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**Note 1:** The following distribution of channels is tentatively proposed in the band 25 to 28 mc. Exact channels to be determined later.

**Note 2:** No change proposed in existing services between 89 and 94 mc.

**Note 3:** On the basis of an assumed average channel width of 40 kc, minimum provisions will be made for the following services in the band 30 to 42 mc.

**Note 4:** Provisions will be made for the following services on the basis of an assumed average channel width of 60 kc in the 42 to 44 mc band.

**Note 5:** Provision may be made for the operation of non-governmental fixed and mobile services (such as, police control and relay circuits, point-to-point, marine control circuits, forestry fixed circuits, rural telephone, broadcast studio to transmitter links, railroad, terminal and yard operations) upon proper showing of need and that these channels may be shared without harmful interference.

**Note 6:** Exact channel width (average 60 kc channel width assumed) and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

**Note 7:** Provisions will be made for the following services on the basis of an assumed average channel width of 90 kc in the 165 to 166 mc band. Exact channel width and distribution to be determined after further evaluation of developments as to need and consideration of technical factors.

**Note 8:** Channels to be adjacent.

**Note 9:** Channels to be assigned.

**Note 10:** To be used temporarily for “special” air navigation aids.

**Note 11:** May be used for low power fixed point-to-point for such services as Service-Transmitter links, control circuits, Police fixed facsimile c.r.o.s.s., etc.

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**Broadcast Advertising**

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**THE FOLLOWING table contains the allocations which the Commission proposes to make to the various non-governmental radio services from 25,000 to 30,000,000 kc. The table also contains for convenient reference the international allocations which the Commission will recommend to the Dept. of State and the proposed allocations which the IRAC is recommending for governmental radio services.**
FM BROADCAST SERVICE

INTRODUCTION

(Parenthetic notations refer to witnesses and transcript pages)

FM BROADCASTING as a new system of radio broadcasting was brought to the Commis- sion in 1936 by Major Edwin H. Armstrong. The Commission was made aware that because of its static-free high fidelity characteristics it would supersede the existing broadcast- tion broadcasting system (Arm- strong, Tr. 1265). The possibility of FM broadcasting was not recognized by the industry until they were proven, principally during the perform- able number of experimental broadcast- stations.

On May 20, 1940, the Commission removed FM from the realm of exper- imental investments into the field of commer- cial operation and 35 channels, each 200 kc wide, were made available for commercial use in the frequency band from 43 to 60 megacycles. In addition, 5 channels, 200 kc wide, were allo- cated for non-commercial directional broadcast stations between 42 and 43 megacycles. The complex of the Commission had licensed 46 commercial FM stations and in addition there were 7 constructions allowed. (Braun, Tr. 990).

At the break of war, the Commission found that wartime restric- tions on the use of material and equipment made the establishment of additional commercial FM stations. Accordingly, FM applica- tions for additional FM stations were now placed in a pending file, and at the time of the termination of War the com- mission contained 245 applications of this type (Braun, Tr. 989-991).

The Commission announced that a provisional 500,000 FM receivers are now in the hands of the public, con- sistent with the principle that anybody capable of receiving either FM or AM broadcasting should be able to do so.

POSITION IN SPECTRUM

Panels 2 and 5 of the Radio Techni- cal Planning Board recommended that FM broadcasting be retained in its present place in the spectrum, i.e., in the 40 to 50 mc region (Jansky, Ex. 176; Tr. 5; Gilmore, Ex. 400). This proposal received the general support of most of the witnesses who testified as to the future of FM broadcasting industry. The opposing wit- nesses, in a number of instances, moved to a higher place in the spectrum in order to avoid the interference.

Before a decision can be reached it is necessary to give careful consideration to the problems created by "spurious interference" and "shadowing" in the various portions of the spectrum occupied for this service.

During the deliberations of RTPB Panel 5 some witnesses were of the view that the existing technical limitation of FM in the 40-50 mc region would prevent the development of television, which the FCC, as a rule, believes that FM service "would be usable for television purposes" (Lode- ge, Tr. 1265, 1269). Neither Dr. Wheelers' report nor the data furnished by Mr. Norton was available to RTPB during its deliberations. In the 350 mc range of frequencies was classified as re- servatory and is not recommended at present for presentation at this hearing.

One reason advanced for retaining the 40-50 mc band is the fear that operation in the higher frequen- cies is so much more complex and costly. The Commission will not pass upon the merits of the spectrum and the nature of which is not presently known (Armstrong, Tr. 1265). The Commission believes that FM service would be usable for television purposes (Lodge, 1240; Armstrong, Tr. 1365).

Panel 5 recommended that FM service would be usable for television purposes (Lodge, Ex. 176 at FS-209-A, p. 9).

This opinion was shared by several other witnesses, including Mr. Neilsen (Lodge, Ex. 176 at FS-209-A, p. 9).

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Additional objections to a 100 kc channel band was based upon the stringent requirements that such a change would impose on AM radio receivers (Lent, Tr. 1111). This problem, as does not follow the geographic de- scription of co-channel stations would be reduced by the use of circuits particularly in congested metropoli- tan areas where the number of channels is greatest.

In order to realize FM's capabilities, the characteristics of the spectrum between the frequencies of 40 and 50 mc, it is necessary to consider the television sound and to discriminate against noise and other interference.

In the 40-50 mc region the channel width is not such that present types of transmitters and receivers will be able to make use of this fm serv- ice. The Commission's recommendation is that FM service would be usable for television purposes (Lodge, Ex. 176 at FS-209-A, p. 9).

This opinion was shared by several other witnesses, including Mr. Neilsen (Lodge, Ex. 176 at FS-209-A, p. 9).
President Is Guest Of Radio Newsmen

Other Notables Entertained At Annual Capital Dinner

PRESIDENT Roosevelt, numerous prominent Government officials and radio industry heads were guests yesterday at the annual dinner of the Radio Correspondents Assn. at the Statler Hotel, Washington.

Honorary membership in the association was presented yesterday by the President by Mr. Godwin who remarked that he was presenting a membership card to "one of our better known radio stars, now on a sustaining basis, though he had that the 42 to 50 mc band can be made available for use by other services which are being assigned these frequencies. It is recognized, however, that very few receivers for reception in the proposed 84 to 102 mc band will be available for some time after the band becomes available for this purpose.

Accordingly, existing FM stations will continue to operate on the frequencies associated with the upper end of this band, which will not be available to anyone but the present licensees of these frequencies. In the meantime, the FCC will proceed with the transition and arrangements will be made for the reassignment of licensees, with the intention of the FCC to announce this procedure will greatly facilitate the transition of FM stations.

As pointed out in Section 10 on "Mechanics of Operation," the future capacity of FM stations will, of course, be much greater than is possible at this time. Accordingly, in the present stage of development, many licensees of the higher frequencies may be expected to operate on such channels until, as said above, they are assigned these frequencies.

Economic Factors:

President Roosevelt described FM public as a result of moving FM from its present band to the proposed higher band will not be great. There was testimony that approximately 500,000 FM receivers are now in the hands of the public, consisting principally of combination sets capable of receiving both AM and FM (Cotter, 1947). These sets are, of course, several years old. Even if the present FM band were retained these receivers would become obsolete insofar as FM reception is concerned. Present FM receivers converting 42 to 50 mc band would place a number of stations out of range. In some television areas, over-the-air reception will not be possible without the conversion of a number of receivers. New transmitters on the higher frequencies will not be able to meet receiver needs, since present AM receivers can include a number which will not be appreciably more expensive than present receivers in the present band (Cotter, 1947).

Insofar as transmitting equipment is concerned, the future frequency requirements will not cause a substantial change. The WHO licensees will have reason to be concerned, but a large part of the existing investment will not be affected, such as the receiving equipment of the new AM services, which will which remain unchanged. Also, most of the transmitting equipment can be modified to operate on the higher frequencies without unreasonable cost.

This proposal includes FM noncommercial educational stations.

90 Channels

Accordingly, the Commission proposes to assign channels be held for FM operation commencing at 84 and continuing to 102 mc. This will result in an allocation of 18 channels (84 to 88 mc) will be assigned to non-commercial educational stations (see Sec. 10 of this Part). These 18 channels, which are all assigned to the 53 stations already authorized to operate on the higher end of the FM band, will be considerably above what are being given to others by utilizing personal ammonia. (Ibid.) During the first period of FM operation, the FCC will endeavor to keep the few and admission to the higher frequency in the 84 to 102 mc region.

No hardship should result from the proposed assignment of the 42 to 50 mc bands, which are now being assigned to television, with the exception of the 47 to 50 mc band.

Mechanics of Operation:

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Trick Stuff

That kind of picture stuff is okay in a circus . . . but we don't think tricks have a part in radio time buying.

That's why we sell only on facts. And maybe that's why advertisers get their biggest number of listeners per dollar spent when they use W-I-T-H.

If you'll take the big factors most stations use in selling time, you'll come up with power, popularity, and cost. Don't take them one at a time. But look at all three. Using a common denominator gives you the answer advertisers look for—the most for their money.

In Baltimore there is only one answer . . . if you want the biggest results per dollar spent . . . you'll buy W-I-T-H, the successful independent station.

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed

January 16, 1945 • Page 19
Reduced FCC Budget Presages Greater Domestic Radio '45-'46

FDR Asks $5,207,000 for Current Fiscal Year To Run Commission; Drop of $1,105,343

GREATER ACTIVITY in domestic radio expansion and less stress on wartime functions were indicated last week for the FCC in the coming months when President Roosevelt, for the first time in eight years, asked Congress to appropriate less funds for the Commission than it used in the immediate preceding year.

In his annual budget message, in which he estimated total expenditures of more than 16 billion dollars for the fiscal year ending June 30, 1946, President Roosevelt asked for $5,207,000 for the FCC, a reduction of $1,105,343 under the 1945 fiscal year appropriation. Congress last year slashed $2,059,357 from the original request for $8,371,700. The 1946 request, therefore represents $3,164,700 less than the President originally asked for the FCC for the fiscal year ending June 30.

RIDs, FBIS Cut

Although the President seeks an increase of $651,600 in funds for normal operations of the Commission, anticipating new allocations, new services and expansion of broadcasting generally, he told Congress the FCC would need $1,761,143 less for national defense activities in the coming fiscal year than was appropriated for the present fiscal year.

Last year Congress lopped $1,564,567 from the national defense appropriation after the House Select Committee to Investigate the FCC delved into the Radio Intelligence Division and Foreign Broadcast Intelligence Service. For the 1946 fiscal year the President asked for a reduction of $656,298 under the current year's appropriation for the RID and $388,763 less for the FBIS.

For normal operations in the 1946 fiscal year President Roosevelt asks $2,756,000, as compared to $2,104,500 appropriated for the 1945 fiscal year. Of that amount an increase of $615,217 is sought for the engineering department, while $113,855 more is asked for the law department. Printing and binding will cost $4,300 more than the current fiscal year, the President estimated, for $21,000 against $16,700 appropriated for 1945.

National defense needs for the 1946 fiscal year are estimated at $2,483,300, as compared to $3,141,143 appropriated for the 1945 fiscal year. Of the total national defense reduction, $833,210 is for preparation at Washington headquarters whereas a slash of $1,479,088 is asked in field services. That cut was due largely, it was reported, to the fact that the Army and Navy have taken over much of the monitoring services now performed by the FCC, particularly in military theatres of operation outside Continental U. S.

An item of $7,500 is asked for international telecommunications settlements. For 1945 Congress appropriated $15,000 but the budget request was revised to $7,500.

Lowest Since 1941

The 1946 fiscal year request for the FCC is the lowest since 1941, when Congress appropriated $4,129,349, although the Commission actually spent $3,664,723.71 that year. FCC expenditures since 1938, according to budget message, follow:

1938—$1,843,630.38; 1939—$1,876,669.30; 1940—$1,838,641.11; 1941—$3,664,723.71; 1942—$5,244,060.81; 1943—$7,305,187.83; 1944—$7,566,468.44; 1945 (estimated) $7,281,000.

Expenditures for the 1946 fiscal year are estimated at $5,205,000. Appropriations asked for other Government departments interested in radio were Census Bureau, 1946 request, $11,250,000, 1945 appropriation $12,750,000; Foreign and Domestic Commerce Bureau, 1946 request $11,545,000, 1945 appropriation $14,165,000; Federal Trade Commission, 1946 request $1,992,000, 1945 appropriation $2,054,070; National Labor Relations Board, 1946 request $3,348,500, 1945 appropriation $3,664,375.

Ohio CBS Hookup

CBS AFFILIATES in Ohio formed their own network last Monday to carry the inauguration of Gov. Frank J. Lausche with pick-up for the group from Columbus made by WBN'S, Erwin Johnson of that station announcing. The move was instigated by John F. Patt, vice-president and general manager of WCGR Cleveland and new chairman of the NAB public relations committee. The complete network consisted of WBN'S WCGR WADC Akron, WCKY Youngstown, WCKY Cincinnati and WHIO Dayton. The program, which was supervised by WGC special events director Sid Andorl, marked the first time such a group has been formed to carry a sustaining public service feature.

Pulling Power in Philadelphia!

WDAS Pulls War Bond Money

Up 12 Floors to the tune of . . . $1,280,000

Fifteen-Minute Program on Station WDAS cited by the U. S. Treasury Department for "Distinguished Service."

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase $2,5, $50 and $100 Bonds during the Sixth War Loan.

With "Pulling Power" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

Benrus Moves

BENRUS WATCH Co., New York, on March 1 shifts its account from J. D. Taucher & Co., New York, to Young & Rubicam, New York. According to a spokesman of the new agency, time signals used on a number of stations throughout the country will be continued. Other media plans are being formulated.

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The ILLINOIS TOOL WORKS has made tremendous strides in the design and development of dielectric heating equipment for such applications as moulding bakelite, heating pre-forms, joining thermoplastics, etc. AMPEREX tubes are used in all such equipment produced by this well-known concern.

With the ILLINOIS TOOL WORKS, as with many other leading concerns working with electronic tubes, it's the "Amperextra" of longer life and low-cost efficiency that has made our products a first and exclusive choice. AMPEREX pioneered in the field of tubes for industrial applications. We are familiar with the needs of industry, and we have the tubes to meet all requirements. Consult AMPEREX for assistance with your present or postwar problems.

IMPORTANT! AMPEREX tubes are now available through leading radio equipment distributors. This new arrangement may save valuable time for busy engineers by enabling them to obtain many of our standard tube types from their local supply sources.

AMPEREX ELECTRONIC CORPORATION

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

THE WAR ISN'T OVER YET...BUY AND HOLD MORE WAR BONDS
Gains in Net Shows, Daytime Audience Shown in CAB Report

Increases in Evening Programs Noted in Summary Appearing in ‘Broadcasting’ Yearbook

A MARKED INCREASE in network program totals and an upsurge in daytime weekend listening, doubtless inspired by stay-at-home influences of war regimentation, are recorded in the annual summary of the Cooperative Analysis of Broadcasting, which will appear in detail in Broadcasting Yearbook.

Prepared by CAB’s manager and secretary, George H. Allen, the summary points out that during the winter season of 1943 and 1944, evening network programming offered 25 more programs than were offered in the previous year.

An increase of 38 was noted during this season in the daytime.

Similar breakdowns for the summer season shows an increase of 25 programs for evening time and 29 for daytime. This striking increase in network program volume is attributed to Mr. Allen to the increasing number of chain-time periods hanging out SBO signs.

The CAB survey of the past year’s activities notes the upward trend in commercial broadcasting during 1944, and comments on the concentrated listening induced by great news events. This, Mr. Allen emphasizes, was inflationary listen-

ing, however, and its effect was balanced by the depletion of audience incident to the movement of many young listeners overseas.

Sustainers Sponsored

An interesting development in broadcasting during 1944 was the movement of sponsors to some of

Aerovox Corp Sold

THE AEROVOX Corp. has been purchased as a private investment by W. Myron Owen, the new president, recently vice-president of the Detroit Harvester Co. of which he remains a director, and a few associates. Stanley Green, former vice-president—chief engineer and still a director of the Duncan Electric Mfg. Co., is now with Aerovox in the former capacity. Samuel I. Cole and Samuel Siegel, retiring president and vice-president, are remaining with the company as general manager and director of purchases, respectively.

Segal, Patrick, Runyon Given Commander Rank

PROMOTIONS of Paul M. Segal, Duke M. Patrick and Mefford R. Runyon from the rank of lieutenant commander to commander in the Naval Reserve were authorized last week in official Naval orders.

Comdr. Segal returned last month after 10 months’ active duty in the South Pacific and will go on the inactive list next month following three years’ active duty. He will rejoin his law firm, Segal, Smith & Hennessey, in Washington.

Comdr. Patrick, on duty since August 1942, returned to his law firm of Hagan & Hartson in November 1944 after two years of active duty.

Comdr. Runyon, former vice-president of CBS in charge of stations, has been assigned to the Office of the Director of Naval Communications since October 1942.

the features which had been sustainer of long standing. Among these, Mr. Allen mentions America’s Town Meeting of the Air, Dunne’s, Hop Harrigan, What’s the Name of That Song, and others. He establishes, too, that the year just past found many advertisers who had not used the medium heretofore setting aside appropriations for radio.

Bob Hope and Fibber McGee and Molly emerged as the leaders in nighttime popularity, as they did in 1943, ranking Number 1 and 2 respectively in the CAB report. Top nighttimers as reflected in the CAB surveys are:

Bob Hope
Fibber McGee and Molly

Jack Benny—William Windell (tie)
Kraft Music Hall
Scimitar Village Store
Chase & Sanborn Program
Left Radio Theater
Mr. District Attorney
Screen Guild Players
Abbott and Costello
Take It or Leave It
Time to Smile—Eddie Cantor
Truth Or Consequences
Fitch-Borden

Daytime Leaders

CAB’s extensive surveys show the biggest change among daytime program leaders taking place in the weekend category. Leading these productions for 1944 are:

Westinghouse Program
Grande Central Station
Presidential Family Hour

The list of the top 15 daytime leaders as of December 1944 includes:

When a Girl Marries
Kate Smith Speaks
Ma Perkins (CAB)
Breakfast at Sardi’s (Kellogg)
Our Gang
Portia Faces Life—Romance of Helen
Breakfast at Sardi’s (PG)
Big Sister
Bella Dallas
Pepper Young’s Family
Annie Jerry’s Store
Life Can Be Beautiful
Bob Perkins (NBC)
Lorenzo Jones

Special studies of news event listening, such as that attending the election and D-Day are reported in the Yearbook article by Mr. Allen. The CAB rating service during 1944 was extended to cover nationally broadcast live or transcribed “spot” programs and five minute newscasts, both of which are treated in detail.

It’s gals like these that have S. A. (Sales Appeal) for WIBW advertisers. They’re the heavy buyers for the big, active, hearty-eating families that make up our six-state audience of over five million listeners.

Telephone numbers? Nope! But you can get in touch with them any day—every day—by putting your message through WIBW.
THE BEST PAIR for a BALANCED AUDIENCE

THE two great metropolitan New York markets that listen to WOV, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience that results in satisfied sponsors anytime of the night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And, in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nett Rep.
American Dairy Assoc., Chicago, effective Jan. 28 will renew The Voice of the Dairy Farmer, featuring Everett Mitchell and Clifton Utley on NBC originating in Chicago. Contract, for 13 weeks, was placed by Campbell-Mithun Inc., Chicago.

ARCH MCDONALD, conductor of the Moondial program on WTOP Washington 11:15-11:45 p.m., is confined to the hospital with a stomach ailment. During his absence, Arthur Godfrey has taken over the Moondial show, a program which he originated in 1933 and conducted for two years. Godfrey will continue his early morning 7-9:15 program, despite the late hour of the Moondial show.

BUYING POWER on the HOOF

KWKH serves the Ark-La-Tex area of Northern Louisiana, Northeast Texas and Southern Arkansas, one of the fast-developing purebred stock raising sections of the South. Here more than half a million head of beef animals, and some 400,000 hogs and pigs, including many of the finest grades, are growing for ultimate delivery to the three big Shreveport stockyards. This stock culture, war-expanded in point of quality as well as quantity, represents millions of dollars’ buying power on the hoof for advertisers who choose 50,000 watt KWKH, the No. 1 medium for this prosperous market.

NEWSPAPER SUBSIDY BILL REINTRODUCED

REVIVING the newspaper subsidy measures from the last Congress, Rept. Dirksen (R-Ill.) has introduced a bill (H. R. 403) to authorize the Treasury to spend 12½% and 15 million dollars each fiscal year beginning July 1 for War Bond advertising in newspapers.

Identical with the Cannon Bill of the 78th Congress, which died in the Rules Committee after the Senate passed the Bankhead Bill (S-1457) for a similar subsidy, the Dirksen measure calls for the purchase of advertising space in “daily, weekly and semi-weekly and tri-weekly newspapers” published in communities of less than 10,000 population and in “weekly, semi-weekly and tri-weekly newspapers” published in cities of more than 25,000. It was referred to the Ways & Means Committee.

When hearings were held on the Bankhead Bill, C. E. Arney Jr., secretary-treasurer of the NAB, appeared on behalf of radio in opposition to the subsidy. The NAB took the position, however, that if Congress deemed it advisable to buy advertising for War Bonds, all news media should be included. The original Cannon Bill was defeated in the House Ways & Means Committee, but quietly resurrected and reported out by a one-vote margin.

GE Names Hendon

CLAUDE J. HENDON, with General Electric since 1921, has been appointed manager of sales in the tube division of the GE Electronics Dept., according to George Hendon, division manager. His headquarters will be in Schenectady. Mr. Hendon was formerly manager of the Southeastern District of the department.

Mr. Hendon was formerly manager of the Southeastern District of the General Electric Company, and was recently appointed manager of the Western District of the General Electric Company.

New GE Managers

FOUR new district managers have been appointed by the electronics department of the General Electric Co. R. L. Hanks has been named manager of the New England district with headquarters at Boston; T. B. Jacocks, manager of the Atlantic district with Philadelphia headquarters; H. J. Mandernach, manager of the New York district with headquarters in that city and R. J. Meigs, manager of the West Central district with Kansas City headquarters.

KTUL, KOMA Transfers

TRANSFERS of control of KTUL Tulsa and KOMA Oklahoma City from J. T. Griffin, deceased, to John Toile Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin, are requested in applications filed with the FCC. Both stations, CBS affiliates, operate unlimited time with 5,000 w. KTUL on 1430 kc and KOMA on 1520 kc.

New Warner Subsidiary

For Drugs and Toiletries

WILLIAM R. WARNER & Co., New York, is setting up a new organization, to be known as Standard Labs, Inc., New York, to handle its proprietary drugs and toiletries (Dr. Sloan’s Liniment, Non-Spi, a deodorant, Waterbury Compound, Hobson Products). Erwin Fauser, formerly president, Frederick Stearns & Co., is president and general manager.

Wesley Assoc., New York, has been named to handle Non-Spi advertising, as well as Sloan’s, as previously reported. New radio plans are under consideration for latter product, formerly promoted on Gossipsters on the Blue Network, with indication that radio promotion will be confined to spot schedules, according to the agency. There are no agency or advertising plans at present for Waterbury and Hobson products, with emphasis continuing on merchandising.

VIEWING FOR FIRST TIME “the other half” of their stations’ operation, these feminine staff members of WPTF Raleigh, N. C., inspect transmitter facilities located at Carey, N. C. L to r: Mary Susan Woodal, continuity; Betty Lou Hamilton, transcribed continuity; Fay E. Biggs, publicity; Betty Rose Thomas, traffic, and Eleanor Royster, receptionist. Henry Hulick Jr., chief engineer of the station, conducted the tour.

Page 24 • January 16, 1945
Remember the question that never fails to start an argument? "If a tree falls in a forest and there's no one there to hear it, does it make a sound?"

Rephrase the question in terms of radio and there can be no argument. "If a product is advertised over the air, and only a small proportion of the listening audience hears it, will it sell?"

Your program, broadcast over WCBM, will sell for listening to WCBM has become a habit in Baltimore.
FLEXNER IN 20th YEAR ON AIR

Now on All Louisville Stations, Credits
Radio for Success of Finance Firm

IN 1925 the secretary and treasurer, Gustav Flexner, of the Greater Louisville First Federal Savings and Loan Assn., presented its first radio program. On the eve of his 20th continuous year on the air, using all four Louisville stations, Mr. Flexner paid tribute to the art with the simple, all-inclusive and telling statement, "We have built our institution (a 12-million-dollar home - financing organization) through radio."

The first presentation was a two-hour musical on WHAS, then the only station in the city, featuring an orchestra and mixed quartet. Mr. Flexner presided at the microphone on The Greater Louisville Hour as he does today, Saturday 6 p.m. on WAVE.

Two years later, sold on the value of radio, the firm took two progressive steps. First, it contracted for daily time, marking the beginning of Mr. Flexner's daily five-minute talks which today are heard on all four stations. Then NBC engineers came down from New York and constructed a modern radio studio in the firm's offices. Equipped with an organ, piano and other instruments, it still gives satisfactory service after 17 years of constant use.

Even during the depths of the depression Mr. Flexner's talks continued, giving advice and offering suggestions for the best and safest plans of home financing. Their business being of a confidential and responsible nature, Greater Louisville has capitalized on the direct approach and personal element. All of the program's talks, 5 to 12% a day, are written and produced by Mr. Flexner who feels that radio is one way of getting into homes to discuss business without bothering people. If they don't want to listen, they may simply turn a dial. However, the general economics of financing plans makes dry reading, but when presented verbally in a simple manner, people do listen. For these reasons, Mr. Flexner believes in "dignified radio advertising used consistently with complete coverage".

Direct Line

Direct lines to all four stations, outlets of NBC, CBS, the Blue and Mutual networks, line one wall of Mr. Flexner's sound-proof office. Realizing the value of fresh, up-to-date news, he prepares his script an hour or two before going on the air. He regularily delivers his daily chats from his desk but during the Ohio River Valley Flood of 1937 his messages weren't even stopped, being carried by remote control from his home in the Highlands.

Ipana Program Dropped Due to Tube Shortage

BRISTOL-MYERS Co., New York, on Feb. 6 discontinues Gracie Fields, sponsored for Ipana toothpaste on the Blue Network, Tuesdays, 9-9:30 p.m., as a result of a recent War Production Board order curtailing the production of collapsible tubes for denticides, according to Lee H. Bristol, president. The agency for Ipana, Doherty, Clifton & Shenfield, New York, says all publication advertising will be heavily curtailed.

A spokesman of Bristol-Myers stated that commercials for Ipana on Mr. District Attorney, Wednesday 9-9:30 p.m. and Duffy's Tavern, Friday 8:30-9 p.m., both on the Blue, will be dropped and commercials plugging other Bristol-Myers products substituted. Firm will continue the Eddie Cantor show on NBC and the Alan Young show on the Blue. The Gracie Fields program started Nov. 14 last year, has had a rating of less than 5 in the last two reports of C. E. Cooper Inc., New York.

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BROADCASTING • Broadcast Advertising
Sure......

The thoroughbred horse means millions to the Bluegrass.

But......

Did you know that this is also the largest loose-leaf burley tobacco market in the world?

Over 60 million dollars in spendable cash will be paid to Bluegrass tobacco growers before March 1.

• Only WLAP exclusively serves the BLUEGRASS.

The Nunn Stations

WLAP Lexington, Ky.
CUMI Ashland, Ky.
WBIR Huntington, W. Va.
KFDA Knoxville, Tenn.

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Sure......

The thoroughbred horse means millions to the Bluegrass.

But......

Did you know that this is also the largest loose-leaf burley tobacco market in the world?

Over 60 million dollars in spendable cash will be paid to Bluegrass tobacco growers before March 1.

• Only WLAP exclusively serves the BLUEGRASS.
TOM TARBOX not only does, but IS the Talk of the Town. Every night at 10:10 Tom offers a mixture of local gossip and humorous stories that make Page 2 of our Newspaper of the Air one of the brighter spots along the Cleveland airwaves.

Tom built up a tremendous following during the years as a Cleveland newspaper columnist, and they’re still with him at 850 on the dial, along with a great new audience which finds something new and fresh in his informal program.

His sponsorship by the W. B. Davis Company marks the first venture into radio by this leading Cleveland men’s store, and from the results it looks like they’re here to stay.

(Several sections of the Newspaper of the Air are still available for sponsorship.)

4 AM, 5 FM, 3 Tele CP’s Sought of FCC

WFCI Asks Assignment Shift To 50 kw on 1200 kc

APPLICATIONS have been filed with the FCC during the past two weeks for four new standard stations, five FM outlets, three new commercial television stations and two developmental construction permits.

Frequency of 1490 kc and power of 250 w with unlimited hours is local assignment requested for Elgin, Ill. by Elgin Broadcasting Co. George A. Raiston, CBS Chicago engineer for 9 years, and Jerry C. Miller, accountant with Clayton Mark & Co. (well supplies), each hold equal interest in the new company.

Local assignment of 250 w unlimited time on 1490 kc is sought for Mobile, Ala., by Joseph Gardberg and Sam J. Rippa, doing business as Mobile Broadcasting Co. Mr. Gardberg is an electrical engineer and an instructor at the U. of Alabama in radio and electronic control. Mr. Rippa is a local businessman.

Frequency of 1420 kc with 250 w unlimited hours is asked for a new local station at Thomaston, Ga. by the licensee of WKU Griffin, Ga., operated by A. W. Marshall Sr. and A. W. Marshall Jr.

Howard W. Davis, operator of KMAC San Antonio and president and third owner of KPAB Laredo, Tex., is applicant for a new standard station at McAllen, Tex. on regional channel 910 kc with power of 1,000 w and unlimited hours, employing a directional antenna at night.

New FM station on 48,900 kc with coverage of 1,279 sq. mi. is sought in Asbury Park, N. J. by Asbury Park Press Inc., publisher of the Asbury Park Press and Sunday Press. Approximate cost for the new outlet is $38,350.

WGR-WKBW Buffalo licensee, Buffalo Broadcasting Corp., has filed for a new FM station on 47,100 kc with coverage of 22,430 sq. mi. and estimated cost of $39,000.

WLIS New York requests FM facilities of 45,100 kc and 8,430 sq. mi. coverage. Estimated cost is $68,860.

Central States Broadcasting Co., licensee of KOIL Omaha, has filed for a new FM station on 47,700 kc with coverage of 24,000 sq. mi. Estimated cost is $133,000.

FM station on 49,100 kc is sought by the News-Examiner Co., Connersville, Ind., with coverage of 3,000 sq. mi. Approximate cost is $26,130.

Crosley Corp., licensee of WLW Cincinnati, has filed application for a new commercial television station on Channel 2 to be located in Columbus, O. Crosley previously has requested FM facilities for Columbus and Dayton, O., as well as both FM and video for Cincinnati.

WDEL Wilmington, Del. seeks Channel 1 for a new commercial television station in Wilmington.

World Publishing Co., licensee of KOWH Omaha, has filed for a new commercial television outlet on Channel 7.

WFCI Pawtucket requests a con-
The success and popularity resulting from the teamwork of Bud Abbott and Lou Costello is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press — the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.
1944 FTC Actions About Same As Proportion Taken in 1943

Broadcasters Desire to Eliminate False and Misleading Advertising Noted in Report

PROPORTION of actions taken by the Federal Trade Commission involving false and misleading advertising by radio was about the same in 1944 as in the previous year, according to the annual report of the FTC issued last week.

The report, covering the fiscal year ending June 30, 1944, shows a total of 627,719 commercial broadcast continuities examined, 299 cases in which letters were sent to advertisers (using radio and periodicals), 113 stipulations made with the Commission to discontinue misrepresentations, and 29 cases in which formal complaints “to cease and desist” were issued.

In the previous year, the figures were: approximately 1,045,000 commercials examined, 329 cases contacted, 109 stipulations entered, and 42 complaints issued. The Commission does not segregate radio from periodical cases as actions against individual radio advertisers usually involve other media as well.

FTC officials explained the disparity in number of continuities examined by the fact that only two calls were made last year for copy from stations while in the 1943 fiscal year four calls were made. Lack of manpower necessitated the reduction in calls, which are made for all commercials carried during a two-week period. National and regional networks report to the Commission on a continuous basis, submitting advertising parts of all programs broad cast on two or more stations, while producers of transmitted programs submit typed copies of commercial parts of recordings each month.

New Products

Examination of radio commercials broadcast during 1944, a Commission official said, reflected considerable advertising of new products which have been introduced or have been given increased promotion as a result of the war. These include substitute materials, preparations to save gasoline, devices to prolong life of tires, certain ‘nutritious’ foods, and vitamins. The Commission said this advertising has about offset the temporary disappearance of normal automobile, radio, electrical appliance, and other advertising now being handled through institutional copy and which requires little examination, it was explained.

During the 1944 fiscal year, the Commission received 1,627,250 type-written pages of continuity and examined a total of 1,032,000 pages. This total consisted of 682,570 pages of individual station script, and 360,000 pages of script representing the advertising portions of transcribed programs. From this material, 19,512 advertising broad casts were marked for further study as containing representations that might be false.

Analysis of questioned advertising, the report said, showed drugs comprising 65.9% of the 1,902 commodities in the cases given legal review. Cosmetics accounted for 15.4%, food specialty goods 14.5%, tobacco products 9%, home study courses, .9% gasoline and lubricants .4% and automobile radio, refrigerator and other equipment 3.5%.

The Commission, which received the cooperation of four major networks, 19 regional stations, transcript producers, and 350 commercial stations in the examination of radio commercials, noted “a desire on the part of these broadcasters ... to aid in the elimination of false and misleading advertising.”

Western Cleaner

CAL-WESTERN MFGS., Los Angeles (Whee cleaner), on Jan. 1 starts for 13 weeks transcribed announcement schedule on Arizona stations.

List includes: KWAR KYUM KYCA KGLU KWJF KOY.

Firm in addition is using an announcement schedule on: KFMB KFVD KECA. Agency is Pacific Adv. Service, Los Angeles.

NEBRASKA AID

All Stations Join Forces

To Boost War Loan—

FULL CREDIT for the success of the once-lagging Nebraska Sixth War Loan Drive has been extended to the cooperative, combined effort of the state’s radio stations by Leon Shapiro Bernstein, state publicity manager, and Leon Markham, War Finance director for Nebraska.

With the state E Bond and individual sales quotas less than 40% one week before the end of the Drive, an emergency meeting was arranged at 11:30 a.m. with Hugh Feltis, KFAB salesman, chairman of the Radio at War Committee, Nebraska Broadcasters Assn.; Bill Wisdom, WOW; Gordon Gray, KOIL; Paul Fry, KBON; Bud Corrigan, KOWH, Omaha, resulting in a special promotion plan for a statewide series of transcribed farm interviews and another series by wounded soldiers at Schick General Hospital. Rural route mail carriers were enlisted to deliver War Bond applications.

Ray Clark of WOW, Lyle Bremser of KFAB and Harry Peck of KOIL gathered localized farm interviews. Other stations cooperated in processing and delivering the programs. All of the Nebraska outlets cooperated in the special campaign and quotas were topped within two weeks.

For Sponsorship in your city—Call, Wire or Write, WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

240 MUTUAL STATIONS CARRY THE AUTHORITATIVE NEWS REPORTING OF Fulton Lewis, jr.

Over 300 sponsors and 240 stations carry the authoritative and interesting news presentation of Fulton Lewis jr. . . . this is a record in itself. His style and shrewd interpretation of the news have made him one of the country’s most respected and recognized radio news reporters.

Fulton Lewis jr. has in the past, and will again be in 1945—“America’s Most-Listened-To . . . . America’s Most-Talked-About” Radio Reporter!

ORIGINATING FROM WOL WASHINGTON, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM
"Ruth Welles indorses it," is a convincing stamp of approval to thousands of her loyal feminine followers. Proof positive that the product recommended is well worth their investigation, and their buying.

Nearly five years of consistent and conspicuous success lie behind Ruth Welles' "Home Forum"

. . . heard daily on KYW, 9:30 to 10:00 A.M., Monday through Friday. This is a fruitful half-hour devoted to the perplexities which beset, and the interests which intrigue, woman-kind in KYW's vast, Philadelphia-centered, 50,000-watt primary.

Fruitful to the rapt, responsive radio-audience, attentive to a sincere, sympathetic, and intelligent discussion of their problems . . . as voluminous mail attests. Fruitful to the sponsors, whose selling-messages are so deftly interwoven into the pattern of the program . . . as evidenced by routine renewals.

Most of these sponsors . . . such as Fanny Farmer, Abbotts Dairies, and Duff's Cake Mixes . . . are veterans on this highly productive participation. Sponsorships, limited to eight in each program, are normally solidly sold. However, for such availabilities as may occur from time to time, we suggest that you keep in touch with NBC Spot Sales.

all's well with Welles
Federated Stores Name Radio Head
Hirschmann to Organize FM, Television for Group
IRA HIRSCHMANN, director of advertising and research for Bloom-
ingdale's, New York department store, has been appointed effective Feb. 1 to organize the FM and television activities of Federated Department Stores, owners of Bloomingdale's; Abraham & Straus, Brooklyn; F. & R. Lazarus & Co., Columbus, O.; John Shillito Co., Cincinnati and Wm. Filene's Sons Co., Boston.

Mr. Hirschmann will make his headquarters at Metropolitan Television Inc., operator of FM station WABF New York and licensed for experimental television operation as W2XTM. A wholly-owned subsidiary of Bloomingdale's and Abraham & Straus, it was organized at Mr. Hirschmann's instigation. He had assisted previously in the development of WOR while with L. Bamberger & Co., Newark.

The other three Federated Stores also have filed applications for FM and television licenses. "The move is an indication of the concrete interest in the new fields of broadcasting on the part of Federated Stores," Mr. Hirschmann explained. Through FM and television our stores will be able to offer an expanding service to all the communities in which they are located."

KGYO Missoula, Mont., has appointed Weed & Co., Chicago, as station representative, according to A. J. Moosby, KGYO general manager.

Contact
SOMETHING NEW in accidents! A captured Junkers 88 plane, scheduled for the Army Hour was wrecked before the broadcast — by a streetcar in Inglewood, Cal. Details were not available. A jinx followed the entire broadcast of Jan. 7. Three captured enemy planes — a Zero, a Focke-Wolfe, and the Junkers 88 — were to fly over Los Angeles and their flight was to be shortwave to the NBC Army Hour, according to the plans of Leonard Callahan, chief of West Coast office of the War Dept. Radio Branch and Joe Alvin, NBC Western division special events director. But the Zero developed engine trouble. The Focke-Wolfe was grounded in Illinois. And the Junkers got crossed up with the Inglewood trolley.

Sterling Tells of RID Operations on 'Digest'
GEORGE E. STERLING, chief of the FCC Radio Intelligence Division, related experiences and operations of the division in "Mess of the Airways", feature of the Jan. 7 Radio Reader's Digest program on CBS. He stated that few Radio Intelligence wave attempted to operate transmitters from the United States but that a considerable number of such stations have been tracked down in Latin American countries and subsequently closed through the assistance of local authorities.

"We will not close up shop," Mr. Sterling affirmed, saying that RID "is not a war baby" and that "we have been around since 1911." He said that the regular function of the department is to make sure that stations stay on their assigned frequencies. During prohibition days he said that RID helped put many a rum-runner out of business when attempt was made to "go modern with short-wave radio". In a present important function, that of assisting lost aircraft and ships to locate their positions and secure rescue facilities, Mr. Sterling said that RID is saving the taxpayer many times over the annual cost of his division which also performs numerous other duties.

PRICE URGES RADIO TO REEXAMINE CODE
ASKING broadcasters to reexamine the clauses of the Censorship Code pertaining to "enemy air attacks", Byron Price, Director of Censorship, said the Code would apply in robomb attacks. Mr. Price's statement follows:

"Unless and until you are notified by the Office of Censorship, the "attacks by air" clause of the Press Code and the "enemy air attacks" clause of the Broadcaster's Code will apply in case of any bomb attack on the continental United States. You are urged as a precaution to reexamine these clauses and make certain that all staff members are familiar with them.

PARADIDDE JOE | Bl. 11008
ADOIS
BLUES MY SWEETIE GAVE ME | Bl. 11168
GREEN EYES
DOING THE RATAMAQUE | Bl. 11421
FLAG WAVE
MARINES HYMN | Bl. 11452
I'M GETTING TIRED | Bl. 11585

These are but a few of the more than 28 BMI-licensed titles recorded by Pastor. See DISC DATA for the complete listing from which to build your all-Pastor programs.

AT-3'S IN BATTLE
RCA Transmitters in China

"THE AT-3's never let us down," was the praise given 10 radio transmitters credited with carrying the burden of American airforce ground communications in China from the arrival of the Flying Tigers in 1941 until the present. Their performance was described by Maj. Charles H. Whittaker, communications officer of Gen. Chennault's 14th Air Force, and a former "ham" and police radio operator.

The equipment traveled with the 14th Air Force through the trackless wastes of China and operated usually from caves of the native temples where the rigors of rugged terrain and atmosphere with little damage. The AT-3 is powered with 300 w for phone and 400 w for telegraph, with an operating distance of 700-800 miles. Today 1200 are in action in the war. They are manufactured by RCA Victor Co. of Canada for the Royal Canadian Air Force, through whom they were made available to the Chunchking Government and Gen. Chennault's operations.

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THE PACIFIC COAST HAS 2 MARKETS

INSIDE MARKET. This represents counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

50% OF ALL RETAIL SALES MADE HERE

OUTSIDE MARKET. This represents 126 counties outside those in which the 7 principal Pacific Coast cities are located.

50% OF ALL RETAIL SALES MADE HERE

ONLY DON LEE COVERS BOTH MARKETS COMPLETELY*

* Regular Hooper reports of the "inside" market reveal that 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.

A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of listeners in the "outside" market tuned to Don Lee stations. The reason is most cities in the "outside" market are surrounded by mountains, and long-range broadcasting of other networks won't work.

With 38 stations completely blanketing the 16-billion-dollar Pacific Coast market, the Don Lee Network has more than 9 out of every 10 radio families living within 25 miles of one of its stations.

The Nation's Greatest Regional Network

Mutual DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pr. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.
Erwin, Wasey & Co. Tops MBS Billings; Sinclair Refining Leads Net's Clients

ERWIN, WASEY & CO. again topped the agencies placing time with Mutual in 1944 with $2,406,501, according to figures released by MBS last week. Hixson O'Donnell Ad. placed second, with $1,301,917 of its clients' money being placed with Mutual. Third was Rubrauf & Ryan with $1,260,638, and in fourth place Donahue & Co., $1,058,049; fifth, Kenyon & Eckhardt with $1,041,945; sixth, R. H. Alber, $650,399; seventh, Ivey & Ellington, $733,635; eighth, Arthur Meyerhoff & Co., $677,421; ninth, William H. Weintrath & Co., $560,964; tenth, Mason, Inc., $542,590.

Leading the Mutual sponsor list for 1944 was Sinclair Refining Co., which spent $1,301,917 with the network. R. B. Semler Inc. again placed second with $1,145,708, followed by Kellogg Co. which placed third, as it did last year, with $1,000,739. Fourth was Metro-Goldwyn-Mayer with $981,418, followed by Gospel Broadcasting Assn. in fifth place, with $950,309. In sixth place was Zinsner Products Corp., $1,232,427; seventh, Mutual Benefit Health & Accident Assn., $677,421; eighth, Pharmaco Inc., $767,310; ninth, Bayuk Cigars Inc., $677,421; tenth, Gillette Safety Razor Co., $642,590.

BROAD C A T I O N

MBS Billings by Agencies

<table>
<thead>
<tr>
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<tbody>
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MBS Billings by Months

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<tr>
<td>March</td>
<td>$1,640,031</td>
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<tr>
<td>April</td>
<td>$1,475,600</td>
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<tr>
<td>May</td>
<td>$1,460,979</td>
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<tr>
<td>June</td>
<td>$1,521,319</td>
</tr>
<tr>
<td>July</td>
<td>$1,874,213</td>
</tr>
<tr>
<td>August</td>
<td>$1,514,600</td>
</tr>
<tr>
<td>September</td>
<td>$1,825,617</td>
</tr>
<tr>
<td>October</td>
<td>$1,454,721</td>
</tr>
<tr>
<td>November</td>
<td>$1,535,134</td>
</tr>
</tbody>
</table>

TOTAL         | $15,533,660 |

FM Booklets

COUNTER display offering a pair of booklets on FM written for the layman was released by Strontberg-Carlson Co., Rochester, to distributors and dealers. Titled FM For You and Facts About FM, the booklets describe discovery and progress of FM and its potential developments.
It's in the Bag. Wool from over a half-million sheep helps keep the Inland Empire's farm income over 72% above the nation's average. Over 40% of the area's three hundred million dollar 1943 farm income came from livestock and livestock products.

Your sales, too, are "in the bag" when KHQ contacts consumers for you. Located in this natural livestock center where stores sold nearly $50,000,000 worth of goods last year to outside residents, it is the only medium that completely covers the area.
**Dad blast it, are we out of these things again!**

**Specify Air Express**

Millions of dollars are lost annually by the ordinary slow-downs of business and industry due to the constantly recurring need for tools and materials and waiting for delivery!

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

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

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

**WRITE TODAY** for "Quizzical Quiz"—a booklet packed with facts that will help you solve many a shipping problem.

Dept. PR-13, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

**WMBD Control Shift Granted by FCC to Three**

TRANSFER of control of WMBD Peoria, Ill. was granted by the FCC last week from H. D. Morgan, vice-president and treasurer, to Carl P. Slane, Francis P. Slane and Elizabeth P. Talbot. Sale for $114,750 of 250 shares (50%) held by Mr. Morgan and 20 shares held by Leslie Harrison, secretary, is involved in the transaction. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated. Carl Slane, who receives 86 shares, is publisher of the Peoria Journal-Transcript. Frances Slane and Elizabeth Talbot each get 212 shares and are directors in the newspaper company. Remaining 49% interest in the station is held by Edgar L. Bill, president and manager. WMBD is a CBS affiliate, operating on 1470 kc with 5,000 w LS and 1,000 w night.

**Guild Hollywood Office Includes Stations, Nets**

FOLLOWING initial move by New York Radio Directors Guild, Hollywood group, now numbering more than 50 members, is framing petition to National Labor Relations Board for recognition as sole bargaining agent of agency, freelance and network directors and assistant directors. New York RDG on Dec. 16 notified CBS, NBC, Blue and Mutual via letter of its status as bargaining agent and requested time and place be set for start of negotiations [BROADCASTING, Jan. 17].

Having successfully organized the film studios, Screen Office Employees Guild, Local 1391, is planning similar moves among Hollywood stations and networks. Union has organized majority of CBS office employees and is to meet this week with Donal W. Thornburgh, network Pacific Coast vice-president, to present bid for formal recognition. Several attempts have been made in the past to organize Hollywood radio white collar employees, but without success.

**Engineers Named**

ENGINEERS for the six study panels of the Canadian Radio Technical Planning Board [BROADCASTING, Dec. 11] have been named. They are: L. S. Payne, Canadian Marconi, Montreal, chairman and K. S. McKinnon, consulting engineer, Montreal, vice-chairman of the spectrum utilization and frequency allocation panel; J. E. Knox, RCA-Victor, Montreal, chairman, and E. Farmer, Canadian Marconi, Montreal, vice-chairman of the standard broadcasting and international shortwave panel; S. S. Stevens, Northern Electric, Montreal, chairman and Dr. F. S. Howes, McGill University, Montreal, vice-chairman of the radio communication panel; A. B. Oxley, RCA-Victor, Montreal, chairman, and J. H. Bain, Northern Electric, Montreal, vice-chairman of the FM and television panel; S. S. Stevens, Trans-Canada Airlines, Montreal, chairman, and A. B. Hunt, Northern Electric, Montreal, vice-chairman of the aeronautical radio panel; Dr. A. F. Logan, Canadian Broadcasting Corp., Ottawa, chairman, and Dr. A. M. Thompson, Ferranti Electric, Toronto, vice-chairman of the industrial, scientific and medical study panel. A. B. Oxley in general coordinator of panels, with W. G. Oliver, Canadian Broadcasting Corp., Montreal and G. L. Irwin, Philco Corp., Toronto, as co-ordinators.

**EXECUTIVES OF AGENCY and network help to launch the new Krem! Shampoo weekly musical variety program on MBS, Tuesday and Thursday, 1:30-1:45 p.m. Seated are (l to r): Paula Stone, program m.c., and C. H. Cottington, radio director of Erwin, Wasey & Co., New York, agency for R. B. Semler Inc., New Canaan, Conn. Standing: Phil Brito, vocalist; A. C. Barnes, MBS vice-president in charge of sales; Edward Hennen, Erwin-Wasey account executive.

**McIntyre Heads KID**

FRANK G. McINTYRE, former program director of KUTA Salt Lake City, has been named general manager of KID Idaho Falls, Idaho. It was announced last week by Walter P. Bauchman, KID president. Mr. McIntyre, who is only 27, is a ten year radio veteran, having been with WKY Oklahoma City as news chief prior to his KUTA affiliation. Entering radio in 1946 at WOKY Kansas City, Mr. McIntyre later served with KFBI Abilene, Kansas, and at KBST KRKB KFRO KSTM Texas. In 1949 he entered Northwest radio as news director of KGVO Missoula, Montana, returning to Texas to become program director of KRGB Abilene, Tex. KID, a Mutual affiliate, operates with 5,000 w on 1385 kc. It was purchased last July from Jack Duckworth for $100,001 by H. F. Laub, electrical contractor and operator of KVNU Logan, Utah. L. A. Herre, Ogden contractor, and Mr. Bauchman.

**Nurse Draft**

AFTER the President's message to Congress in which he mentioned the possibility of drafting nurses for the Armed Forces, the OWI domestic radio bureau received inquiries from advertisers about the Army nurse messages allocated to their programs and the possibility of dropping them. The messages, which are allocated for the weeks of Jan. 15 and 29, will go on as usual and no change will be made until some definite legislation is passed by Congress on the matter.
Only A Combination of Stations Can Cover Georgia's Three Major Markets

- **WGST** ATLANTA
  - 5000W
  - 920 Kc

- **WMAZ** MACON
  - 5000W
  - 940 Kc

- **WTOC** SAVANNAH
  - 5000W
  - 1290 Kc

AVAILABLE AT COMBINATION RATES

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

— AT ONE LOW COST

**The GEORGIA MAJOR MARKET TRIO**

Represented by THE KATZ AGENCY, Inc.
THE BALTIMORE SYMPHONY

During its 28th consecutive season--its of Reginald Stewart--the Baltimore Symphony afternoon concerts over WBAL and NB.

The Baltimore Symphony afternoon concerts--3 to
third under the brilliant conductorship
symphony will be heard in 5 Saturday

Orchestra -- Saturday
4 P. M., E.W.T., Jan. 20,
March 10, 1945

WBAL
50,000 WATTS
Baltimore

EDWARD PETRY & CO., Inc.
theatre

This YEAR of 1945, we all pray, will bring the United Nations complete victory. Brilliant successes of our forces have been marred by temporary reverses, which have supplied the jolt needed to boot all of us out of our complacency.

This eighth inning rally in the European theatre comes with the score heavily in our favor, we are told. But every day the war is prolonged means more blood-letting.

Those are the reasons for the swift return to all-out wartime operations. The slack in production and manpower must be taken up. Drastic measures are in store.

For radio, along with all other essential pursuits, there are tougher days ahead. Look for a solid freeze on all equipment. The pinch on manpower already is on and it's touch and go as to whether 4 Fs, who have replaced deferred personnel, will find themselves confronted by short supply of women or shavetails.

It is this condition which prompted Assistant President James F. Byrnes to call upon all industry to cancel conventions or meetings, so railroads and hotels will be able to accommodate necessary wartime traffic.

Radio is prepared to pull in its belt as many notches as may be required. It wants only those bare necessities— equipment and replacements and personnel required to permit stations to render peak wartime service—the kind of service that has pegged it as an essential pursuit and has won praise from all those directly identified with the war's prosecution.

If this means foregoing the NAB annual war conference, it will be done. That was the unqualified judgment of J. Harold Ryan, NAB president, as soon as the Byrnes' order came down. The job of acquainting broadcasters with their ever-shifting and sensitive duties in the war effort can be handled at the district meetings which get under way this month. Similarly, the war clinics and sessions of the major networks, with cutbacks, are held in conjunction with the district meetings.

The solid freeze on new station construction or modification (except where it may be certified as essential to the war's prosecution) will bring many protests. The WPB is confronted with demands from the military for electronic parts and equipment. The new offensive and the Nazi counteroffensive have thrown production schedules out of kilter. None can question the military demands.

On the business side these days, most stations along with contemporary printed media have found that all they need is a transom and a basket. Many publications and stations which couldn't make ends meet prewar, have become economic loyalties. Bullish stories about the small capital investment needed in radio to bring in King Midas returns have resulted in the influx of new applications, some legitimate but most perhaps sired by the opportunistic impulse.

The new spectaculair applications, when finally promulgated, will set off another thundering stampede of applicants for FM and television and new AM stations. But where will the trained manpower be found should Uncle Sam draft even the 4-F replacements, and remove all of the mass media from the essential manpower bracket?

This is the time for all identified with radio and with the other media to plan operations on reduced personnel rations. Those in the fighting age brackets who have been deferred should be understudied. Thoughts of new plant and equipment should be dispelled.

For the second time since the Pearl Harbor supreme atrocity, this is it.

Clock-wise?

JOE SPADEA, former station representative who just has been discharged honorably from the United States Army, offers a plan for improving broadcast production and, at the same time, increasing station revenue.

So simple in pattern that one almost spontaneously assumes it has too many bugs in it, Mr. Spadea's idea is to re-divide the face of the clock in new time segments, forgetting all about the traditional quarter-hour base.

The ex-sergeant, whose excursions as a radio representative made him a familiar figure in major markets throughout the nation, proposes that a new 10-minute rather than 15-minute base be employed for programming. This would mean six basic program segments per hour. Such a proposal, he contends, would permit participation in the hour by two extra program sponsors.

Increased revenue from such additional participation, granting proper rate readjustments, would discourage wholesale scheduling of spot announcement periods and eradicade, or at least modify the type of radio commercial which is deplored by many industry leaders as auguring against the good of the art.

Mr. Spadea further recommends that half-hour programs be eliminated and superseded by 20-minute periods. Result: Three per hour rather than two.

There will be those, viewing such a suggestion with alarm, who will decry it as mercenary. They, for the most part, will be publishers of newspapers and periodicals who, because of paper shortages, are unable to add pages at will. There will be others who will hail Mr. Spadea's plan as a step forward.

One must consider the possibility that such a plan would offer better balance in overall programming throughout the day. Many believe, for example, that 15 minutes is too long for the average newscast, and that five minutes is too short. Political talks could be briefer.

From a producer's standpoint, the proposal would appear to have merit. One of the difficult problems facing program directors who must do series-productions is "keeping up the average". To keep up the average, a show must have pace. Within limits, the shorter the vehicle, the faster the pace. The Spadea plan could be a blessing to studio personnel.

Doubtless such an undertaking would mean increased employment. If it cut down on the number of spot announcements and increased the quality of those remaining, it would be performing a great service.

He who accepts such conclusions should examine Mr. Spadea's provocative article on page 14. There may be here a workable plan for expanding the clock, a project that has occupied the imaginations of broadcasters for years.

Our Respects To—

CLIFFORD DON IOSET

WHEN Don Ioset—pronounced Yozay—joined the Fort Hamilton Broadcasting Co. last August as executive director of WMOH Hamilton, O., he predicted of the organization, "the industry will soon know it is on the map." Don usually follows through on his plans.

In 1923 when there were less than 100,000 radio sets in the United States, Don first faced a microphone at WJK, the first station in his native Toledo. He sang a few songs and talked about current events. He liked the medium and decided to stick with it.

There followed many years with stations in the Midwest. During the time he was with WAII Columbus, he had worked up his mike delivery to the suppression of 250 words a minute—and each word clearly understandable, according to a Columbus newspaper comment. The famed Floyd Gibbons was known for his barrage of 212 words per minute. At that time, Don was working as a deejay and sportscaster with the station.

In June 1935 he joined the Fort Industry Co. as a newscaster, having his own feature, "Personalities on Parade." During the next 10 years with that company, he was given the trouble shooting job managing three of its six stations soon after each was acquired. They were the old WLJR (now WHIZ) Zanesville, O., WIOK Lima, O., and WAGA Atlanta. He was relieved of the management of WAGA in November 1942 when he was assigned to Cuba for the company. He spent about four months in Havana.

Shortly after that he resigned to become sales promotion manager and public relations director of WJJD Chicago.

In his time, also, he has worked for and studied advertising with a prominent writer, operated a small advertising agency of his own, and for three years was advertising director for the George B. Ricaby Companies in Toledo and Buffalo in 1928, '29 and '30.

Don studied at Toledo U., but in his own words, "I was a B A D boy and they wouldn't let me finish." After being declared persona non grata at Toledo, however, the young Ioset enrolled at Davis Business College.

"Valuable wine merchants and pirates" among his ancestry help explain Don's glibness of tongue—according to Don. He will admit to being born Feb. 19 "near the turn of the century." More specific statistics unavailable.

He belongs to Theta Sigma Phi, the Scottish Rite, and is a charter member of Boaz Shrine in Toledo.

Don's son, Walter, is in training as an Air Corps cadet and his daughter, Renee, is a high school student.

Continued on page 42
...HAVE A BRIGHT SPOT IN YOUR FUTURE

WMFM, The Milwaukee Journal FM station, is so soundly programmed, so distinctively superior with its Frequency Modulation, that it has won a solid place in Wisconsin's radio picture. *If WMFM is not on your schedule, it should be.*
Our Respects to

(Continued from page 40)

school student in Hamilton. His wife, Hazel, is a well-known sopranos who has sung professionally for several years, including work on radio programs from Detroit, Toledo, Buffalo, Cincinnati, and Chicago. Most of her air work was under the name of "Carol Lynn".

From hearing him talk, his favorite subject is his wife. His constant cross remains the word pronunciation of his name. As usually pronounced, says Don, it sounds like "a Pullman car or an ailment". The soft, French pronunciation it deserves to be given.

Robert D. Boniel

ROBERT D. BONIEL, 80, salesman for 11 years with Edward Petry & Co., station representative, Chicago, died Jan. 7 in Miami, Fla., after a long illness. Mr. Boniel was a veteran in radio, having been director of WEBB, the Edgewater Beach Hotel station, in 1923, where he was put on the air by Charles Correll and Freeman Gosden, "Amos 'n Andy." He served as first president of the Chicago Broadcasters Assn. Mr. Boniel's home was at 2114 Livingston St., Evanston, Ill. He is survived by his wife, Helen, and two stepsons, Bennison and Michael.

ERNST MOBLEY, manager of WMSL, Decatur, Ala., is the father of twins.

KQV's coverage of Pittsburgh has made it the standby of local merchants—many have used it continuously for ten years and more. That's the real competitive test of a station. Now under new ownership—with an enhanced staff of top-flight men—KQV adds to its thorough coverage an aggressive policy of strong local cooperation with its advertisers.

Keep your eye on KQV—it wraps up Pittsburgh for you—it gives you service—it goes places! • Allegheny Broadcasting Corp., Pittsburgh 19, Pa.

No. 1 Station in a No. 1 Market

Wassan Appointed

COINCIDENT with the separation of KGW and KEX Portland under the duopoly regulations, J. N. Wassan, who has been with both stations for two years, was appointed commercial manager of station KGW last week. Mr. Wassan has had 18 years of experience in the newspaper, outdoor and radio fields of advertising. Educated in the staff of the Portland News in 1929, became sales manager of the Electric Products Corp. in 1936 and later was associated with Ramsey Signs Inc.

Sweets Shift

SWEETS Co. of America, Hoboken, N. J., on Jan. 1 shifted its account from Duane Jones Co., New York, to Ivey-Pate Advertising, New York. Present plans call for continuation of Dick Tracy on 45 Blue stations Monday, Wednesday and Friday, 5:15-5:30 p.m.

REED BULLEN returns to his position as general manager of KXNU Logan, Utah, following six months' service as general manager of KID Idaho Falls.

GEORGE ARNOTT has joined the sales staff of William Wright Co., station representative, Toronto.

GERALD J. REEDON, a member of the National Advisory Council of School Broadcasting, has been appointed station manager of CHAP, Dallas, it is announced by managing director MAJ. W. C. BORRETT.

A. A. McDermott, BCAF public relations officer, radio, with headquarters at London, England, has been promoted to squadron leader. He was formerly Montreal office manager of H. N. Blackwell & Co., station representative.

F. A. BITER, senior vice-president of Stewart-Warner Corp., Chicago, has been unanimously elected a member of the board of directors of Radio Manufacturers Assn. He replaces L. L. KELSEY, also formerly of Stewart-Warner Corp., now with Belmont Radio Corp., Chicago.

CAPT. FRANK G. KING, who was formerly chief of broadcast service section, Armed Forces Radio Service, Los Angeles, is now serving as officer-in-charge of the AFBS New York office, a post previously held by CAPT. ALBERT IBSEN transferred to the West Coast. Capt. King was at one time account executive above for Blackett-Sample-Hammett, New York, and before entering the service was associated with a tire promotion agency, Harry S. LaFond Co.
You Can Buy This Amplifier TODAY

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

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

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

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

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

Buy Bonds. Keep on Buying.
Keep 'Em Flying.
Eiges Heads NBC Press; Knodt Named Assistant

SYDNEY H. EIGES, acting manager of the NBC press department since resignation of John McKay Dec. 15, has been named manager of the department, Frank E. Mul- lon, NBC vice-president and general manager, announced last week.

Thomas P. Knodt, manager of the NBC Washington press department, has been named assistant manager in New York. Mary Cava- nanagh, of the WRC Washington news staff, replaces Mr. Knodt.

Dwight B. Herrick, acting manager of the network public service department has been named manager.

E. L. Bragdon, NBC trade news editor, joins RCA's department of information about Feb. 1. Allen Kalmus, of NBC's press staff, takes over trade news duties.

Charles Leslie Adams

CHARLES LESLIE ADAMS, 44, conductor of the walkie-talkie Man- on-the-Street on KPAC Los Ange- les, was found dead in bed at his home Jan. 5. Death was apparently due to natural causes. He had been in radio since 1923, having started on KFI.

Hergonson Named

ROBERT W. HERGONSON, formerly radio producer at Foote, Cone & Belding, New York, has been ap- pointed program director of WINS New York, replacing Mary Daly, who will be retained as his assistant.

Putnam to Pacific

1st LT. GEORGE F. PUTNAM, USMC, former news and special events reporter, is now in the Pacific area as liaison officer to Armed Forces Radio Service. He is making a survey of radio needs of Marine Corps units overseas, as part of the Marine Corps plans to participate more actively in AFRS [Broadcasting, Oct. 9]. Until last March Lt. Putnam was m.c. of the Army Hour.

GEORGE P. BERGE, former member of the publicity dept., Blue Network central division and before that assistant radio news editor of The Milwaukee Journal, has been appointed radio director and assistant public relations director of the newly ex- panded Hospital Service Plan Commission, Chicago.

LESLIE SMITH, released by the Army and formerly in radio, has joined the announcing staff of WSAZ Huntington, W. Va.

DICK JOY, with Army discharge, has resumed Hollywood freelance announcing. It was erroneously announced he had joined the Blue Hollywood announcing staff.

LYNN BURGE, new to radio, joins WMAF Nashville, as publicist. ROY TRENCHARD, publicity director. He replaces JULIE BRAVEMAN, who has resigned and was married Jan. 14 to BER- MAN HILLARD GILBERT.

BUD SWANTON is in the Hollywood traffic department, has been shifted to the network's production staff.

MAURICE SPITALNY, brother of Phil and Leonard Spitalny and formerly music director of WTMJ Milwaukee, has been retained as music director of KGIL Pitts- burgh. Mr. Spitalny will assemble a new orchestra for KGIL.

TOM CRAIG, formerly with WIZZ Springfield, O., and WHIS and WSAI Cincinnati, has joined the announcing staff of WHIO Dayton.

JEAN FLINNER has been transferred from the Washington office of the War Ad Council to New York where she serves as staff manager and continues to handle food, codex, nurses and securities campaigns.

MORTIMER S. BANK, formerly on CBS shortwave news writing staff, has been made day editor of the shortwave news department succeeding EDMOND MI- CHELS, who has resigned to accept an executive post at Repro & Hitchcock Inc., New York, publishers.

JEAN BAER, formerly in the Mutual publicity department, has joined Air Features Inc., New York, as publicist.

KEN POWELL, announcer on Jane Cowl's WOR-Mutual program and heard on other WOR New York programs, is the father of a boy.

SYD WALTON, moderator of Commenta- tor's Round Table on WNB New York, has been chosen honorary morale officer of an Army Air Force base in the Philippines. Mr. Walton supplies material to the GIA in the Pacific for their own round- table discussions and is preparing a for- mat of his WNB program for the use of GIA throughout the world.

HARRY WOOD, announcer of WOC Chicago, will be inducted into the Army Jan. 19.

WIOD Covers This New Rich Market As Completely As Miami's Magic Sun

BEHIND THE MIKE

ROBERT W. LAMOND, former CBS Hol- lywood announcer, now manager of the Armed Forces Radio Service station at Nolensville, has been promoted from warrant officer (L1) to 2nd lieutenant. Lt. Lamond is also assistant to the officer in charge of the Mosquito Network of four AFRS stations in the South Pacific.

ALBERTO GANDEO, chief of Spanish announcers in NBC's international division, has been appointed head of the Spanish division. EMILIO DE TORRE, on the Spanish announcers' staff, succeeds Mr. Gandeno.

JOHN THORNTON, trans-Pacific bureau chief of MBS news division in San Fran- cisco, will be relieved temporarily by ED PETERSON, assistant to JOHN WHITMORE, MBS news head in New York. Mr. Thorn- ton, recuperating from an illness, soon will be brought to the New York office for a time upon his recovery.

CHARLES F. McCARTHY, NBC news commentator and announcer, is the father of a boy. Mrs. McCarthy is the former DIANA CARLTON, radio and stage actress.

ROBERTA BARRETT, freelance, has re- placed JOHN MITCHELL as head of the play reading committee of NBC. Mr. Mitchell is now script editor at the Blue and assistant to STUART BUCHANAN, script division head.

CLARENCE STOUT Jr. has joined WAQV Vincennes, Ind.; part-time announcer. W.C. WILSON, former staff announcer at WIRE Indianapolis, has returned to WAQV as program director. WILLIAM M. WINN, staff announcer at WJY Jamestown, N. Y., prior to his induction into the Army, is now announcing part- time at WAQV.

JOHN C. DUVAL, news analyst at WBFL Syracuse, on Dec. 30 married SARA DOOLITTLE MINARD of Fargo, N. D.

THANKS FOR YOUR HELP

Walt Disney, a former employee of the Los Angeles Times, has been appointed chief of the Disney Publicity Bureau in Los Angeles.
Reproduced above is an actual photograph of a light method frequency pattern. The inside, the wide midway and the outside band are 1,000 cycle reference bands. Starting at 1,500 cycles, at the midway reference band, the succeeding outward bands increase by 500 cycle increments to 8,000 cycles.

Measurements by standard formula will show that all variations in frequency strength are within ± 2 db.

Narrowing frequency bands, from 1,000 down to 50 cycles in the bass, indicate a controlled power decrease — by means of a network in the electrical circuit of the Fairchild Magnetic Cutterhead.

Standard playbacks, in turn, increase these lowered frequency strengths by like amounts. This artificial equalizing prevents wide amplitudes in the bass and results in a flat playback.

Controlled freedom from distortion up to 8,000 cycles permits the Fairchild Magnetic Cutterhead to provide the finest possible full volume recordings of today's 6 to 7,000 cycle AM and higher cycle FM broadcasts.

Standard with the No. 539 Fairchild Recorder, the No. 541 Magnetic Cutterhead can easily be adapted to earlier Fairchild models and many other types of recorders. Descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1. N. Y.
MARCEL GUITMET and PETER STURSBERG. Canadian Broadcasting Corp. war correspondents are presently on leave in Canada, at Montreal and Vancouver, respectively, and will make lecture tours during part of their time in the Dominion.

Mr. Guitmet has covered all European theatres for the CBC French broadcasts, and Mr. Stursberg has been mainly on the Italian front.

DAVE LILWALL, formerly of CJIC, South St., Mark., Ont., has joined the announcing staff of CKSU Sudbury, Ken ARDIILL, formerly of CKSGO, has joined the announcing staff of CKXLM Hamilton.

HARRY B. WITTON, program and promotion manager of CKXG, has resigned.

ED LUTHER, released from the RCAP as an instructor pilot, has joined the announcing staff of CFMA Toronto.

MAJ. DICK DIXIE, chief radio liaison officer, public relations section, Canadian Army, has returned to CJIC Vancouver, following his retirement from the Canadian Army.

GUY RUNNION, for four years newsreader at KXOK St. Louis, has been named news editor, replacing RICHARD E. BUCHER, who has returned to WHAS Louisville as program manager.

MAURICE BARRETT, former production director of WINN New York for nine years and later with Harry S. Goodman Radio Productions, has joined WHN New York as production director.

WYNN HUBLER, who conducts Your Neighborhood Cadets on WBYO Des Moines, WNXA Sioux City, Yankton, was married Jan. 30 to Marjory L. SPEER.

JAMES P. BOYSEN, formerly of WTCN Minneapolis, has joined the announcing staff of AMIW as WVMF Milwaukee william o. TULLOCH, new to radio, also has joined WMTW-TV, Portland, Me.

MABEL THOMPSON is a new member of the continuity staff of WLL New Orleans.

ETHEL M. BELL, freelance writer and editor of the Southern California Broadcasters Assn., has joined KXJX NBC San Francisco as a producer.

EDWARD BURKE, formerly a reporter on the San Francisco Chronicle, has joined the announcing staff of KDKA Chicago.

BARBARA KINNEY, advertising manager of WECA-AM Fort Wayne, Ind., has joined the sales promotion staff of KGO San Francisco.

JOHN ZADE, formerly of KVI San Francisco and KGDM Stockton, has joined KUOM Oakland as an announcer.

FRANCHEY MOVES

WILLIAM A. FRANCHEY, radio copy chief of Russel M. Seeds Co., Chicago, has joined McCann-Erickson, New York, in the same capacity. He succeeds Fred Blumen- schich, who joined Lennen & Mitchell, New York, as head of the radio commercial department, a new position.

STANLEY C. FARNSWORTH, formerly in radio in Los Angeles and Hollywood, has joined the continuity staff of KHJ, Salt Lake City.

JOHN LESLIE, assistant newscaster at WOW Omaha, has been named chief announcer, MERRILL WOORENOVEN, formerlly of Sioux Falls, S. D., is a new addition to the WOW announcing staff.

JACK BAYT, sports commentator of WFLC, Philadelphia, is the father of a boy.

JACK SCALON, announcer of KYW Philadelphia, has resigned to accept a position with WOR New York.

Sgt. MITCHELL F. STANLEY, announcer of WHIS Louisville, is the father of a boy.

GEORGE TOMLINSON, formerly with WIRG Hartford, Conn., has joined the announcing staff of WHKY Holyoke, Mass.

PAUL COBURN, announcer at KYW Logan, Utah, for two years previous to 1944, return to the station following the armistice to take over the KYW announcing department.

CAPT. BOB KESTEN, Royal Canadian Corps of Signals, formerly of CKGW Kansas City, is now in Hollywood with the Canadian Army's offices in the charge of the Canadian mobile broadcasting station attached to the 11th Army Group.

JACK LAWRENCE, former sportscaster of WFLW and WNEW New York announcer, and WINWOOD PORTER, recently with WINS New York, has joined the announcing staff of WHN New York. Porter has served on the announcing staff of WMCW WRUL, WORJ Boston and as program director of WRN New York.

BAY BURFFMAN, former program director of KPO San Francisco, has joined KNX Hollywood production staff.

SPOT SAYS, "BOY, ARE WE COWRY—YEP, 286 MILLION DOLLARS WORTH!"
YOU MAY BE ABLE TO "BIRL" FOR THREE HOURS—

BUT—YOU CAN'T ROLL PAST THAT BLANKET OF FADING, INTO WESTERN MICHIGAN!

We're not "log-rolling" for anybody when we tell you, out and out, that Western Michigan can't well hear Chicago or Detroit stations. Fading simply prevents clear reception.

You may be making out very nicely without listeners in Grand Rapids, Kalamazoo and Western Michigan—but if you want them you'll have to use Western Michigan outlets.

That's the situation... and it will stand until some
genius figures out a solution to the fading problem. WKZO in Kalamazoo and WJEF in Grand Rapids—both CBS, both programmed especially for their specific areas—do the kind of job that these two big markets deserve. Sold in combination at a bargain rate per thousand radio homes covered, they are by long odds your best choice for real coverage in Grand Rapids, Kalamazoo, Battle Creek and all of Western Michigan. Let us send you the whole story—or just ask Free & Peters!

* Two men lasted for three hours and fifteen minutes, before one fell, in a log-rolling contest at Ashland, Wis., in 1900.
KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Wylie Named Supervisor Of Production for Y & R

MAX WYLIE, author and formerly head of production and creative writing of N. W. Ayer & Son, New York, has joined Young & Rubicam, New York, as a production supervisor. Previously Mr. Wylie was vice-president in charge of radio for Blakett-Sample-Humphrey Inc., Chicago and prior to that, in 1942, was script editor for CBS. Mr. Wylie's position at N. W. Ayer has not yet been filled.

Ralph T. Smith (left), formerly copy chief of Duane Jones Co., New York, receives congratulations from the agency's "proprietor", Duane Jones on his election as general manager of the agency.

Wade Names Miller

CHESTER MILLER, for the past three years head of his own business in Chicago, has been named radio director of Louis E. Wade Inc., advertising agency, Ft. Wayne, Ind., according to an announcement by Louis Wade, president of the agency. Mr. Miller during the past 10 years has had experience in sales, continuity and production at WHB, Anderson, Ind.; WIRE Indianapolis; WMBD Peoria, Ill. and WLS Chicago.

Trommer Change

JOHN F. TROMMER Inc., New York, for beer, beginning Jan. 15 supplements its twice-weekly evening sponsorship of Answer Man on WOR New York with a thrice-weekly 12:45 p.m. broadcast series which starts a six-weekly daytime schedule in addition to a Monday-through-Saturday night run for various sponsors. Trommer's spot schedule includes WGN New York, WOR New York, and WPAT Paterson, N.J., Agency in Federal Adv., New York.

AMP Signs Three

MUSIC licensing agreements have been completed between the Associated Music Publishers Inc. and KBXJ Jamestown, N. D.; KJIN Bend, Ore., and KJPM Minot, N. D., and extended with KALG KFV KFAB KFSD KFBY KFUR KGNU KGPS KMA KMCY KOL KON KPCB KRTY REL REL WAVE WCAU WCBS WOOS WEIM WFBF WFTL WIGI WGN WHLM WHOB WIDB WILW WSMJ WMOB WVAX WPDI WSN WWIX WTAR WTMJ WTSF WWJ.

Blue Network

YOUNGSTOWN OHIO

28th Metropolitan District

MORE LISTENERS
PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

Broadcasting - Broadcast Advertising
BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting for our Armed Forces at war and for continued improvements and economies in your telephone service

Research, in the Bell Telephone System, has always been an expanding activity, growing with the scientific knowledge of the times and contributing to that knowledge. Upon it have been based important inventions and developments.

The telephone, itself, was invented in the laboratory where Alexander Graham Bell was carrying on researches in speech and hearing and laying the foundation for the electrical transmission of speech. As time went on the telephone research program expanded to cover every science which gives any promise of improved telephony and every engineering art which applies to the development, construction, installation and operation of telephone facilities.

These researches and development studies now cover electrical communication of speech—both by wire and by radio—the transmission of pictures (television)—and many important projects for war.

There Is No End to Progress

Every new research gives rise to new inventions and to new lines for development and design. New inventions indicate new lines for more research. Research and development work, invention and design go hand in hand. In the early years, this work was carried in part by the American Telephone and Telegraph Company and in part by the Western Electric Company, the manufacturing unit of the Bell System.

For many years, however, this work has been assigned to a specialized unit, Bell Telephone Laboratories, Incorporated. Theirs is the responsibility for the technical future of the industry. They carry their developments from the first faint glimmerings which basic researches disclose to the final design of equipment and the preparation of specifications for its manufacture. And after manufacture and installation, they follow their products in operation; and continue development work to devise still more perfect equipment, less expensive, more convenient and of longer useful life.

These policies and procedures of Bell Telephone Laboratories are distinguished by two characteristics. In the first place the Laboratories design for service. The consideration is not the profit of a manufacturer through first sales and replacement models but the production of equipment which will give the best service at the lowest annual cost when all factors are considered, such as first cost, maintenance, operation, and obsolescence. The Laboratories make no profit and the equipment they design is owned and used by the telephone companies; and the emphasis is upon that use.

Organized Co-ordinated Research

In the second place the Laboratories design always with reference to the complete communication system in which the particular equipment is to play a part.

Reliable, economical telephone service, which is the product of its efforts, is not so much an assemblage of excellent apparatus as it is an excellent assemblage of co-ordinated equipment—all designed to work together reliably and economically for a larger purpose.

It is not enough that Bell Laboratories shall design a new piece of electronic equipment which has merit or a new cable or telephone receiver. They must design with reference to all the other parts of the communication system so that the co-ordinated whole will give the best possible service.

4600 People in Bell Laboratories

Bell Laboratories contributions to the Armed Forces derived in large part from the technical background that the Laboratories had acquired through their steadily maintained program of research. The Laboratories had special knowledge, skill and techniques which could instantly be diverted to war problems.

At the time of Pearl Harbor, over a quarter of the 4600 people in the Laboratories had twenty or more years of experience. This breadth of background made possible many engineering developments outside the strict field of communications and these have been of value to the Armed Forces. So far the Armed Forces and the O.S.R.D. have engaged the Laboratories on over a thousand major projects. The majority of these assignments have been completed; and have contributed to our victories on many fronts.

Most of the Laboratories developments, of course, have been in the field of electrical communication. Communication, not simply between individuals as in ordinary telephony, but between mechanisms—as in the electrical gun director. The Laboratories techniques and electronic researches have produced many secret weapons for our country's Armed Forces.

Leader in Electronic Development

For those problems the Laboratories had a remarkable background of experiences in research and development. In World War I, they pioneered by developing radio telephone systems for talking between planes and between planes and ground stations. They also contributed methods and devices for locating enemy planes, submarines, and artillery.

In this war, Bell Laboratories have pioneered in the field of electronics. The Western Electric Company, which manufactures the designs of the Laboratories, is the largest producer of electronic and other war communication equipment in the United States and is now engaged almost exclusively in the manufacture of this equipment.

In war, Bell Telephone Laboratories devote their work to the needs of our Armed Forces. In peace, they are constantly exploring and inventing, devising and perfecting for continued improvements and economies in telephone service. Centralized research is one of the reasons this country has always had "the most telephone service and the best at the least cost to the public."
Air-Wick Drive

SEEMAN BROS, New York, for Air-Wick, a household deodorizer, last week started a spot radio schedule which includes initially 35-word announcements on stations in six markets, with plans under consideration for further expansion. Agency is William H. Weintraub & Co., New York.

ALASKA CHEMICAL Corp., New York, for Websters (websters) has appointed Charles M. Storm Co., New York, to handle advertising. Radio will be used as well as an expanded campaign in newspapers, magazines and trade publications.

NATIONAL MUSICAL String Co., New York, has appointed Charles M. Storm Co., New York, to handle advertising. Company plans a considerable advertising program in radio, magazines and trade papers.

Campus Christians. Los Angeles (transcriptions, library service), has appointed Western Adv., Los Angeles, to handle its advertising.

FEWEL & Co., Los Angeles (investments, securities), new to radio, on Jan. 1 started sponsoring a 2-1/2-minute news spot schedule on KFAC Los Angeles. Contract is for 13 weeks, with placement through Edward J. Robinson Adv., Los Angeles.

COUGHLIN BROS., division of Gum Products Inc., Lyndhurst, N.J. (cheewing gum and cough drops) has named Bennett, Wallace & Moldenke Inc., as advertising representatives. Radio is said to be considered.

DAWE'S PRODUCTS Co., Chicago (vitamin products), has named Western Adv. Agency, Chicago, advertising representative. Radio is said to be considered.

INTERNATIONAL PLASTIC Corp., Menomonee Falls, Wis. (plastic tape) has appointed W. M. Yer & Son, New York, as advertising representative.

ROSA OF Ltd., Philadelphia (perfumes), has appointed Seiberger Inc., Philadelphia, as advertising agency.

ETHEL SERFAS KLINGMAN has been appointed assistant advertising manager of the Pennsylvania Salt Mfg. Co., Philadelphia.

The Fair Store, Chicago (dept. store), on Jan. 9 will begin sponsorship of The Fair's Home Advisory Forum, a quarter-hour show heard Tuesday on WCF, Chicago. Effective Jan. 1, a sponsor will switch time of Parents Magazine on the air from Sunday 1:30-1:45 p.m. (CWT) to Thursday 9:45-10 a.m. on WCF. Contracts for 13 weeks were placed by Aermsgl Adv., Chicago.

DAGLISH (Ont.) Ltd., Toronto (Jewel channel), has started weekly syndicated drama programs on 15 Ontario stations and three-weekly programs on 5 Ontario stations. Account was placed by Mclaren Adv. Co., Toronto.

LIFE UNDERWRITERS ASSN. of Canada, Toronto, has started quarter-hour syndicated programs on a number of Canadian stations. Account was placed by McLaren Adv. Co., Toronto.

STARKMAN CHEMISTS, Toronto (pharmacy chemists), have started a daily morning news hour at 7:45 a.m. on CKEY Toronto, said to be the first established morning news service to have been sponsored in Canada. Account was placed by R. C. Smith & Son, Toronto.

J. A. MARVIN Ltd., Montreal, N.B. (biscuits), has appointed Harold F. Stanfield Ltd., Montreal, as agency.

E. J. RACH & Sons Inc., Chicago, is using Hill & Blankett & Co., Chicago, as agency for Raching's the Thing, a Schwinden & Scott, as incorrectly reported in last week's issue of BROADCASTING.


ANCHOR HOCKING Glass Corp., Lancaster, O. (container & closure division), has appointed Griese & Edelman Co., Cleveland, as advertising agency.

Peter Hand Brewery Co., Chicago, on Jan. 1, renewed endorsement of the following shows on WGN Chicago: July & Jane, Monday through Friday; Building Drumsmond, Monday, The Crime Files of Flaydale, Thursday, Monday after Function; Sunday night Edition: Monday, Tuesday after Function; Sunday. Day & Night, Wednesday after Function; Thursday-after Saturday. Contracts for 40 weeks were placed by Mitchell-Frost Adv., Chicago.
ROSEMARY L. JONES, with WMAS-Macon, Ga. five years, has joined Rob's, Atlanta department store, to do daily "Penelope Pen" broadcasts and to direct the store's radio activities.

RECORD Bendleman, Cleveland, has named Ohio Adv., Cleveland, to handle advertising for phonograph records, needles and albums. Radio may be used.

KENNETH WEBSTER, midwestern district sales manager of Wildroot Co., Buffalo, has resigned to become national sales director of Con oil, the Hair Goods Co., Chicago (C-I-D).

LOMA LINDA FOOD CO., Arlington, Calif., utilizing horse economics programs on 91 WOAI-San Antonio, has started three-weekly participation in Art Baker's Notebook on KFWI Hollywood. Familie Homemaker on KROW Oakland, twice weekly in Women's Magazine of the Air on KNO San Francisco. Weekly participation is also used in Homeowners' Hour on KMJ Fresno. Elwood J. Robinson Adv., Los Angeles, has account.

FOREST LAWN Life Insurance Co., Glendale, Cal., on Feb. 4, to start weekly quarter-hour-transcribed strange as if it were, on KECA Los Angeles. Contract is for 52 weeks. Other radio is planned. Agency is Dan B. Miner Co., Los Angeles.


BEST FOODS Inc., New York, for various products has purchased a three-weekly quarter-hour news program by Warren Sweeney on WABC New York through Benton & Bowles, New York.

CHAMPLAIN OIL PRODUCTS, Montreal, plans to start in February a number of radio programs on Quebec stations. Account is being handled by Harold F. Stanfield Ltd., Montreal.

CITY NATIONAL Bank & Trust Co., Kansas City, Mo., sponsors of the Big Six football games this past season, have signed for Richard Harkness, news commentator 10:15-10:30, a.m., on WDAP Kansas City.

WURLITZER Co., Chicago, began sponsorship Jan. 8 of 11 live spot announcements weekly on WJZ Detroit and CKLW Windsor, Ont. Contract for 6 weeks was placed by Schwimmer & Scott, Chicago.

WELCO OIL Co., Chicago, Jan. 1, started a spot announcement campaign of 13 spots weekly for 17 weeks on WOR New York. Agency is United Broadcasting, Chicago.

CALIFORNIA Assoc., Products Co., Los Angeles (Motorcycle Grade Juice PUNCH), has appointed Lockwood Shackelford Co., Los Angeles, as advertising representative. Radio plans are said to be considered.

DEWEY Products Co., Grand Rapids, Mich. (Wal-Kleen), has named Wallace-Wolinsky Inc., New York, as advertising counsel. Advertising plans are said to be considered.

DEWY Products Co., Grand Rapids, Mich., has named Wallace-Wolinsky Inc., New York, as advertising counsel. Advertising plans are said to be considered.

Riker Restaurant Assoc., New York, has appointed Robert R. Dorn, New York, to handle advertising. Transcribed announcements will be continued on WMCA New York. Future media plans are now being formulated.

TOPPS Restaurant, New York, has appointed Lester Harrison Assoc., New York, to handle advertising. Media plans have not been completed.

CIA, GESSY Industrial S. A., Sao Paulo, Brazil, has appointed McCann-Erickson, Sao Paulo and Rio de Janeiro, to handle Brazilian advertising for Minerva laundry soap. Radio and publications will be used.

GENERAL MOTORS do Brazil, South America, has appointed McCann-Erickson, Sao Paulo and Rio de Janeiro, Brazil, to handle all Brazilian advertising for Frigidaire.

PHILADELPHIA & READING Coal & Iron Co., Philadelphia, Jan. 1 on WCAU Philadelphia started sponsorship of a five-minute daily discussion of a topic of the day's news written by Vic Wilson of the Philadelphia Record, and delivered by Paul Phillips of the WCAU program department. McKee & Albright, local agency, placed the contract for 52 weeks.

For twenty-two years wise advertisers have been using the WOAI brand to turn their products loose over the station's 50,000-watt clear channel to range the key market area of the great Southwest.

And it's mighty profitable business for those advertisers, because—year after year—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS = CLEAR CHANNEL
50,000 WATTS = MEMBER TQN

Best Brand In Texas
Gross Income of Blue Network in 1944 Found to Be Up 66.3% Over Last Year

GROSS time sales of the Blue Network during 1944 totaled $1,828,699, an increase of $620,779, or 46.3%, over the 1943 gross of $1,207,920. Leading blue advertiser for 1944 was the Coca-Cola Co., which purchased grosses of $3,720,994; Ford Motor Co. was next with $2,710,090; followed by Kellogg Co., $2,561,700; Miles Labs, $1,829,699; General Mills, $1,726,566; Procter & Gamble Co., $1,681,017; Socony-Vacuum Oil Co., $1,351,275; TWA & Co., $1,257,138; Quaker Oats Co., $1,219,942; and Sherwin-Williams Co., $986,755.

J. Walter Thompson Co. was the agency placing the most business on the Blue last year, with gross billings of $3,100,524. Then came D'Arcy Ad Co., $3,029,944; Compton Adv Inc., $2,224,137; Katten & Ecochin, $2,262,129; Wade Adve Agency, $1,826,699; Young & Rubicam, $1,731,605; Warner & Leggat, $1,583,125; Sherman & Marquette, $1,057,752; Dancer-Fitzgerald & Sample, $1,029,412; Hill Blackett & Co., $914,699. Blue billings by month for 1944:

<table>
<thead>
<tr>
<th>Month</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$2,955,750</td>
</tr>
<tr>
<td>February</td>
<td>$2,935,504</td>
</tr>
<tr>
<td>March</td>
<td>$3,116,398</td>
</tr>
<tr>
<td>April</td>
<td>$2,957,099</td>
</tr>
<tr>
<td>May</td>
<td>$3,175,048</td>
</tr>
<tr>
<td>June</td>
<td>$3,286,894</td>
</tr>
<tr>
<td>July</td>
<td>$3,486,589</td>
</tr>
<tr>
<td>August</td>
<td>$4,029,498</td>
</tr>
<tr>
<td>September</td>
<td>$4,214,481</td>
</tr>
<tr>
<td>October</td>
<td>$4,208,115</td>
</tr>
<tr>
<td>November</td>
<td>$4,183,342</td>
</tr>
</tbody>
</table>

American Broadcasting Co. (Blue) Billings by Agencies

J. Walter Thompson Co. & Co. Co., Inc. $ 4,100,238
D'Arcy Ad Co., Inc. $3,029,944
Compton Adv Inc., $2,224,137
Katten & Ecochin, $2,262,129
Wade Adve Agency, $1,826,699
Young & Rubicam, $1,731,605
Warner & Leggat, $1,583,125
Sherman & Marquette, $1,057,752
Dancer-Fitzgerald & Sample, $1,029,412
Hill Blackett & Co., $914,699
McCann-Erickson, $899,161
Schwimmer & Son, Agency
Walter & Davis
Knox Brews Advvng, Inc.
Leone & Smith, $899,161
Foote, Cone & Belding
Aberly, Moore & Wallace, Inc.
MagFarland, Ayvvard & Co., Inc.
William Ely & Co., Inc.
Newell-Emmett Co., Inc.
Hutchins Advertising Co., Inc.
Lee Burnett Co., Inc.
N. W. Ayer & Son, Inc.
J. D. Taylor & Co.
Small & Seiffert, Inc.
Raymond Smoke Co., Inc.
Duane Jones Company
Batten, Barton, Durst
Oshorn, Inc.
Henry Hwang & McDonald, Inc.
The Bw Company, Inc.
H. W. Kast & Sons Co., Inc.
Co., Inc.
Brock, $36,665
Becker & Co.
Buchanan Co.
Sehr S. U. & Co.
Tracey Co., Inc.
Tdl Bases.
McIntire Advertising Company
Perry, Yates & Ltd, Inc.
Keller & Co., Inc.
Doberly, Clifford & Shanfield
Craddock & Company
Sherman & Harkness Co., Inc.
Pittsford National Advertising
Agency
Burton, Brown & Ivy.
Advertising & Sales Co., Inc.
Emil Mogul, Co., Inc.

*May through September*
RADIO, PRESS NEWS EQUAL, HICKS SAYS

RADIO has grown up in foreign news coverage and correspondents rank on a parity with those of the press, with all the former he-ditting attitude forgotten. George Hicks, war reporter of the Blue Network said last week on his first visit home since February 1943, when he went to London for the Blue. After a month's rest, during which his Sunday afternoon broadcasts for Scripto will be taken over by Gordon Fraser, Blue correspondent with the American forces in France, Mr. Hicks will return to the European theatre.

Mr. Hicks, whose broadcast of the Nazi strafing of the American invasion fleet, made the night of June 6 by film recording from the deck of the flagship, was an outstanding feature of radio's coverage of D-day, said that film recording is the best means achieved so far of bringing eye-witness on-the-spot battle broadcasts to the public. The ideal of an instantaneous live broadcast is impossible, he said, as for reasons of military security all reports must be cleared by censorship before being disseminated.

Queried about French television, Mr. Hicks expressed complete ignorance of the topic, stating that a correspondent in the front lines, as he had been with the First Army since July 16, 1943, becomes integral part of Army, losing contact with all outside matters and thinking only of what he can do to help his fighting associates win the war as quickly as possible.

Lang for Heatter

R. B. SEMLER Inc., New Canaan, Conn., on Jan. 8 replaces Gabriel Heatter, commentator, with William Lang on MBS Monday through Friday, 12-12:15 p.m. Mr. Heatter will continue to be sponsored on his evening MBS broadcasts by Barbasol Co. on Sundays, by Semler for Kreml hair tonic on Mondays, Wednesdays and Fridays and by Zonite Products Corp. on Tuesdays and Thursdays. According to the Semler agency, Erwin, Wasey & Co., New York, the noonday new program which started about seven weeks ago, in addition to the evening broadcasts, proved too strenuous for Mr. Heatter. William Lang has shared the noon-day broadcasts with him.

Cord Seeks Reno CP

NEW STANDARD station for Reno, Nev., on 500 kc with 1,000 w and unlimited hours is requested in an application filed with the FCC by Nevada Radio & Television Co., 100% interest in which is held by E. L. Cord, owner of KFAC Los Angeles. President of the company is Calvin J. Smith, president and general manager of the Los Angeles outlet. G. V. Lamb of Carson City, Nev., vice-president; E. D. Neuhoff of San Gabriel, Cal., secretary-treasurer, and A. M. Peters of Carson City, assistant secretary-treasurer.

OWI PACKET, WEEK FEB. 5

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 6. OWI transcriptions contain six 60-second announcements suitable for spot schedules. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>War Bonds</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchant Marine</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Keep Food Prices Down</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carries Talk</td>
<td>Y</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income Taxes-March 15</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop Wartime Accidents</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conserve Cars, Trains, and Gas-Join a Pool</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 146 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

BROADCASTING • Broadcast Advertising

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

January 16, 1945 • Page 53
T O LAY the groundwork for the development of new programming policies, Mutual is soliciting the opinions of its affiliates on current programs and future policies through a questionnaire and through conferences between station program executives and Phillips Carlin, MBS vice-president in charge of programs. Mr. Carlin will leave shortly for a cross-country tour which will take him to a number of member stations to study viewpoints on present programs and future plans. Edgar Kobak, MBS president, was to return to New York on Jan. 25 from a visit to the West Coast, during which he conferred with stations on the general Mutual set-up. Placing special emphasis on Mutual's daytime schedule, the questionnaire, which was to have been mailed out last week, queries program executives on reactions to specific programs, asks whether the programs should be continued and requests suggestions for future programming.

** WMC Aid

IN COOPERATION with the War Manpower Commission, WWL New Orleans is presenting a weekly dramatization On the Job, a program stressing need for reduced absenteeism in war plants.

** Locator

WNEW New York aims to help members of the armed forces of the United Nations locate lost friends or family in WNEW's 7 a.m. to 11 p.m. half-hour series conducted by a World War I veteran.

** Tolerance

ANNOUNCEMENT has been made by WFIL Philadelphia of weekly presentation Within Our Gates, a new program designed to prove that "no matter what the color of your skin, no matter how or if you pray, no matter from what part of the world you come—you benefit daily by the accomplishments of peoples of all races and of all creeds." Written and produced by Dr. Alexander Fleming, penicillin pioneer, and Emma Lazarus, a portion of the underprivileged, the commission embraces following organizations: National Assn. for the Advancement of Colored People, Fellowship House, International Institute, National Conference of Christians & Jews, Philadelphia Federation of Churches, Philadelphia Jewish Community Relations Council, Society of Friends and Metropolitan Council for Equal Job Opportunities.

** Vaudeville Folk

RECORDED performances by vaudeville artists of the past and present are featured in Curtain Calls, five weekly quarter-hour series heard on WLIB New York.

** DISCUSSING MERITS of new script for the CBS documentary series Report to the Nation which started Jan. 3 under sponsorship of the Continental Can Co. are (1 to r): Paul W. White, producer of the program and director of news broadcasts for CBS; Carle C. Conway, chairman of the board and president, Continental Can Co.; Bruce Barton, president of BBDO, agency handling accounts, and R. R. Carleir, manager of advertising and sales promotion operations for the sponsoring company.

** WHOM Religious Shows

WITH cancellation of all commercial religious programs as their contracts terminate, WHOM New York is planning a series of sustaining religious programs for all religions. Florence Warner, new public service director of WHOM, is in charge of the new project. Mrs. Warner was hostess last week to delegates assembled in New York for discussion of the improvement of religious programs on networks and local stations. Sessions were held in WHOM studios Jan. 10-13.

** Town Characters

NEW VARIETY show built around familiar figures in the city will make its debut in the month. A half-hour weekly series written by Si Shalts of the Philadelphia Record, the program will be known as Town Characters. Employing the studio band and vocalists, the highlight of each program will be an interview with a "town character," and the opening show to be the man at the local amusement-arcade who presses the buttons at the fun house that sends compressed air through the deep holes to blow up the girls' skirts.

** News Color

HUMAN INTEREST, feature and color stories provided by CBS correspondents stationed throughout the world are presented in Feature Story, five weekly quarter-hour program started on CBS Jan. 1. Network correspondents, usually confined to spot news in their regular pick-ups, will supply more complete stories on American servicemen, the Allies and liberated peoples, with Bob Trout, CBS news analyst and reporter, as editor and narrator, and Paul White, CBS director of news broadcasts, as producer.

** Farm Youth Series

FARM LIFF and young people will be highlighted in a weekly Canadian Broadcasting Corp. national network program during part of the winter. Education for Rural Living will include topics as "Putting Young People For Rural Living." All aspects of education for rural living will be treated in the program series, with educational and agricultural experts leading the discussions.

** KOIL Manpower Help

TO HELP solve the manpower problem at the Martin Bomber Plant in Omaha, KOIL Omaha is in the midst of a three-quarter-hour show weekly, consisting of pieces to listeners for help in building the famous B-29s. Each program consists of a personal interview with a Martin employee who explains the work and the various jobs open. The Martin Chair, composed of plant employees, carries through its general theme with songs.

** KLZ Literary Show

NEW Sunday night series titled Me That Speak Aloud is being aired by KLZ Denver in cooperation with the Denver Public Library and the Rock Mountain Radio Council. Program features Henry Outland, local commentator, with his interpretations of great literature. Program was promoted by KLZ with a direct mailing to more than 2,000 civic leaders, educators and businessmen in Colorado.

** WCCO News Parade

TO GIVE Northwest news to Northwest people, WCCO Minneapolis has inaugurated a Northwest News Parade, heard Sunday 10:05 a.m. Gov. Edward Thye of Minnesota was the first prominent government official heard on the show's debut Dec. 3. Program is a dramatization of the most important news of the week to Minnesotans, North and South Dakota, and Wisconsin.

"I owe my promotion to the Gro-Pup Dog Food I heard about over WFDF Flint."
British Discussing Inexpensive Video

Plans for Mass Market Will Make $126 Sets Possible

TELEVISION sets in Great Britain, available within nine months after receiving manufacturing permission at as low as 30 guineas ($126) for cheap sets and up to 200 pounds ($600) for the best models, have been discussed in London as a possibility provided a mass market is achieved.

Organization of such a market depends on laying Post Office cables or using radio repeater stations to provide a television network covering every large population center in Great Britain and not confined, as is the case now, only to those within 35 miles of London. Plans for such a step are now being considered by the Television Committee.

Ignore Competition

American competition is not feared on technical grounds by the British manufacturers, H. D. Murdoch of the television commercial development committee of the British Radio Equipment Makers Assn., has indicated, since there are many differences in the systems of the two countries. A 525 line picture designed for 60 cycles main supply is used here against the British 405 line picture and 50 cycles supply. Most of the Empire and Europe normally also use 50 cycles.

Lack of a definite commitment or attitude by the BBC towards television does not bother the manufacturers since it is known that officials have various policies under consideration. Irrespective of the system established at the expiration of the BBC charter Dec. 31, 1946, it is felt television is inevitable. Manufacturers are prepared to subsidize video receivers with the proceeds of their sound receivers for which a great post-war market is anticipated.

RMA Cancels Meetings To Cooperate with OWM

ACTING quickly to cooperate with the request of James F. Byrnes, director of the Office of War Mobilization, to cancel unnecessary travel, the Radio Manufacturers Assn. in Washington last week canceled the annual RMA Mid-Winter Conference, scheduled for Feb. 19-21 at the Roosevelt Hotel, New York. The Board of Directors meeting on Feb. 21 will be held, RMA President Cosgrove said, but all other committee and group meetings planned for the Mid-Winter Conference were cancelled.

Cancelation also is in prospect for the tentative RMA parts trade show, authorized next June at Chicago, although previously made contingent by the RMA Board upon the defeat of Germany by April 1. It is probable, however, that the annual RMA War Production Conference and annual membership meeting scheduled in Chicago next June will be held, but on a much reduced scale.

To reach the thousand and one Neighborhood Shopping Centers of big Brooklyn Town, trust to Brooklyn's own and only full time radio station ... WBYN!

Move right in where the family shops for groceries, beverages, clothing, home needs ... and all the little pleasures that make life worth living. WBYN has its home with Brooklynites ... and just as many Brooklynites work in other boroughs. WBYN goes to work for you in Queens, Manhattan, Bronx, too ... with America's most unique programming idea ... the minute packages of news, racing, music, sports which give you also more coverage per dollar than any other New York station (send for brochure).

So don't go shopping all over the field when you can get intense Brooklyn coverage with just one station ... and you should have such Brooklyn coverage if you will consider the city's size (larger than Phila., Boston, Detroit, etc.). Shop for listeners through WBYN—the shortcut to sales!

For availabilities: Write WILLIAM NORINS, Gen. Mgr. Station WBYN, 1 Nevins Street, Brooklyn, N. Y.
THE BUSINESS OF BROADCASTING

'Run' on WJJD

CHICAGO SUN, effective Jan. 14 begins sponsorship on WJJD Chicago of quarter-hour transcribed 'The World and America' teaching history as an informal talk and presenting factual historical information through the season. Program is heard 5:45 p.m. (CWT), Contract for first seven weeks was placed by Leo Hill Adv., Chicago.

Gallenkamp Expands

Gallenkamp Stores Co., San Francisco (chain), a part of its Pacific Coast campaign on Jan. 1 started five-weekly five-minute newscasts on KFRC Hollywood. Firm in addition sponsors five spot announcements weekly on that station. Contracts are for 22 weeks. Placement is through Bruce Eldridge Adv., San Francisco.

Store Sponsors News

BON MARCHE, Asheville department store, weekdays is sponsoring Teddy's War News Commentary, UF radio feature, on WWNC Asheville as well as through Whitehall-Gold Adv., Hollywood. Fox on KECA


PUBLIC SERVICE program devoted to various war effort agencies and presented by Skouras Theatres war effort department in connection with WINN New York last week to be succeeded Jan. 15 by a short feature on WOR Mutual as part of the network program Music for All on News. Retaining title of the local program. This is Our Cause salutes different war agencies each week. Skouras Theatres, a chain of 86 movie houses, will promote the feature via trailer and lobby displays and direct mail, crediting WON and Mutual. Trailer will be confined to a brief commentary.

Science Feature


Teles Corp. Buys 16 mm

INTERNATIONAL Theatrical & Televis- ion Corp., New York, organized last year to enter the television film field, is pur- chasing six companies engaged in 16 mm film production and seeking holding company will establish headquarters shortly in W. 42th St., New York. George A. Hirman is president.

Katz Calendar

KATZ AGENCY, New York, station rep- resentative, has issued its 145th edition of its calendar of expiration dates, showing final broadcast dates for any cycle of 13, 26, 39 or 62 weeks.

Contact Book Out

WINTER edition of Contact Book Trade Directory of the New York entertainment industry is out. Includes publicity repre- sentatives, producers and other groups identified with radio, theatre, night club and similar fields. Features include radio asoci- ate directors of Consumer Advertis- ing, key local stations, advertising agencies, and for first time the program radio sponsor, agency and originating station (Daddy Service Inc., New York, 90 cents).

Two Council Booklets

TWO BOOKLETS, one titled "Food Mar- keting Industry," consisting of excerpts from various programs of the Saturday Night Show, written and produced by the Rocky Mountain Radio Council and broadcast on KOA Denver, and the other titled "Markets for Steel" by Irma M. Greena- walt, aired by KDKA Pittsburgh. Mines and the Rocky Mountain Radio Council, have been published by the Coun- cil.

Program Booklet

BIRTHDAY BOOKLET commemorating the tenth anniversary of Bachelor's Chil- dren, sponsored by the Continental Baking Co. on WLBW, will be offered free listeners on the Jan. 18 and 19 programs. Booklet includes information on the program's author, Bess Fribb, pictures and biogra- phy of A.C.F. leading characters who have played their original roles since the initial broadcast 10 years ago. Agency is Ted Bates Inc., New York.

Cowards' Men on WDC

DOUGLAS FELLOWS, assistant Sunday editor of the Hartford Courant, and Jack Zaiman, political writer on the Courant, are doing special shows for WDCR Hartford. York. Mr. Zaiman conducts a daily house- hold show titled The House Around the House, and Mr. Zaiman interviews Con- necticut news personalities on the Head- line's Club Radio Network every Tuesday.

New Production Firm

JIM AMECHE, announcer and m. of Bourjouis Inc. Evening in Paris on CBS, has opened a radio production firm at 115 W. 57th St., New York, in association with Fred Behrel, director of the program. Firm is titled Ameche Enterprises Inc. Telephone is Circle 6-4517.

Trade Ad

EXPRESSION of thanks to the allied in- dustries for the first year of cooperation by Erwin, Wasey & Co., New York, in a full color advertisement scheduled by the agency.

Trade Ad

WADC Akron holds eight special newscasts daily over closed wires to Akron, Canton, Youngstown, and the stations. As well as the Goodyear Aircraft plant in Akron.

College Plans Awards For Shows, Promotion

COLLEGE of the City of New York School of Business & Civic Adminis- tration last week mailed invita- tions to broadcasters, sponsors, adverti- zing agencies and transcription producers to enter programs and program promotion for awards to be given by the college in con- nect with its first annual Con- ference on Radio and Business to be held in April of this year. Awards are in eight categories:

1. For the most effective sales promo- tion by a radio station (a) a local pro- gram, (b) a network program. 2. For the most effective commercial radio program developed by (a) a radio station, (b) a station network, (c) a national net- work. 3. For the most effective merchant- ing of a radio program by an advertis- ing agency. 4. For the most effective radio program developed by (a) an adver- tising agency, (b) a sponsor. 5. For the most effective radio program developed by a transcription producer (a) for an individual sponsor (b) for syndication. 4. For the most effective radio program de- veloped by a radio station for the purpose of increasing the station's share of the local audience. 5. For the most effective radio program developed by a radio station for the purpose of increasing the station's share of the local audience.

GOP Radio Plans

AMONG plans to be discussed at the Indianapolis meeting Jan. 21-22 of the National Radio Council is the possible formulation of a new program in regard to radio use during the next campaign. Henry Browne Jr., committee chairman, has disclosed. Monetary appropriations for radio probably will be considered as well.

Bond Rally

STARS of the Blue Breakfast Club feature helped sell 3,000 individual E Bonds at a breakfast staged in Rockford, III. by WROX, Owens Inc. (de- partment store). The department store sold only Bonds on the day of the rally and WROX ad- vanced special committee from the store. Recordings of acts were awarded pur- chasers of large denomination Bonds.

New Radio Book

TED CORTEY, program director of WINW New York, is preparing a book How to Audition for Radio, to be published later this year. Series, based on the auditions. New York. Included will be 100 pages of actual acts of radio and television, and state- ments by radio industry representatives who use the radio as a reference book on how to audition.

Chances Name

ALLIED BUSINESS BUILDERS is new firm name of Norman W. Tobe & Assoc. Los Angeles, Cal. agency.

In Philadelphia : 1st Sports 10,000 Watts Day & Night

Philly's Most Powerful Independent

WAC, Sales News

WADC Akron holds eight special newscasts daily over closed wires to Akron, Canton, Youngstown, and the stations. As well as the Goodyear Aircraft plant in Akron.

BROADCASTING : Broadcast Advertising

January 16, 1945
Radio Manpower Prospects Favorable

Essential Status May Undergo a Change, Industry Warned

WITH the situation still fluid, pending size of calls from Selective Service and outcome of legislation active to force 4-Fs into essential work, the manpower outlook for broadcasters was regarded in official circles last Friday as "relatively very good as of today".

While it appeared early in the week that radio, along with other media, would be seriously affected by a proposed radical revision of the War Manpower Commission "List of Essential Activities", it later developed that the industry's inclusion on the list would remain undisturbed.

However, an official warned, "broadcasters may anticipate that within the next three or four months the presence of their industry on the 'List of Essential Activities' will mean less and less protection against manpower losses. The list will be invaded by the draft boards more and more."

List a Guide

The list will continue to be used as a guide by local boards in deferring registrants between the ages of 26 and 37. Between 26 and 29 inclusive, the registrant must be "an essential man" as well as being employed in an essential activity. Registrants over 29 need only be in industries or services on the essential list to be considered for deferment.

Broadcasters were advised to seek deferred classifications for any of their employees who may still be classified as 4-F. Reclassification of such registrants into 2-A (F) or 2-B (F) would automatically freeze the employees to their jobs and prevent their being affected by legislation which might require 4-Fs to work in essential industry or be called into service under reduced physical standards.

As long as the industry's status on the essential list is unchanged, broadcasters will be able to keep their 4-Fs, it appeared, for whatever legislation affecting 4-Fs is enacted will almost certainly hinge on the WMC determination of essentiality.

26-29 Group

Increased calls for men for the armed forces, which will about double the current rate of inductions, on the basis of Undersecretary of War Patterson's testimony Wednesday before the House Military Affairs Committee, will have its greatest effect in the broadcasting ranks on the 26-29 age group, which Selective Service will comb thoroughly to satisfy Army and Navy needs for young men.

Inasmuch as a large part of the eligible broadcasting personnel in the 26-29 age group already have been drafted, stations will not be hard hit by increased calls from the military. Only if the armed forces again induct large numbers of men over 30, which it is not disposed to do, will the industry be seriously affected. In recent months about 5% of inductees have been over 30.

Appearing before the House Committee, considering a bill (H.R.1119) introduced by Chairman May (D-Ky.), requiring men between 18 and 45 to "work or fight", Undersecretary Patterson said that the military services will need 900,000 men during the first half of 1945 and that war industries will require another 700,000 workers. Along with Undersecretary of the Navy Ralph A. Bard, Mr. Patterson endorsed the May bill but urged the passage of a national service law as recommended by President Roosevelt in his "state of the union" message at the opening of the 79th Congress.

Mr. Patterson's testimony poses a difficult problem for critical war industries which will have to furnish a large part of the additional young men needed by the armed forces. It is expected that about 225,000 of the 800,000 deferred men in the 26-29 age group will be called, further aggravating an acute manpower situation in critical plants.

4-Fs Diverted

Whether the diversion of 4-Fs to war industry, through such legislation as the May bill, would alleviate this situation sufficiently to justify the induction of the younger men needed for the military is one of the great unknowns in the overall problem. Should it be determined that war production would be too seriously affected if large numbers of deferred young men are taken, it appears likely that pressure will be applied to the military agencies to fill their needs with physically qualified men over 30 not engaged in work essential to the war. In that event, a revision of the essential list may become necessary to provide the needed men.

To assist the broadcasting and other communication industries in obtaining technicians, the FCC has compiled a list of 1,060 licensed radio, telephone and telegraph operators, first and second class, who are available for positions. Copies of the list, containing all necessary data, can be obtained by writing the Federal Communications Commission, Washington, D. C.

Interested in Cuba's Market?

Ask your Time-Buyer about "RHC CADENA AZUL", the Colossus of Cuban Radio

*Best Radio Service in Cuba Affiliated with the Columbia Broadcasting System.

RHC CADENA AZUL

Cuba's only network affiliated with CBS

U. S. Representative

HUMBERTO D. GONZALEZ

220 West 42nd St., New York City

Wisconsin 7-1166

January 16, 1945 • Page 57
Higher Index of Sets-in-Use Found in Chappell Summary

Wartime Paradox Exerts Opposite Influences on Listening, Special ‘Yearbook’ Article Reveals

NEWS EVENTS of 1944 reflected a higher index of sets-in-use than during any previous year in American broadcasting history, a summary by Dr. Matthew N. Chappell, Ph.D., consultant to C. E. Hooper Inc., indicates.

These and other reflections pertinent to American listening habits are contained in a comprehensive article prepared especially for the Broadcasting Yearbook.

In his article, Dr. Chappell establishes the interesting paradox that wartime conditions exerted two influences on radio listening—one tending to lower it, the other tending to increase it.

In the first place, he suggests, the movement of vast numbers of Americans overseas to fighting fronts deprived American broadcasters of a large audience. On the other hand, his survey shows, gas rationing and other civilian restrictions in the United States kept people at home and the curve of sets-in-use rose as a result.

The first influence was the strongest, however, Dr. Chappell concludes, inasmuch as there was apparent a smaller available audience both daytime and evening.

Dr. Chappell points out that two events during the year developed record-breaking sets-in-use figures. The first was D-Day and the second was the Presidential election.

Dr. Chappell’s research reveals that from 7 to 10:30 p.m. (EWT) on D-Day the average sets-in-use was 40.7, with a peak of 53.0 occurring between 10 and 10:30 p.m. This was slightly lower than the comparable average of 47.2 for Pearl Harbor. The average sets-in-use on election night was 50.3 for the 7 to 10:30 p.m. (EWT) period. Peak listening was 56.6 between 9 and 10 p.m.

Greatest change in radio’s basic trends, Dr. Chappell concludes, occurred in connection with the sponsored Broadcast Hours Index for evening time. The trend for 1944 was far above that for 1943, he establishes. Sponsored Broadcast Hours Index reached a higher peak in 1944 than ever before in the industry’s history. Notable, too, was the fact that little or no decline in this index was found during the summer months of the year.

Dr. Chappell’s article, which will appear in detail in the Yearbook with several illustrative charts and graphs, lists the following as December’s top 15 evening programs, according to Hooper:

1. Bob Hope ............................................. 34.8
2. Fibber McGee and Molly ....................... 29.3
3. Bing Crosby ........................................... 26.2
4. Charlie McCarthy ................................. 24.9
5. Proctor & Gamble with Jack Haley .......... 20.7
6. Walter Winchell .................................. 20.0
7. Radio Theatre ...................................... 15.3
8. Abbott and Costello ............................ 12.2
9. Mr. District Attorney ......................... 12.0
10. Eddie Cantor ......................... 7.7
11. Jack Benny ........................................... 7.6
12. Screen Guild Players ...................... 7.6
13. Red Skelton ....................................... 7.6
14. Kay Kyser ......................................... 7.6
15. Your Hit Parade ............................... 7.6

* Includes Computed Measurement for Eastern Area Portion of this Network Operating.

The top 15 weekday daytime programs for December 1944 were:

1. When a Girl Marries .................. 8.4
2. Jeep and Jenny ..................... 7.8
3. Life Can Be Beautiful ............ 7.8
4. Ma Perkins (CBS) ........... 7.8
5. Romance of Helen Trent .... 7.8
6. Kate Smith Speaks .......................... 7.8
7. Big Brother ..................... 7.8
8. Forta Faces Life .................. 7.8
9. Stella Dallas .................... 7.8
10. You’re Widder Brown ...... 7.8
11. Right to Happiness .......... 7.8
12. Backstage Wife .................. 7.8
13. Breakfast at Sally’s (Kellog) .... 7.8
14. Just Plain Bill .................. 7.8
15. Pepper Young’s Family .... 7.8

Wurlitzer Stipulation

AGREEMENT to discontinue misrepresentations regarding number of tubes or tube capacity of radio sets. All tubes were made in a stipulation entered into last week by The Rudolph Wurlitzer Co., Chicago, with the Federal Trade Commission. Company also agreed to cease representing as new any radio set which has been used, reconditioned or rebuilt, and from failing to reveal clearly that the article has been used, reconditioned or rebuilt.

NOW’S THE TIME TO THINK OF YOUR FUTURE

IT’S FOOLISH TO THINK OF WAITING UNTIL AFTER THE WAR to make post-war plans for your product in an area with so much buying power. Profit for you in America’s Third Market can be spelled with four letters: CKLW. This live-wire station’s 5,000 watts at 800 kc. is the punch you need to lick post-war competition. Let’s talk it over now and perhaps we can start giving ‘em the “old fight” right away—in spite of jammed schedules.

Union Guardian Bldg., Detroit 26

Adam J. Young, Inc.
N.Y. Representative

5,000 WATTS DAY AND NIGHT
800 KC

MUTUAL BROADCASTING SYSTEM

WEBB, BECK NAMED TO WGL KEY POSTS

FARNSWORTH Television and Radio Corp. last week announced the appointment of Frank V. Webb as general manager, and Howard J. Beck as chief engineer of the firm’s newly acquired WGL Fort Wayne plant. Mr. Webb has assumed management of Farnsworth’s newly acquired WGL Fort Wayne and manager of KTMS Santa Barbara, Cal. He is a member of the NAB Sales Managers’ Executive Committee and its subcommittee on contracts.

Mr. Beck joined Farnsworth in 1939 as a field engineer and in 1942 was appointed chief engineer of the Fort Wayne plant.

American Firms Expand Venezuelan Radio Time

MORE than 75% of radio advertising on Radio Caracas, Venezuela, comes from American firms, according to Ricardo Espina, director of the station, who was in New York last week making a brief study of station programming. He said there had been a large increase in Venezuelan radio advertising by American firms during the past year and believed that in 1945 there would be a still greater increase.

Heaviest users of radio, he said, are Sterling Drug, R. J. Reynolds Tobacco Co., (Camels), and Liggett & Myers Tobacco Co. (Chesterfields), which have been both spot announcements and local programs. Estimating about 120,000 radio sets in Venezuela, Mr. Espina stated that the Radio Caracas peak audience could be estimated at about a million. He recently made arrangements with Radio Programs of Mexico for an exchange series of musical programs by transcriptions.

Serving New England's largest Concentrated Audience

WEB LAWRENCE, MASS. 5000 WATTS 680 K C

NATIONAL REPRESENTATIVES: THE KATZ AGENCY, INC.

BROADCASTING • Broadcast Advertising
Radio Retail Role PresenteNle NRDGA
Hollister Previews New Book; Air Results Defined

DISCUSSING the place of radio in retail advertising last Thursday at the convention of the National Retail Dry Goods Assn. at the Hotel Pennsylvania, New York, Paul M. Hollister, CBS vice-president in charge of advertising, gave his audience a preview of a volume called "Radio Advertising for Retailers" to be published Jan. 19 by Harvard University Press. It is a report of a study of the subject made by Harvard Business School at the suggestion of CBS.

"As recently as 1942 there were some 50,000 retail companies using radio in an effort to sell goods and services and keep themselves remembered," Mr. Hollister said, adding that these retailers "paid out about one-fourth of all the broadcasting revenue of the stations and networks that year."

Results

Mr. Hollister added the following hints from Prof. C. H. Sandage, author of the volume, based on the testimony of 3,011 local firms:

"Good results can be obtained either from sponsorship of programs or from the use of spot announcements. Where radio is used as an important part of the promotional plan better results will ensue if program time is the base of the radio undertaking and spot announcements are used only to support and supplement program sponsorship. Real success should not be expected during the first six months of use. Radio can be used as successfully in small cities by small concerns as by large concerns in large cities."

Mr. Hollister further quoted Prof. Sandage as saying that stores with advertising budgets of $50,000, should allocate at least 10% to radio for high success. Smaller firms ought to spend 20% for radio.

LOUIS GREENE, former usher of CBS Hollywood, was killed in action on the Luxembourg front, on Nov. 27 according to reports.

Television as Retail Medium

(Continued from page 14)

commercial resumption of television, transmitters located in 107 key cities throughout the country should be making video program service available to a primary market consisting of 72,189,000 people, 17,253,000 wired homes and 61.5% of the purchasing power of the U.S." Five years later, he said, "it appears that receiver sales will reach approximately 3,650,000 units per year for a total retail billing of between $600,000,000 and $700,000,000 per year."

Mr. McLean said that department stores can increase the effectiveness of their advertising by installing intra-department store television systems. Mr. Cramer told the NRDGA group that an intra-store video system with one camera and a few receivers can be installed for less than $25,000.

Reduce Budgets

Tracing the history of preliminary discoveries leading to the development of television, Mr. Shane predicted that all larger communities will enjoy "regular television service" one year after the war. Intra-store television can reduce advertising budgets from 10% to 20%, he said.

The afternoon session of NRDGA's video meeting was a television production panel including the following speakers: Samuel H. Cuff, manager of the DuMont television station, WABD New York; Robert Stone, program producer, GE station, WRGB Schenectady; Raymond E. Nelson, vice-president and director of radio and television, Charles E. Storm Co., New York; Frances Hughes and Jerry Trotte of Mademoiselle; Thomas H. Hutchinson, in charge of production, RKO Television, New York, and Bud Gamble, of Farnsworth Television & Radio Corp.

Radio-electronic-television stocks advanced last Wednesday, according to the New York Herald-Tribune, "after Irwin A. Shane, executive director of Television Workshop, addressing the NRDGA, painted some rosy pictures of television of the future, placing sets in department store networks. Presumably Mr. Shane did not expect his speech to get such a wild reaction in the stock market, but he didn't realize that the market, when in a bullish frame of mind, seizes upon anything handy to justify its own operations."

Waltham Cancels

GOVERNMENT restrictions on watch manufacturing for civilian consumption have caused cancellation by Waltham Watch Co., Waltham, Mass., of Summer Welles, Mutual news program, Wednesday, 10-30:15 p.m. Jan. 31, according to a joint statement by network and client. Government is understood to have contracted for the entire output of the company for 1944 and 1945 for the production of precision instruments. Sponsor started the series last November in the belief that consumer production might be resumed. Agency is H. B. Humphrey Co., Boston.

IF YOU SELL

CLOTHES

(OR SOUPS)

Ask your distributor about
KDAL, DULUTH

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

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent co-indepen-

tal daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He knows — what one report is fine but two he'll say "KDAL!"
SUMMARIES OF FCC SPECTRUM PROPOSALS

THE RECORD shows that both day and night considerable areas of the U. S. do not receive standard broadcast service. Ex. (145-153, Tr. 926-930). If feasible from the standpoint of the needs other than those of broadcasting, the allocation of additional channels to the standard band would tend to improve this condition.

There is no proposal to enlarge the standard band by adding frequencies above 1600 kc. Below 550 kc it has been suggested that the following frequencies be added to the standard broadcast band: 520, 530, and 540 kc. (Ex. No. 6, Tr. 41, 42; Ex. 156, pages 31, 32; Tr. 933, 937, 938, 940, 944, 948, 947). All three of these channels are now assigned to United States Government radio services. No decision has been made at this time as to whether any of these channels can be made available for standard broadcast service.

TELEVISION BROADCAST

REGARDING the place in the spectrum of television broadcasting, the proposals are divided. One group felt that the best place in the spectrum for television as a service to the public was in the ultra-high frequencies (above 400 mc) whereas the other group believes that the ultra-high frequencies are not suitable for anything but multiple television broadcasting. (Jolliffe, Tr. 527-530; Joyce, Tr. 3059, 3061; Joyce, Tr. 3252; Hanover, Tr. 3520-21; Trammell, Tr. 3383;). The principal advocates of ultra-high frequencies are the Zenith Radio Corp., and the Cowles television broadcasting corporation, whose proposals may be summarized as follows: The demands of other services for frequencies above 400 mc have been made, however, that only a limited number of 6-mc channels can be assigned for television broadcasting. (Tr. 3415-19, 3520-63; that the advancements applicable to television made in the electronic art during the war cannot be fully utilized in 6-mc channels (Rame, Tr. 1764-73, 1801-91, 1814; Cram, Tr. 3450, 3450, 3411; Goldmark, Tr. 1911; Brown, Tr. 3434). On the other hand, the opposing group relied upon the progress made in television and the development of the new electronic art during the war, especially the use of the ultra-high frequencies involved operating difficulties for the solution of which would require further research and experimentation (Towne, Tr. 1857; Jolliffe, Tr. 3056-70; Goldsmith, Tr. 3433-35; Goldsmith, Tr. 3479-80); and that many years may elapse before an ultra-high frequency television system can be established (Smith, Tr. 1735, 1743-7; Jolliffe, Tr. 3056-60, 3069-66; Goldsmith, Tr. 3438; Bingley, Tr. 3479-80). C.B.S. has conducted extensive research over a period of years for the purpose of establishing higher standards in television broadcasting (Goldmark, Tr. 1945; Ream, Tr. 1822-23). As a result of this research it seems to have been demonstrated that color transmissions are feasible. Its engineers are satisfied that a superior television system can be developed in the ultra-high frequencies where wide channels can be had. Some of the larger radio manufacturers have agreed to furnish C.B.S. with transmitters and receivers capable of operating in frequencies above 400 mc whereby these new frequencies can be proven (Ream, Tr. 1764-72, 1803-06). Among them are Federal Telephone & Radio Corp., and Zenith Radio Corp. (Brown, Tr. 3482-83; Ream, Tr. 1764-65, 1805-06; Craven, Tr. 3479). The testimony of this industry group does not give definite assurance that the ultra-high frequency television broadcast system can be proven and standards adopted whereby service can be rendered to the public. However, some witnesses stated that many of the recent technical advancements which made this new television broadcast system possible could not be disclosed because of reasons of national security (e.g. Ream, Tr. 1805; Goldmark, Tr. 1914). This, however, does not alter the conclusion that the time was not the end of the road for some—but that we don't go that far. WAVE's programs begin and most end in the Louisville Trading Area where our NBC broadcasts get the green light into homes which account for more buying power than you'll find in all the rest of Kentucky. So don't say "stop" to us! We're just beginning! Want the rest of the facts?

Skywave Interference

Another factor which enters into the question of the place in the spectrum for television is the possible interference effect of the number of witnesses believed that this is a serious problem in television broadcasting (Smith, Tr. 1717-18; 1728-30; Beverage, Tr. 3072-77; Engstrom, 3117, 3127; Goldsmith, Tr. 3415). Others considered the skywave would be of much more importance, primarily on the present lower frequency television channels (Norton, Tr. 3571-71; 3785-861; 3819 et seq.; Brown, Tr. 1891-92; Ex. 4 and Ex. 380).

Regarding the use of the frequencies above 400 mc for commercial television broadcasting there is testimony that shadow effects become increasingly serious as the frequencies go up (Smith, Tr. 1723; Engstrom, Tr. 3401-96; 3510; Goldsmith, Tr. 3417; Shelby, Tr. 3427; 3477; Bingley, Tr. 3490; Norton, Tr. 3778; and that multipath problems would also increase (Smith, Tr. 1723; Engstrom, Tr. 3506, 3408, 3410, 3494; Goldsmith, Tr. 3497-98; Shelby, Tr. 3470, 3471. Some witnesses were of the opinion that although multipath mosaic may occur more frequently in the higher frequencies, its intensity would be no greater and its effect would be no more than that on the lower frequencies (Goldmark, Tr. 1893-95, 1898-990, 1918-21; Norton, Tr. 3774, 3518 et seq). There was considerable testimony as an effect on signal strength with increasing frequency in the range between 1000 and 10000 mc (Engstrom, Tr. 3121-34, 3138-42, 3161-65; Beverage, Tr. 3077; Norton, Tr. 3776-78; 3776-87; Goldmark, Tr. 1014-15). In either event, however, it was the opinion of some of signal-to-noise would increase with the use of ultra-high frequencies (Norton, Tr. 3787-90; Beverages, Tr. 3061-62; Goldmark, Tr. 1888).

With respect to relays for commercial television broadcasting stations, Panel 6 of R.T.P.B. proposed 20 channels between 300 and 1000 mc and 20 additional between 1000 and 3000 mc (Bingley, Tr. 3462). Panel 6 also proposed to expand television channels between 162 and 294 mc be used for relay purposes until needed for other communication. Testimony was submitted on behalf of the panel that relay operation is now practicable over distances between 300 and 1000 mc and would be soon practicable on the frequencies above 1000 and 3000 mc (Bingley, Tr. 3483).

Channel Width

The industry is entirely in agreement that the minimum channel width for television stations shall be 6 mc (Ex. 9, pp. 6-7; Ex. 11, p. 7). This corresponds to the width of channel adopted by the Commission on
May 3, 1941, as a standard for commercial monochrome transmissions on frequencies below 300 mc and for experimental field testing of color transmissions. The channel width required for a television broadcast station on frequencies above 400 mc for the transmission and reception of higher definition monochrome pictures and high definition color pictures must be determined by experimentation (Smith, Tr. 1713; Craven, Tr. 3493-3500).

**Number of Channels**

RTPB Panel 6 felt that approximately 50 channels were necessary to provide a nationwide competitive television broadcast service (Smith, Tr. 1710; Ex. 7, p. 13). In recognition of the crowded condition of the spectrum below 300 mc the panel worked out an allocation plan for a competitive broadcast service which utilized 26 channels each 6 mc wide (Smith, Tr. 1701-03). Panel 2, after considering the needs of other services, reduced the request to 18 channels, 6 mc wide, below 300 mc (Joliffe, Tr. 4523-30; Ex. 522).

This decrease in number of channels was based upon the conclusion of Panel 2 that sufficient space could not be found for the 26 channels recommended by Panel 6 (Ex. 525). The recommendations of Panel 2 were based upon the assumption that television a number of the channels recommended (Joliffe, Tr. 4523).

RTPB Panels Nos. 2 and 6 both recommended that in the development of a nationwide competitive television service the channel width should be increased to about 400 mc for the development of wide channel television (Ex. 7, p. 22; Ex. 522, p. 3). The space recommended for this purpose by Panel 2 was 460 to 956 mc (Ex. 522, p. 3).

The proposal was that there could be made available to television broadcasting, 6 channels between 44 and 54 mc and 6 channels between 225 and 235 mc. It will be noted that the frequencies between 225 and 300 mc could not be used for television broadcasting because all these frequencies are reserved for Government services, and hence the six channels formerly assigned to television in this portion of the spectrum between 150 and 216 mc it will be further noted that television has been allocated the same frequencies. CBS recommended that television broadcasting be allocated 30 channels above 400 mc (Smith, Tr. 1776, 1505). The Cowles Broadcasting Co. recommendation was 40 channels between 480 and 1000 mc (Craven, Tr. 3494).

There appears to be agreement that the number of channels required to provide a competitive service is sufficient to the congested eastern part of the U. S.—the East Coast area from Boston to Washington—would be sufficient channels to establish a nationwide competitive service (Smith, Tr. 1701). This was primarily the basis upon which the proposals made were determined. As to the specific number of channels necessary the general feeling was that 30 would be adequate, 15 too few (Joliffe, Tr. 3067-68). However, the Commission finds 12 channels are the maximum which can possibly be assigned in television below 300 mc if the minimum needs of other radio services are to be met.

**COMMISSION'S PROPOSALS**

The Commission is convinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc can be developed, and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

The Commission is also convinced that all of the improvements that have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the 6 mc television channel. Hence, the Commission does not believe that broadcast service to the public through the use of a 6 mc channel, with the improvements presently available over the older development, should be abandoned and commercial television held in abeyance until a wide channel system in the ultrahigh frequencies can be developed and proven. Therefore, we have endeavored to assign to television broadcasting as many 6 mc channels below 300 mc as possible in the light of the needs of other services for frequency space in the same part of the spectrum.

It is found that there can be made available to television broadcasting, 6 channels between 44 and 54 mc and 6 channels between 225 and 235 mc. It will be noted that the frequencies between 225 and 300 mc could not be utilized for television broadcasting because all these frequencies are reserved for Government services, and hence the six channels formerly assigned to television in this portion of the spectrum between 150 and 216 mc will be further noted that television has been assigned the same frequencies. CBS recommended that television broadcasting be allocated 30 channels above 400 mc (Smith, Tr. 1776, 1506). The Cowles Broadcasting Co. recommendation was 40 channels between 480 and 1000 mc (Craven, Tr. 3494).

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The table below shows the 12, 6-mc channels that have been assigned to television broadcasting:

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Megacycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>44 to 50</td>
</tr>
<tr>
<td>2</td>
<td>54 to 60</td>
</tr>
<tr>
<td>3</td>
<td>60 to 66</td>
</tr>
<tr>
<td>4</td>
<td>66 to 72</td>
</tr>
<tr>
<td>5</td>
<td>72 to 78*</td>
</tr>
<tr>
<td>6</td>
<td>78 to 84</td>
</tr>
<tr>
<td>7</td>
<td>84 to 90</td>
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<tr>
<td>8</td>
<td>90 to 96</td>
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<tr>
<td>9</td>
<td>96 to 102</td>
</tr>
<tr>
<td>10</td>
<td>102 to 108</td>
</tr>
<tr>
<td>11</td>
<td>108 to 114</td>
</tr>
<tr>
<td>12</td>
<td>114 to 120</td>
</tr>
</tbody>
</table>

*Assignments must be made for the removal of the aviation markers centering on 75 mc before this band will be available for television.

Television channels 7 through 12 (180-216 mc) will be available temporarily for television high frequencies until such time as these facilities are required for television broadcasting. On the basis of the foregoing decisions, it will be possible to authorize 7 television stations in one city if the need therefor is shown. Four of these stations can be assigned in the 6 channels below 100 mc and the other three in the 6 channels available between 190 and 216 mc.

The portion of the spectrum between 450 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television. The space between 1225 and 1325 mc has been assigned for television relay stations to be used by "pick-up" stations for relaying programs to the main television station for purposes of experiment. In addition, frequencies between 450 and 920 mc will be available for the type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

The testimony indicates that sky-wave interference may be a problem of television broadcasting, and hence the lower frequency channels assigned to this service. It was impossible because of the demands of other services to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this sky-wave interference develop, the 6 channels above 400 mc offer possible means for alleviating this interference, in that these channels, in time, may be employed by high frequency relay stations, and the low frequency channels reserved for stations which cannot utilize a limited power for rendering a satisfactory service.

In order that a television broadcast system may be developed for the transmission of color picture and superior monochrome pictures through the use of wider channels, the space between 450 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels in these ultra high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 450 and 920 mc for experimental television and will designate any particular channels. Applicants desiring to operate in this portion of the spectrum should make application to the Chief Engineer as to the exact frequency band they should utilize.

It is the hope of the Commission that all persons interested in the future of television will undertake careful, intensive and adequate experimentation in the upper portion of the spectrum. The importance of an adequate piece of experimentation in this portion of the spectrum cannot be over-emphasized, for it is obvious from the data presented to which the Commission is making television below 300 mc that in the present state of the art the development of the upper portion of the spectrum...
In addition some of the channels in the 25 mc band will continue to be available for experimental facsimile.

Multiplexing facsimile with sound transmission simultaneous reception of sound and facsimile from a single broadcast station is accomplished. The Commission appreciates that this offers certain service advantages. However, this multiplexing of facsimile operation, such operation should be permitted, except on a limited or experimental basis, until a system can be demonstrated whereby both the sound and facsimile material can be transmitted and received on the one channel without degradation to either of the transmissions and without requiring the use of filters or other devices which would increase the cost or complexity of receivers for use in an area by those not desiring to receive facsimile. Accordingly for the time being the use of the FM channels for facsimile transmissions will be restricted to simplex operations.

Each FM channel allocated for television must be fully utilized if they are to serve to provide a nationwide broadcast service. With this in mind, the Commission does not believe it would be in the interest of television broadcast service to permit the licensees of television stations to use their sound and video channels for facsimile service without the prior approval of the Commission. If such suggestion must be rejected.

By permitting the use of the FM channels allocated for both commercial and educational broadcast service for facsimile broadcasting it is believed that certain channels may be made available for establishing facsimile as a broadcast service to the public. This of course does not satisfy the proposal that facsimile be allocated frequency space whereby a separate broadcast service can be rendered. This important is that facsimile broadcasting cannot be used as a service if the need therefore is shown rapidly in that connection with the Commission in connection with other radio services.

In this connection the Commission has made available the frequency space between 470 and 480 mc for experimental facsimile broadcasting. It is understood that the frequency space may be used for experimentation for the public. Also the space between 102 and 108 mc has not been assigned and the use of this space for facsimile as a separate broadcast service to the public will be later considered in conjunction with the Commission. With the demand made by the FM, Emergency and Television services.

With respect to the use of facsimile by other services, the Commission is of the opinion that the need shown for additional space for facsimile for this specific purpose except that provision has been made for experimental police facsimile in the band 940 to 960 mc. With respect to other service additional operation may be authorized in any service where it appears to be in the public interest provided the emissions are confined to the band authorized for the service.

**RELAY SERVICE**

The Commission's Proposal

The COMMISSION's proposed allocation of broadcast channels will be available for assignment to fixed and mobile services including radio relay systems, conform almost exactly with the RTBP proposal:

1225-1235 mc.
1000-1020
900-950
750-770
5725-6100
10500-11000
16000-18000
24800-20400 ke.

The allocation is accompanied by the following note:

"The bands will be established in these bands on an experimental basis and the Commission reserves the right to make the channel available for national and experimental broadcast service if the need for such service develops.

The 1225-1235 mc band represents an attempt to reconcile a conflict between the IRAC proposal embracing 5725-4900 mc and the final RTBP proposal of two bands, 7570-8500 and 8500-9200 mc.

It should be understood that no commitment is being made to the fact that these particular frequencies will be assigned for radio services on a permanent or experimental basis.

The Commission also reserves the right to make available for radio services on an experimental basis frequencies for radio purposes, and to make experiments with the use of these frequencies for radio purposes can be proven only by experimentation under practical operating conditions.

Until such time as the channels are required for television broadcast service channels 9, 10, 11 and 12 (192 to 216 mc) may be assigned for use in television relay.

**INTERNATIONAL BROADCASTING**

International broadcasting is almost wholly conducted on frequencies below 25 mc, and accordingly the service will be treated in the subsequent report of that portion of the spectrum.

One band above 25 mc, however, has hitherto been allocated for international broadcasting. This is the band from 25,000 to 25,600 ke, allocated for broadcasting at the 1938 Telecommunications Conference (Cairo). The Commission has therefore listed 11 channels, each 20 kc wide, in this band, as follows:

25600 "
25625 "
25650 "
25675 "
25700 "
25725 "

The 25 mc band appears to be useful for international broadcasting only for a time of severe spot spot cycle. Even then, it is only useful for a short period near midday—about an hour which is suitable for international broadcast listening. Few if any receivers able to cover this band are in the hands of the public. Little U. S. international broadcasting on a regular basis has ever been carried on these frequencies and little regular international broadcasting, if any, by other nations.

The propagation characteristics of this band are not such as to make this band suitable for international broadcasting. This band is allocated for low-power international services which can tolerate small amounts of interference. For these reasons, the Commission is discontinuing the 25 mc international broadcasting band.

It is the opinion of the Commission that allocation of this band for U. S. international broadcasting in no wise handicap international broadcasting, a service of great significance to the U. S. people and international amity. The Commission is currently making efforts to assure that interference from this band will be available, as will be shown in subsequent report on that region of the spectrum.

**OTHER BROADCAST SERVICES**

(1) RELAY BROADCAST

(Paraphrased from a statement in the "January, 1945, 1000 Thesm of Wives and Transcript Pages") IT IS PROPOSED to allocate for radio relay service, the bands between 22 and 28 mc, instead of the 16 channels now allocated between 30 and 40 mc. These 22 channels would be shared with other services having intermittent operation, including Provisional, Motion Picture, Relay Press, and Geophysical. It is recognized that in those cases where interference may be present in this range (Tr., 3001). However, because of the limited intermittent operation of stations in this service, it is believed that such interference will not be severe and that they will be materially different from those now encountered at times by relay broadcasting stations operating between 30 and 40 mc. The emergency and other services and others having greater need for radio facilities in the 30 to 40 mc range may be encouraged to move to the desirable of moving the relay broadcasting frequencies slightly downward in this portion of the spectrum.

Only a limited amount of relay broadcasting operation has taken place on these frequencies in the range of 156 to 162 mc, and accordingly the channels 1045 to 1052 mc, being the closest fourth to four (shared with other intermittent services). Should a greater need be indicated in the future for radio broadcasting in this range, the subject will be considered at that time.

No channels are proposed specifically for relay pickup broadcasting above 162 mc, pending a further determination of need. However, the bands of 920 to 940, allocated for experimental
broadcasting, and 940 to 990 mc, allocated for fixed services and experimental broadcasting, as well as the various experimental fixed and mobile bands above 1900 mc, will be available for experimental television service.

(2) ST (STUDIO-TRANSMITTER) BROADCAST

ST stations are employed to transmit programs from the main studio to the transmitter of a FM broadcasting station, or an international broadcast station. Twenty-three channels are provided for experimental high-frequency broadcast service. The channels range has not been widely used, and the audio program present as second audio program. The selection of the carrier would eliminate the high frequency component, and the remaining audio carrier frequency would be amplified and broadcast. Highly directive transmitting and receiving antennas would be required to control the circuit (Tr. 3688-3691).

Panel 2 of RTBP proposed that three channels be allocated for this purpose in each of three bands, namely, 1200 to 1210 mc, 8000 to 8100 mc, and 10000 to 10100 mc. The channel width required would be a maximum of 5229 mc, for a standard broadcast band operating on 1600 mc (Tr. 3688-3691; Ex. 156). Mr. Craven also recommended that synchronization control links be provided above 1000 mc. The final positions of the 200 mc FM bands for which applications have been filed are as follows: 490 to 502 mc, 600 to 610 mc, 700 to 710 mc, and 900 to 910 mc.

The Commission recognizes that the use of the frequencies in the 200 mc band would be desirable in some instances for the operation of satellite transmitters. No evidence has been adduced to show that this function cannot be performed by the use of wire lines, and the objection that the establishment of these frequencies would not be adequate to indicate that the proposed service is technically ready for the assignment on a regular basis. Accordingly, no channels are now being specified for this purpose for pending further development and show the adoption of radio facilities such circuits. Experimentation will be authorized in the fixed and mobile bands above 1900 mc.

(3) SATELLITE CONTROL

Satellite control is a new type of service proposed by Panel 4 of RTBP as an aid in the use of satellite transmitters by standard broadcast stations. Satellite transmitters are used to improve the coverage of broadcast stations, and it was stated their use has not been made possible by the use of interconnecting equipment and economical factors. It was stated that it is now possible to construct a linking circuit between the controlling standard transmitter and an auxiliary satellite by use of ultra-high frequency radio channels.

The proposed method would use a small portion of the carrier power from the controlling transmitter to modulate a high-frequency carrier, with the audio program present as a second audio channel. At the receiving station, a receiver would eliminate the high-frequency component, and the remaining audio carrier frequency would be amplified and broadcast. Highly directive transmitting and receiving antennas would be required to control the circuit (Tr. 3688-3691).

Noncommercial Educational Positions in Spectrum

SUBSTANTIALLY all of the witnesses who appeared with respect to non-commercial educational broadcasting agreed that the educational band should continue to be contiguous with the regular FM broadcast band. The Commission, accordingly, has not moved to delete the educational band as a separate band.

The reasons for moving the regular FM broadcast band from 480-490 mc to 880-890 mc were briefly stated in the transmission of audio frequencies, the wide dynamic range, and the noise suppression provided for in the FM service.

Total Number of Channels

Substantially all of the witnesses appearing on behalf of this service urged that at least 15 bands be set aside for noncommercial educational broadcasting. The maximum number of channels is to be determined by the Commission as part of the legislative process.

The testimony thus briefly summarized plus the general tenor of our testimony and exhibits of educators appearing in this report, we have no doubt that at least 20 bands must be allocated to noncommercial educational purposes. It is the conclusion of the Commission that educational broadcasting will be able to render a markedly superior service as a result of the superior propagation characteristics of the band of 44 to 88 mc as compared with the present 49.4 mc band.

To minimize the difficulties for the five groups noncommercial educational licensees, it is provided that they may retain their present service with the exception of radio facilities covering the new band become freely available, and for a stated period thereafter to be subsequently determined by the Commission. During this interim period, existing regular FM stations will be shifted to the 49.4 mc band. Thereafter the advantages accruing to the educational stations from the superior propagation characteristics on the higher frequencies, plus the advantages accruing from a position immediately adjacent to the regular FM services, will outweigh the inconvenience of changing frequency.

Channel Width

Substantially all of the witnesses appearing with respect to this service urged that 300 mc channel width be retained. No education witnesses dissented from this view. Accordingly, the Commission’s allocation retains the 300 mc channel width. The reasons for maintaining this channel width are briefly set forth in the previous section of this report (FM). It is the opinion of the Commission that educational broadcasting will benefit from the wide range of audio frequencies, the wide dynamic range, and the noise suppression provided for in the FM service.

The Commission has been committed to the channel widths proposed in this report for the following reasons:

1. The maximum available audio frequencies are 15 kc above and below the broadcast frequency.
2. The band width is sufficient to provide the educational service which educators desire. Accordingly, the Commission concludes that the educational band should continue to be contiguous with the regular FM broadcast band.

Noncommercial Educational Service.

The Commission has determined that the channel width proposed in this report for educational broadcasting is substantially adequate to provide the service which educators desire. Accordingly, the Commission has concluded that the educational band should continue to be contiguous with the regular FM broadcast band.

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DISCUSSION BY FREQUENCIES OF PROPOSED ALLOCATIONS

EXCERPTS from the FCC report citing reasons for proposed allocations on specific broadcast frequencies:

42 to 44 mc—This range is presently allocated to broadcasting and is a portion of the band (42 to 50 mc) used in the U. S. for FM broadcasting. The proposed allocation is because of the proposal discussed in section 8 of Part II, would move FM broadcasting to a region higher in the spectrum so that the band would begin at 54 mc. This change will ultimately leave the fixed allocation at 44 mc available for exceptions, especially aeronautical, and in the U. S. it will be used for an expansion of nongovernmental services.

It appears that it will be some time before materials are available for the construction of frequency modulation transmitters and receivers to operate in the portion of this band that was proposed, and it further proposed that this channel be shared by nongovernmental fixed and mobile services.

44 to 50 mc—Internationally this 6 mc segment is presently allocated to television broadcasting but has been used in the U. S., together with the segment between 42 and 44 mc for high frequency television. The proposed allocation designates this segment as the No. 1 television channel and if further proposed that this channel be shared by nongovernmental fixed and mobile services on the same basis as channel No. 1.

60 to 84 mc—The present international assignments are: 60 to 64 mc is allocated for fixed and mobile services for television; 66 to 72 mc is internationally allocated to television and used in this country for television; 72 to 76 mc is internationally allocated to fixed and mobile services in the United States. The adjacent bands 54 to 56 mc and television channel No. 2 would fall between 54 and 60 mc. This shift will not interfere with amateur operations and it will result in a substantial benefit to the educational service as channel No. 1.

While the proposed designation would provide for a sharing between television and fixed and mobile of all 6 channels, the Commission would not propose to assign any fixed and mobile operations to channel No. 8 at this time because this channel is adjacent to the lower end of the FM band and it is desired to keep it available for the possible future use of the FM, if that need does not come about. The Commission proposes that television channels Nos. 1 and 2 be allocated to this portion of the spectrum and that provision be made for sharing with both mobile and fixed services.

In the event television should vacate this channel, the Commission would also be in a position to consider relocating the No. 6 television channel in whole or in part to this new television band.

94 to 102 mc—This entire portion of the spectrum is presently allocated to television channel No. 10 which is allocated to fixed and mobile services and used by governmental services in this country. It is proposed to allocate this portion of the spectrum to FM broadcasting.

(Continued on page 65)
casting. Provision is made for a total of 90 channels, the lower 20 being set aside at this time for noncommercial educational broadcasting and the remaining 70 to be used for commercial high-frequency (FM) broadcasting.

102 to 108 mc—This area is allocated to television broadcasting. The Commission has determined to make no allocation of these 6 megacycles at this time. As pointed out in section 8 of Part II it may develop that areas used for FM broadcasting be assigned for these services. It may also develop that the emergency services will require additional assignments in this area. If such is the case, 180 mc for television and facsimile is delayed, and if there is sufficient need for additional space below 225 mc for these services, it may be necessary to utilize this band to accommodate one or more of these services. So that it will be in a position to provide for these contingencies and to make a decision based upon actual operating experience and demonstrated need for channels, the Commission is reserving this band and the services of one or more of the users just named. This band is 162 to 180 mc. This band is presently allocated as follows: 162 to 168 mc to television; 168 to 180 mc to fixed and mobile-utility, and non-governmental, and non-commercial radio services. The proposed allocation gives the governmental services slightly less space (162 to 170 mc) and the 10 megacycles between 170 and 180 mc is proposed to be located to navigation aids, a substantial number of which are already operating in this band.

180 to 216 mc—This area is allocated as follows: 180 to 192 mc to television (2 channels); 192 to 204 mc to fixed and mobile; 204 to 216 mc to television (2 channels). The proposed allocation is outlined in Table II (Nos. 7-12). Channels 7 and 8 (180 to 192 mc) are proposed for sharing by television and the governmental services. Channels 9, 10, 11, and 12 (192 to 216 mc) are proposed for sharing by television and non-governmental fixed and mobile services on the same basis as channel No. 1.

160 to 240 mc—This area is allocated as follows: 160 to 216 mc to the governmental services; 224 to 230 mc to amateur services; 230 to 240 mc to fixed and mobile; 244 to 246 mc to television; 248 to 258 mc to fixed and mobile—used in the U. S. by governmental services. At present there are no international allocations above 200 mc. However, the Commission has allocated 400 to 401 mc to the amateur services.

The proposal is to allocate 216 to 230 mc for fixed and mobile services to be used in the U. S. exclusively by governmental radio services, except for the space that is assigned to the amateurs in less of their present band 224 to 230 mc, and except further 75 channels between 223 and 400 mc which will be assigned to non-governmental aviation services. The U. S. Government that quantities of equipment operating on frequencies throughout this portion of the spectrum and it is proposed that this use be continued. In exchange for this assignment the governmental services are not to make intrusions between 240 and 1320 mc. As indicated below, this will make possible the assignment of an even larger continuation of the spectrum to non-governmental services, particularly experimental television broadcasting.

470 to 480 mc—This area is allocated to experimental facsimile broadcasting as described in section 16 of Part II.

490 to 500 mc—This area is allocated to experimental broadcast services. It is expected that this area will be devoted primarily to experimental television but other broadcast services will be permitted to experiment between 490 and 500 mc. It is to be noted that the portion of the spectrum between 500 and 524 mc is being allocated to air navigation aids but it is expected that this use will be discontinued. An appropriate note to the proposed allocation reserves it for experimental broadcasting. It should also be noted that between 540 and 900 mc certain fixed services, such as radio transmitter links, control and police facsimile, will be permitted to conduct experimentation.

CBS PROGRAM PLANS FOR 1945 OUTLINED

DOUGLAS COULTER, CBS vice-president in charge of programs, outlined the network's program plans for 1945, in the course of his address at the meeting of the CBS Affiliates Advisory Board at the group's first meeting of the year. The meeting was held Wednesday evening, Thursday at CBS headquarters in New York. William Lodge, director of engineering, reviewed the status of FM television, John G. Church, director of research, presented data from the seventh series of CBS Listening Area studies.

CAAB members attending included: C. T. Lacy, WRVA Richmond; chairman; M. Ritter, WCSC Charleston, S. C., secretary; Arthur B. Church, KMBC Kansas City; J. S. Colby, KHJ Los Angeles; George F. Freidel, WDRC Hartford; Leo Fitzpatrick, WJR Detroit; I. R. Lounsbery, WJZ Newark; M. L. Aikens, WDAY Bismarck; C. J. St. John, WLS Chicago; J. P. H. Dickey, WNOX Nashville; W. H. Summerville, WWL New Orleans.

Other CBS executives who met with the station representatives included: Paul W. Kesten, executive vice-president; Joseph H. Ream, vice-president and secretary; Frank K. White, vice-president Executive Sales; Herb A. Kagan, vice-president and treasurer; Herbert V. Akerberg, vice-president in charge of station relations; William C. Gittinger, vice-president in charge of sales; Howard L. Lauck, director of station relations; William A. Schudt, Eastern division manager, station relations department.

Disc-Turner Case Hearing Expected

All Parties Would Be Heard;
Nets Welcome NABET Action

EARLY ACTION by the National Labor Relations Board in a hearing on the Disc-Turner Case network-Petrillo platter turning case was expected last week as the Board announced receipt of an unfair labor practice charge filed by NABET against NBC and Blue for refusal to bargain. Simultaneous issuance of the complaint and calling of a hearing at which all parties will be heard was considered probable this week.

NABET's charge was filed with the New York regional Board under Sections 8(1) and 8(5) of the National Labor Relations Act, states that the networks advised the technicians union "that they would refuse to honor the certification of the NLRB and bargain with NABET because of the threats of James C. Petrillo of the Musicians' Union to call a series of wildcat strikes because NABET is a company union.

NABET's action was welcomed by Nils Trammell, president of NBC, and Mark Woods, president of Blue, both of whom issued statements explaining their positions and making clear their belief in Allen T. Powell, NABET president, giving their reasons for refusing to recognize the NLRB certification.

Mr. Trammell stated that NBC "is and always has been willing to abide by a decision concluding the jurisdictional question. However, in view of the fact that the AFM insists that the certification of the NLRB definitively determine this issue and refuses to abide by it, we decided that we had no alternative but to decline to negotiate with either union with respect to 'platter turners' until the issue was finally and effectively determined."

A full page of them in the February 5th issue of BROADCASTING on stations

Cassidy Due Home This Week From W. W. F.

JAMES CASSIDY, director of international broadcasts of WLB Cincinnati, who has been overseas since last July, is scheduled to arrive in New York late this week for a rest after covering the European war. Arriving in London during the heavy buzz bomb attacks, Mr. Cassidy has seen action with Gen. Hodges' First Army.

He was the first American correspondent to reach Germany, scoped the world on the fall of Aachen and narrowly missed death two days before Christmas in a Nazi dive-bombing attack in which four news correspondents were killed [BROADCASTING, Jan. 8]. Mr. Cassidy will be met in New York by his wife, Rita Hackett, who flew there to meet him in her own right on WLW and WSAI prior to its acquisition by Marshall Field.

Inaugural Coverage

RADIO coverage of the Presidential inauguration ceremonies in Washington Jan. 20 will be limited to Washington radio reporters already members of the Radio Correspondents Assn, who have White House Correspondent's Assn. cards.
Proposed FCC Allocations
(Continued from page 13)

ard broadcast service. A number of proposals were made during the hearing for utilization of this valued frequency, with suggestions that it be duplicated for local service throughout the country.

Because the demand of frequencies greatly exceeded the supply, the proposed allocations left flexible assignments for broadcast service. Thus, vastly increased facilities may be provided for FM; an additional 6-mc band (102-108 mc) is unassigned but can be used for either FM or television; provision is made for facsimile on a simplex rather than on a multiplex basis, but with multiplexing possible on FM frequencies if experience indicates its feasibility.

The allocations, it is emphasized, are simply proposed and not final. Included in the 265-page report was an order specifying procedure to be followed in the filing of exceptions. A written request must be filed with the Commission by Jan. 29, and a covering brief must be submitted (25 copies) by Feb. 9. It is expected oral arguments will be limited—probably to 20 minutes per party. Thereafter the Commission will determine final allocations. These may not deviate materially from the proposed plan.

The FCC did not announce proposed allocations to cover the range 10,000 to 25,000 kc, expected within four to six weeks. Racing against time, it compiled the allocations for the range 25,000 to 30,000,000 kc in six weeks, which established a record for so Hereaus an undertaking. Commissioner E. K. Jett, former chief engineer, supervised the FCC proceedings, with the bulk of the report drafted under the direction of General Counsel Charles R. Denny Jr. and Chief Engineer George P. Adair.

IRAC Plan Stands

The FCC report dealt with non-government assignments and was coordinated with IRAC, with the latter setting the allocations pattern. A dozen meetings were held with IRAC, and the FCC met intermittently through last Wednesday on the day, giving the final approval at that time.

In most essential particulars, the IRAC plan of allocations, which brought a tidal wave of industry protest, appeared to stand firm. The Government retained practically all of the assignments IRAC originally earmarked. But the general non-Government assignments represented compromises down the line.

The television allocations, while a compromise of the positions of the two contending groups, nevertheless appeared to follow largely the plan originally enunciated by Commissioner Jett. [BROADCASTING]

Decca Sales

DECCA RECORDS Inc., New York, and subsidiaries achieved the highest sales record in the company's history in 1944 with total sales estimated at between $13,500,000 and $14,000,000, with $11,278,345 in 1943, a peak year. November and December sales in 1944 were higher than for any similar period in the previous year, December sales alone amounting to approximately $1,500,000.

COPES

BY DIRECT CUTTING OF YOUR RECORDINGS

33 1/3 RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE—packed and shipped from Chicago.

Aluminum based material available for broadcast use.

Write for complete details and prices.

L. S. TOOGOOD RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

Page 66 • January 16, 1945

BROADCASTING • Broadcast Advertising

stress the importance of educational broadcasting, and pointed out that the testimony of educators indicated the service "may provide a dynamic American education but all democratic institutions as a whole." There are now five educational FM stations in operation, with four under construction. Eight applications were on file when the hearing was held. Approximately 160 educational institutions have evinced interest in the service.

Present Stations Stay

The Commission emphasized that existing FM stations will not be required to move up the band until receivers capable of tuning the higher-frequency stations are available. "The cost to the public will not be great," it said, pointing out that only some 500,000 FM sets are in use and that these are principally combinations, capable of receiving both FM and AM. Most, moreover, are several years old. Some can be converted. The FCC concluded that these receivers or attachments would become obsolete if the recommendations of the FM industry to widen the band were followed. Cost of remodeling FM transmitters will not be substantial, the Commission said.

Apropos "subscription radio" proposed by the new subsidiary of Muzak, the Commission said no specific allocation would be made now. If this proposed service, which would be paid for on a rental basis by subscribers, proved technically feasible, the report said applicants would be permitted to apply for placement on the narrow FM commercial band. Muzak, at the hearings, sought three FM channels at the end of the band for the "pigsqueal" service.

A quick analysis of the spectrum for broadcast and related services shows:

44-84 mc for 6 television channels 6 mc wide, which will be shared with non-government services on a noninterfering basis.

54-88 mc for noncommercial FM. 20 channels 200 kc wide as against 15 channels requested.

58-102 mc for commercial FM (70 channels 200 kc wide).

102-108 mc not assigned, but available either for expansion of FM, television, facsimile or non-Government emergency services.

108-216 mc for 6 television channels 6 mc wide.

470-480 mc for experimental service.

490-920 mc for experimental high definition television, but with the 509-524 mc band to be used temporarily for air-navigation aids in the U.S.

1225-1252 mc for television relay, to be used as pickup for retransmitting programs to main television stations. In addition 450-920 mc range to be avail-
able for this type of service until needed for direct broadcasting. In addition to the broadcast services, the allocations cover other radio communications projects including a number of new operations for radio links. One is the "walkie-talkie" services, rural telephone and medical services.

Supplementary Services

The FCC's summary of these supplementary services follows:

**THEATRE TELEVISION**

Since theatre television as still in the experimental stage, the Commission has not allocated any specific frequencies for the service but announces that it will consider applications for experimental sub-channel bands being allocated for that purpose. During the hearing it was stated that the major motion picture companies at the end of the war will begin experimenting with the production and exhibition of theatre television programs in specific local theatres and with the transmission of such programs to distant cities.

**AMATEUR**

The allocation plan boosts the number of channels allotted to amateurs pointing out that this service is one of the oldest in radio and its development closely parallels that of the entire radio art. The amateur service is a vast training school and constitutes a huge reserve of skilled radio operators, amateurs, experienced handling radio communications through terrestrial interference and radio frequencies. Therefore, the Commission states, the building, operation and maintenance of radio equipment; and also renders valuable public service during periods of disaster, the report states.

**FIRE SERVICE**

Criminals of the future will find the way of the transgressor harder as the police build up radio communication networks with the greatly-increased number of frequencies allotted to them. The result is that 30 to 44 mc band is increased from 500 to 650. In addition, a band from 180 to 192 mc was assigned. With suitable equipment likely to be available in the near future, the Commission has provided channels which will make possible the networks for transmitting photographs and fingerprints from one police department to another and to the FBI in Washington.

**FIRE SERVICE**

Channels are provided for much wider use of radio by fire departments which hitherto have largely depended on an outgrown arrangement of sharing police radio systems. Ninety-two cities of over 100,000 population have indicated their intention of using radio for fire service.

**EMERGENCY AND MISCELLANEOUS**

Increased channels are allotted for emergency and miscellaneous purposes as defined above, for use in police radio systems. It should be noted that it will contribute to the safety of life and property and should be of almost universal benefit to the public, the Commission has set aside a sizeable number of channels for that purpose.

**NEW RAILROAD RADIO**

**RADIO**

It's week-long hearing in September on the use of radio on railroads has shown that it will contribute to the safety of life and property and should be of almost universal benefit to the public, the Commission has set aside a sizeable number of channels for that purpose.

**CITIZENS RADIOCOMMUNICATIONS SERVICE**

To meet the "walkie-talkie" on the battle front and the possibilities for increased uses in peacetime, the Citizens' Radio Service has been expanded. The Commissionallocated the band from 460 to 470 mc for a total of 10 mc. That is, to be known as the "Citizens Radio Communication Service" was established. The FM service can be used, for example, to establish a physician's calling service, for communication to and from trucks and tractors operating in and around large plants, farms and ranches, on board harbor craft, in mountain and swamp areas. Sportsmen and explorers can use them to maintain contact with camps, department stores, dairies, laundries and other business organizations and can use the service to communicate with their delivery vehicles.

**Common carrier operation will not be permitted and no charges will be made for messages. Only the minimum requirements of the Commission's Public Acts will be set up. No technical knowledge will be required.**

**RURAL TELEPHONE SERVICE**

Allocation made for a rural telephone service to furnish a radio-telephone link for isolated communities, farmers, miners and others who cannot be or are not served by wire facilities. The Commission does not allocate specific frequencies for this service but will permit it to share the band of frequencies allocated to television, most of which will be concentrated in urban areas.

**INDUSTRIAL AND MEDICAL SERVICE**

Three bands are assigned for industrial and medical radio equipment to prevent interference with other radio services.

**GENERAL MOBILE SERVICE**

Certain frequencies have been designated for ultimate use by urban and interurban mobile units such as buses, taxis, taxicab, doctors' cars, ambulances, etc. Before assigning any frequencies in this band, however, the Commission will determine the most efficient plan by which they may be employed.

'Door Open' Policy

An innovation in FCC policy was seen in the FM phase of the report. To keep the door open for later applicants the Commission said it was considering adoption of a plan whereby 50 FM commercial channels will be available for assignment both to present licensees and to newcomers in the radio field. This policy will afford existing AM stations an opportunity to enter FM if they so desire, the Commission said, and in addition will enable some new persons to participate in FM's early development.

The remaining 20 commercial channels will "be reserved from assignment" at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated, the Commission said.

The latter reservation was seen as possibly having a bearing on the proposed subscription radio service. In a paragraph in its detailed report devoted to that service, the Commission said, "it does not have sufficient information to determine whether stations should be licensed. "If this service proves feasible and the Commission decides to licenseere this type," the Commission said, "applicants will be permitted to apply for channels in the regular FM commercial band or in such other band or bands as the Commission may later designate."

To buttress its "door open" policy for newcomers, the Commission ruled that only 56 of the 204 FM applications pending last August (there are now upwards of 300) were from interests independent of standard stations. It pointed out an FM station can be licensed at a cost of $500 that an FM station more cheaply than others by utilizing the same buildings, studios, etc., and can operate more cheaply than others by using common public service.

**Few Sets Now**

"During the first period of FM development when FM receivers in the hands of the public are few and the advertising revenues insufficient to cover costs, he can offset his expenses against revenues from FM operation—which may be a very great advantage under present tax conditions," the report said.

The allocations for television, providing 12 channels below 300 mc, compares with 18 now allotted in that band. The Commission said it found that the maximum which could possibly be assigned to television in the lower spectrum if the minimum needs of other radio services are to be left.

The Commission said it was fully convinced that recent developments in the electronic art will make possible wide channel television above 400 mc and the transmission of higher definition monochrome pictures and high definition color pictures.

On the basis of the allocation of 12 channels of six megacycles width the Commission contended that it will be possible to authorize seven television stations in one city if the need therefor is shown. Four of these stations could be assigned in the six channels below 100 mc and the other three in the six channels available between 180 and 216 mc.

**Maximum Results Expected**

Implicit in the report was a warning to all those who engage in the telecasting of television that maximum results are expected. One underlying principle, it said, is that where within a reasonable time a particular station or service has not made full
usage of its assigned or allocated facilities, consideration would be given to the needs of others. Cognizance is taken of the fact, the Commission said, that even a single television channel requires more spectrum space than is assigned to all the stations of some other services.

"Therefore," said the report, "while television stations will be licensed at the present on an unlimited time basis, if after a reasonable period licenses are not using the facilities sufficient to warrant an unlimited assignment consideration will be given applicants for all or part of time."

To conserve facilities, the Commission said that in the case of 10 of the 12 television channels, either the operation may be made on nongovernmental fixed or mobile services on the channels upon a proper showing of need and that these channels may be shared or co-located by petitioner. Similar provision, it said, is being made for the sharing of television channels 7 and 8 with governmental fixed and mobile services.

The weighty report was based on public hearings conducted by the Commission from Sept. 28 through Nov. 2 covering the entire spectrum of the 10 to 30,000 assignments to determine the needs of the non-Government radio services. The Commission took 4,550 pages of testimony, received 543 exhibits and heard 231 witnesses.

**Both Houses Get Radio Legislation**

PAVING the way for early Congressional consideration of new radio legislation, bills were introduced last week in both Houses to amend the Communications Act of 1934.

In the House Rep. Pehr G. Holmes (R-Mass.) introduced for third consecutive session a revised version of the old Sandy Bill to reorganize the FCC into two divisions, restrict the Commission's authority over business practices and set up joint policies and enforce the noninterfering basis.

His bill (HR-1109) was referred to the Interstate and Foreign Commerce Committee.

In the Upper House Sen. Vandenberg (R-Mich.) introduced a bill (S.183) aimed at preventing James Caesar Petrillo, AFM president, or anyone else from interfering with the broadcast of non-commercial educational or cultural programs. His original bill, introduced in the last Congress, was passed by the Senate but died in the Speaker's table in the House.

Highlights of the new Holmes Bill follow:

- Provides for the reorganization of the Commission into two divisions of three Commissioners each.
- Provides for private communications, chairman to serve on neither, but each division will elect its own chairman; a member to serve more than three years beyond expiration: rotation of division annually, with members selecting own chairman.
- Provides for declaratory judgments.
- Revamps procedural section of the Act, providing appeals from Commission orders.
- Provides for the FCC from evoking penalties on those previously in the Act.
- Prohibits the FCC from regulating business practices or programs.

**Premium Cracker Buys News on 100**

With the announced intention of taking advantage of news program popularity, National Biscuit Co., New York, is now launching a 1946 campaign for Premium crackers on over 100 stations on a 52-week basis. Plan to concentrate on radio this year for Premium, and the advertisement, targeted for this product, is in line with a policy to change from one medium to another from time to time. More different products, according to a company spokesman. Drive to promote Shredded Wheat, as a cereal to be eaten hot or cold, conceived as a pictorial project, will be introduced in 600 newspapers Jan. 15.

Radio schedule placed by McCann-Erickson, New York, agency for Premium Crackers east of the Rockies, calls for 6, 10 and 15-minute newscasts, three to six times weekly, on 90 stations plus transcribed spots on four Philadelphia outlets, all under contracts effective Jan. 1, others later. There is an additional schedule on the West Coast, which will probably include about 40 outlets, placed by Botsford, Constantine & Gardner.

List of stations signed through McCann-Erickson follows:

- KBOD WAEL WRLZ WNSN WAPF WNAC WCCM WCXW WTSW WACO WBTM WBBN WGSN WNTN WAPC WCTC WGNW WLSN WBEH WBRG WAGN WBYV WETU WAMC WKNW WBCN WOLD WLOH WBBJ WORC WJAR WCNC WAPA WPSM WSRN WTOC WTCN WBYU WJOL WCMI WQDS WCUM WCOO WPRN WAVE WNBK WVTM WMRW WJGJ WCAJ WDAY WAAE WZTM WQXO WQWK WANR WAPC WAXW WADC WBOF WLAU WLRN WDBJ WHEB WLBK WNYY WAYS WWOA WSHE WNOY WJSR WFCN WQBY WYCL WPTO WWVA WPGS WAXE WCNN WCHC WATS WPTY WBBN WUSC WTOP WABC WKNY WAXW WFST WRAI WSKL WABF WAWU WHIN WQAC WNOG WQSO WDCX WBCF WMMI WFRK WUSB,WROM, WQAT WQDS,WQQS,WHUP,

**Hooper Measures Total Air Audience**

**Service Supplements Regular Hooper Ratings Results**

C. E. HOOPER Inc. has announced it now can supply measurements of total program audiences as well as the average or monetary audience measurements by Hooper rat- ings. Using the Hit Parade, a 45-minute program, as an example, the announcement pointed out that if three different persons each listened to different 15 minutes of the program the total audience would be three, whereas the average audience would be one.

**How It Works**

New service, available on a special survey basis to subscribers to "Network Hooper ratings", works as follows: The Hooper interviewers, who have the numbers of all persons called during any broadcast period, recall those persons listening to the program immediately after the broadcast. Each person is asked if, in addition to the quarter-hour during which he reported listening, he heard the same program during its other quarter-hour.

When these data are compiled, a ratio is taken between the audience during the quarter-hour with the highest rating and the total audience and this ratio applied to the highest quarter-hour rating to give the overall audience rating. For example if the interviewer found 200 listeners in the highest quarter-hour which had a rating of 10, and 50 others who listened at some time during the program but not during the highest quarter-hour, the total audience for that interviewer would be 250, and the total audience rating would be 12.5, worked out by the formula, 200 is to 250 as 10 is to X.

First commercial use of this method was made during the Elgin Christmas Party, broadcast for two hours on CBS on Christmas afternoon. Among other things, the Hooper interviewers found that the program set a new high in number of listeners per receiver, 4.2.

**New Tube Record**

KWK Discards 8-Year-Old Rectifier Units

WHAT is believed to be a record life for a rectifier tube was set in St. Louis last week, when Frank Fillmore, transmitter supervisor of KWK, removed a pair of high voltage rectifiers from the transmitter after they had served 58,720 and 56,467 hours of service, respectively.

Tubes were the original equipment of the present transmitter, dating back to August 1936. Mr. Fillmore reports that will miss his old standbys, but he has three other originals to keep him company. Can any transmitter beat this record? Mr. Fillmore thinks his eighty-year-old service record for the tubes might possibly be some kind of a mark.
COMBINED BROADCAST SERVICE INCOME STATEMENT 1943
4 Major Networks, 5 Regional Networks and 841 Standard Broadcast Stations

A. Revenues from Sales of Time:
   1. Network time sales by—
      a. Major networks $104,249,022
      b. Regional networks 4,191,604
      c. Miscellaneous networks and stations 965,720
   Total 109,495,338
   Deduct—Payments to foreign stations and elimination of miscellaneous duplications 4,864,145
   Revenue from network time sales 104,645,895
   2. Non-network time sales to—
      a. National and regional advertisers and sponsors 59,202,179
      b. Local advertisers and sponsors 5,031,223
   Total revenue from non-network time sales 64,233,302
   3. Deduct—Commissions to regularly established agencies, representatives, brokers and others 228,102,164
   Net revenue from time sales 195,704,158

B. Revenue from incidental broadcast activities:
   Talent—Sale of talent under contract to, and in the pay of, networks and stations 9,362,315
   Sundry broadcast revenues 6,690,911
   Total revenue from incidental broadcast activities 16,053,226
   Deduct—Payments to foreign stations and elimination of miscellaneous duplications 4,191,604
   Total broadcast revenues 11,861,622
   Deduct—Gain of $6,438,110, $1,839,136, $351,092
   Net income 4,664,366

1 Stations licensed to major and regional networks, and those licensed to others, but managed by networks as to program, time or sales.
2 Includes $6,457,356, $31,041 as major, regional and other network time sales, respectively, of $115,564 reported by licenses of stations with total time sales of less than $25,000.
3 Since stations with total time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional non-network business.
4 Of this amount $16,456,296 is applicable to the sale of network time, column (b), line 6, while the remainder and amounts shown in column (b) and (f), line 14, are applicable to amounts reported on line 12, in respective columns.

Source: FCC Annual Financial Reports (F.C.C. Form 324)
Prepared by Accounting, Statistical and Tariff Department

FCC Study Shows Income Gains For Nets, Stations in 1943

GROSS REVENUE from time sales of the four major networks, five regionals and 841 standard broadcast stations in 1943 aggregated $228,102,164, compared to $190,147,052 for 1942.

The FCC figure of $228,102,164 for gross time sales compares with the estimate of BROADCASTING, $233,900,000, made a year ago in the 1944 Yearbook.

Gain of One-Fifth

In its report to Congress the FCC listed the 1943 net revenue from time sales of the nine networks and 841 stations as $190,704,158, an increase of 19.59% over 1942. In 1943 the Blue, CBS, Mutual and NBC and their nine key stations were $64,301,538 in 1943 as compared with $52,345,041 in 1942, and broadcast income (revenues less expenses before Federal income tax, and excluding net losses from other than standard broadcast operations) amounted to $351,692 for 1943 and $1,839,136 for 1942, an increase of 93.78%.

Standard broadcast stations in general reported substantial improvement in 1943, the Commission (Continued on page 72)
**FEDERAL COMMUNICATIONS COMMISSION**

**JANUARY 6 TO JANUARY 12 INCLUSIVE**

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**Actions of the**

**CONSULTING ENGINEERS**

**NEGRO JONES**

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**Decisions**

**ACTIONS BY ADM. BOARD**

January 9

- **1340 kHz New York-** The Board grants an original application for a new station in New York, New York, frequency 1340, to WNYT, Inc. The station is to be located in downtown New York and is to be owned and operated by WNYT, Inc.

- **1340 kHz New York-** The Board grants an original application for a new station in New York, New York, frequency 1340, to WNYT, Inc. The station is to be located in downtown New York and is to be owned and operated by WNYT, Inc.

**CONSULTING ENGINEERS**

**NEGRO JONES**

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**Applications**

**JANUARY 8**

- **Channel 1 New York-** The Board grants an original application for a new station in New York, New York, frequency 1340, to WNYT, Inc. The station is to be located in downtown New York and is to be owned and operated by WNYT, Inc.

- **Channel 2 New York-** The Board grants an original application for a new station in New York, New York, frequency 1340, to WNYT, Inc. The station is to be located in downtown New York and is to be owned and operated by WNYT, Inc.

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**BUY WAR BONDS**

- Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
LISTENING SURVEY COMPILED BY NBC

NBC laid claim to 87% of radio listenership at night in the 1,077 cities in the United States of 10,000. A network official pointed out that this was the basis for the first report from NBC's 1944 Nationwide Survey of Listening Habits, released last Wednesday.

CBS was credited with 38% of the listenership, the Blue with 8% and Mutual with 9%.

The report was first revealed by James R. Nelson, NBC network sales promotion manager, at a luncheon meeting at the Ritz-Carlton Hotel, New York City, Tuesday by NBC advertising agency and the NBC management and station planning and advisory committee.

The survey was made through an alphabetical designations used in the study to represent the other networks. Mr. Nelson told the group that B is really CBS, C is Blue and D is Mutual.

The study describes NBC as the network "listened to most" in each break-down by city size and has Mutual leading the Blue in percentage. The basis for the question in the survey of what amounts to one out of every 140 radio homes in the country. Three million cards were distributed.

Basic questions, asked both for night and daytime, were: "What stations do you listen to regularly? Which of these stations do you listen to most?"

Two "popularity" studies given the "listened to most" for daytime listening and a combined day-and-night study will follow this report plus a "coverage" report. The book of a day and night day area maps with circulation figures summarizing regular listening and with B-count country figures for each network.

Consolidated Accounts

CONSOLIDATED Hair Goods Co., 11215 S. Wabash Ave., Chicago, has begun a 12-week spot announcements weekly, effective the first week in January, on KFVS KKKO KSD WEW WHBZ and WEMP WENE. Contract for 24 weeks was placed by Malcolm Howard, Adv., Chicago.

Network Accounts

All line Eastern Wartime unless indicated

LEAP CHEWING GUM Co., Chicago, on Jan. 20 starts program on 79 NBC stations Sat. 5:45-6 p.m. Agency: Boatell & Nevin, N. Y.

VELMONT OF CANADA, Windsor, Ont., on Dec. 21, on 24 CBC Dominion network stations. 10-10:15, 4:45-6:30 p.m., with repeat to west coast stations Thurs. 12:30-1 p.m., agency: Young & Rubicam, Toronto.

PROCTER & GAMBLE Co., Cincinnati (Carmex Soap), on Jan. 8 renewed Parex Magazine as a sponsor, six months. 3:25-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxidol Soap), on Jan. 5 renewed Ma Perkins on 40 NBC stations, Mon. thru Fri. 2:30-2:45 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay Soap), on Jan. 8 renewed Parex Magazine as a sponsor, six months. 3:25-3:45 p.m. Agency: Pedlar & Ryan, N. Y.

Network Changes

Coca-Cola Co., Atlanta, on Feb. 6 added Songs From Morton Downey on 189 Blue stations. Mon. thru Fri. 9:45-10 p.m., starting out from 11:15-12:30 p.m. Agency: D'Arcy Adv. Co., N. Y.

Texas Co., New York (Texaco products), on Jan. 7 added 18 NBC stations to Texas Star Talk Program. 7-7:30 p.m. Agency: Compton & Co., N. Y.

Cudahy Packing Co., Chicago (Oy Wash), on Jan. 15 added 27 NBC stations to Texas Star Talk Program. Mon. thru Fri. 11:15-12:30 p.m. Agency: Siegel, Chicago.

Manhattan Soap Co., New York (Sheffield Soap), on Jan. 1 added 22 NBC stations to The Strange Romances of Evelyn Brent, for total of 141 NBC stations. Mon. thru Fri. 10:15-10:45 a.m. Agency: Dunn & Co., N. Y.

ASCAP's four regional supervisors were to meet in New York Jan. 15 at the Hotel Ambassador with Herman Greenberg, assistant general manager for a conference. Attending were to be Richard J. Powers, West and North- west, J. T. Clapp, South, John Good, Midwest, and Fred Erdman, East.
FCC Income Data
(Continued from page 69)

stated. Average broadcast income of all channel stations with operating
power of 50 kw, unlimited time, was $400,170 in 1943, or an
increase of 21.81% over 1942, the Commission
reported.

Channel unlimited stations, operating with 5 to 25 kw power averaged
$61,850 for 1943, an
increase of 56.46% over the previous
year. Average broadcast income re-
ported by regional stations in 1943 was
$79,784, as compared with $52,-
867 in 1942, an increase of 50.91%.

Local unlimited time stations re-
ported average broadcast income of
$12,862 in 1943, an increase of
14.36% over the 1942 average.

Broadcast income reported by local unlimited time stations affili-
ated with major networks aver-
ged $15,109 in 1945, an increase of
169.18% over the 1942 average, while local unlimited time stations not
affiliated with major networks reported
an average increase of
138.29% over the 1942 average, $4,389.

In the Red
Of the 841 stations reporting, 94
accounted for losses in 1943, as com-
pared with 194 of 851 stations in the
1942 statistics. Average loss per
station in 1943 was $5,948, com-
pared to an average loss in 1942 of
$6,940. Only 42 of the stations re-
porting losses in 1943 were affili-
ated with the major networks, against 86 in 1942.

Average broadcast income of the
62 stations affiliated with major
networks in 1943 was $72,975, an
increase per station of 30.71% above the $56,825 average for 672
stations in 1942.

For the fiscal year ending June 30, 1944, the FCC reported a total
of 924 stations, an increase of 12
over the previous fiscal year. Six-
teen new stations were licensed in the
year ending June 30, but four
licenses or construction per-
mits were surrendered.

A total of 1,689 standard broad-
cast stations affiliated with the
major networks in 1943, 1,318 authori-
izations issued and 209 special
authorizations issued. At the close of
the 1943 fiscal year the 47 FM sta-
tions were operating with a total
estimated 56,000,000 receiving sets in use.

A total of 202 applications for new
FM stations were filed.

In television six commercial sta-
tions and two experimental outlets
were providing program service and
52 applications for commercial
stations were on file.

During the last quarter of the
fiscal year the FCC personnel was
reduced approximately 25% from
2,159 to 1,787 to confrom to the
Commission’s reduced 1945 budget,
Congress was told. Last year Con-
gress dropped off more than $2,000,
000 from the FCC appropriations.

Other subjects covered in the
report to Congress follow:

Frequency allocation—Extensive studies
are being conducted on means of conserve-
ing frequency space by reducing the width

NAB District Meetings Will Be Held, Ryan Says; First Session in Memphis

DISTRICT meetings of the NAB, which were to open in Memphis Jan.
15 at the Peabody Hotel, will pro-
ceed as scheduled. President J.
Harold Ryan says the district
meetings are not intended to
violate the ban on conventions
issued by James F. Byrnes, War
Mobilization director.

Mr. Ryan’s opinion that the na-
tional convention would be cus-
tioned [Broadcasting, Jan. 8] is un-
changed, howeve r. Provision against such exigency was made at the
last NAB Executives War Conference, when delegates adopt-
ed an amendment to the associa-
tions’ bylaws permitting the Board
to cancel a national convention by
a two-thirds vote of the Board
members. The Byrnes ruling was to that extent the by-laws required that an
annual meeting be held.

Election of directors for the en-
suming term, in the event of such
cancellation, could be conducted by
mail, according to the amended
by-laws.

Meetings of the Board of Direc-
tors will not be affected by the
Byrnes order, which ruled against
meetings requiring more than 50
delegates. Membership of the
board is 25.

The indefinite postponement of the
1945 NBC war clinics which had
been scheduled for February in
New York, Atlanta, Dallas, Chi-
cago and Los Angeles, was an-
nounced last week by Niles Tram-
nell, NBC president.

Clinics were called off with “ex-
treme regret and with no little
restraint,” Mr. Trammell said, point-
ning out that the step had been taken
only after consultation with the
NBC Stations Planning and Ad-
visory Committee which met at
the network’s headquarters in
New York last Tuesday and Wednesday.

Meanwhile the new War Com-
mittee on Conventions, through its
chairman, Col. J. Monroe Johnson,
said the basis for considering
applications for holding meetings of
more than 50 people would be

ROOMS
with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
A HILTON HOTEL—ROBERT P. WILLI FORD, General Manager

Other Hilton Hotels From Coast to Coast:
CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHIO: Dayton-Billmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Plainview

DISTRICT meetings scheduled by the NAB are being held as follows:

District 10—Los Angeles, Mon., Tues., Jan. 23-24, Biltmore Hotel.
District 14—Salt Lake City, Thurs., Fri., Feb. 1-2, Utah Hotel.

Second Section
District 9—Boston, Tues., March 5-6, Statler Hotel.
District 2—New York, Thurs., Fri., March 8-9, Roosevelt Hotel.
District 6—Judson Hotel, Mon., Tues., March 15-16.
District 3—Hot Springs, Fri., Sat., March 16-17, Homestead Hotel.
District 7—Cincinnati, Mon., Thurs., March 19-20, Gibson Hotel.

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

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

P.S.: We sent recordings of the show to all the parents, too.

WCHS
Charlotte, W. Va.

how the war effort would suffer if the meetings were not held”.

For meetings over 50, applications
will be considered by the
Committee and permits granted if
essentiality is established. Col.
Johnson stressed that the Commit-
tee was making no provision
against meetings under 50, but
disapproved those, too, if they were
non-essential to prosecution of the
war. Other members of the Com-
mittee are: Robert P. Patterson,
Under Secy. of War; Ralph A.
Bard, Under Secy, of the Navy;
J. C. Johnson, chairman of the
WPPA, and Charles M. Hay, deputy
chairman of WMC, R. H. Clare, special
assistant to Col. Johnson, is secre-
tary of the Committee.

New C-P-P Series
COLGATE - PALMOLIVE-PEET
Colgate Palmolive (Palmolive soap,
Halo shampoo), on Jan. 6 started
Judy Canova Show on 128 NBC
stations, Saturday, 10:10 p.m. (EWT).
Bill Gurtney writes the
series. Opie Cates is musical direc-
tor. Joseph Rines produces for Ted
Bates Inc. and Shuman & Mac-
quette, agencies servicing soap
and shampoo accounts. Program
replaces Palmolive Party.

EXPERIENCED MANAGER
Interested in buying control
of regional or local station.
All replies confidential.

Box 102, BROADCASTING
Help Wanted

Copywriter—Young man with several years experience, capable of writing saleable commercial copy.Must be able to take permanent position with 1000 watt Midwest commercial network. Station 920, BROADCASTING.

Operator—Announcer, First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western Nebraska. Salary 2500. Good post-war future. Box 822, BROADCASTING.

Recent college graduate with executive ability to handle advertising and program. Box 46, BROADCASTING.

Announcer—All around work. Sober, substan- tial, intelligent. Northeast network local. Complete details first letter. Box 65, BROADCASTING.

Transmitter operator—Upstate New York regional station. First class license only. Good position. Send qualifications. Box 60, BROADCASTING.

Southern station, 250 watt, has good position for 1st class engineer, also opening for beginner with little experience. Urgent openings. Box 78, BROADCASTING.

Newman wanted—We are looking for a first class newsmen to handle news periods from 7 A.M. to 6 P.M. The man we want must have a good voice. He must be able to handle news in a way that there would be no local disaster he must know how to cover. He must have complete knowledge on all contacts and present the news completely and concisely. The man we want has had considerable news experience, and we would like to know all about him in his application. Address Box 91, BROADCASTING.

Wanted for 5000 watt southwestern net- work station. Two thoroughly experi- enced, versatile, male continuity writers, capable of top-flight production in both commercial and news segments. Interested to hear about position. Send qualifications, all details and photos. This is not a war job, but is a good opportunity. Send $25.00 per month to start; more if you prove yourself. Box 104, BROADCASTING.

KGFW, Kearney, Nebr., wants first class engineer, minimum announcing, excel- lent conditions, first class opportunities. Box 92, BROADCASTING.

To Discharged Veterans...

If you have good radio experience, either in the program or sales fields, we want full particulars both as to your military and civilian activities.

A well-known network station in eastern city can use a few men with ambition to get ahead. Good earnings. Box 48, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face corps 30c per word. Ad must be all light face or all bold face corps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to BROADCASTING Mag- zine, 870 Notional Press Bldg., Washington, D.C.

Help Wanted (Cont’d)

Copywriter—If you are a good radio copy- writer, particularly with retail experience and qualified to write the kind of copy that will establish a well established agency where there is real opportunity, write for advertising position. Experience and qualifications. Give complete information in first letter, includ- ing full employment history and complete copies of copy. Jampop Advertising Company, 315 West Broadway. Box 120, BROADCASTING.

Wanted—Chief engineer or combination man holding first class license and Good sal- ary, good working conditions, no boom- town. WMAM, Cordele, Georgia.

Wanted at KPFA, Helena, Montana, 250 watt. NBC affiliate; one announcer who can write news, ad copy and spots. Box 182, BROADCASTING.

Wanted—Chief engineer or combination man holding first class license and Good sal- ary, good working conditions, no boom- town. WMAM, Cordele, Georgia.

WANTED

WEAU, Eau Claire, Wisconsin will pay $25 a week to qualified radio announcer for four hour day.

Wanted—First class transmitter station. For station doing 80 mile drive into Pittsburgh. Salary $45.00 for 10 hour day. Write onBox86, Butler, Penna.


Opportunity for experienced announcer who is qualified for program director, 6000 watt, 40 kw, a virtual affiliate and key sta- tion for regional network. Grid detailed contract, complete BBC and radio Engineers. Box 98, BROADCASTING.

Wanted to buy—1000 watt broadcasting equipment: transmitter, modulator and frequency modulation equipment. Send details, description. Box 57, BROADCAST- ING.

Speech, sound, high fidelity, eight channels, frequency monitor, turntable, six microphones, portable speech input, six amplifiers. General spec or specific require- ments, condition, location, delivery dates, price for each. Box 61, BROAD- CASTING.

Wanted—Modulation and frequency moni- tor, RCA, Gates or Western Electric console for 250 watt station. Box 68, BROADCASTING.

Cash or deferred payments preferred for a 1 kw transmitter, frequency and modu- lation engineers, tubes, recording spares, other studio accessories. Give details. All cash deal. Box 95, BROADCASTING.

Wanted—5 kw transmitter, three 800 foot towers, phasing equipment, and phase monitor. Give specifications and price in reply. Box 108, BROADCASTING.

Wanted—to buy—250 watt installation, including tower of 100 or more. Will consider tubes, monitors, towers, recording, other studio accessories. Box 83, BROADCASTING.

Will pay cash for coils and/or condensers. State rating and capacity of any avail- able associated equipment. Cash. Pay full description. Box 94, BROADCASTING.

Situations Wanted (Cont’d)

Station manager or assistant. Charge de- sirable. Will be required to maintain and back up by radio knowledge and experience, gain a good client list. Stability, ability, draft exempt. Must hold First Class Permit. Salary $5000. Box 85, BROADCASTING.

What station of 1 kw or better is looking for a draft exempt engineer with first class permit, and experience at assistant engineer’s desk. Box 84, BROADCASTING.

First class engineer: Four years experience, 15% as chief. Desires to return to mid- west. Good permanent position desired. No draft replacement considered. Box 85, BROADCASTING.

Announcer-newscaster, thoroughly experi- enced, reliable. Seeks congenial connec- tion midwest station. Box 86, BROADCAST- ING.

College graduate qualified for continuity, news writing, receptionist. Box 87, BROADCASTING.

Hollywood announcer available. Network experience, 7 years. Versatile, depend- able. Write Box BROADCASTING.

Top radio news-writer can make your best announcer sound better. Newspaper, press agency or station work. Will be good talker. 8 years experience. Salary $40, 85, married, 49, best big city experience. Also experienced copy writer. Box 90, BROADCASTING.


Permanent position wanted. Transmitter engineer fully experienced: operation, construction installation, maintenance of 3 kw stations. Available soon. Kindly state salary, years of work, Box 98, BROADCASTING.


Station manager—Metropolitan major net- work station interested in making change. Family man, 38 years of age. Successful and profitable operations experience. All correspondence treated confidential. Box 92, BROADCASTING.

Announcer-newscaster. Four years experi- ence, proven record, news, ad lib, straight, radio and television. Good stand up, draft exempt. Available immediately. Write, Box 109, BROADCASTING.

All night or early morning man wanted to position with 5 or 6 kw. Two years experience with early morning shows. Can do copy and straight announcing. Honor graduate of accredited college. Interested only in a permanent job where dependable, hard working man can advance. Box 112, BROADCASTING.


Operator—Announcer—Experienced news, commercials, record shows. Acquainted with all phases of broadcasting. Dependable. Good standing. Box 40, BROADCASTING.

Operator—Announcer—Experienced news, commercials, record shows. Acquainted with all phases of broadcasting. Dependable. Good standing. Box 40, BROADCASTING.

Situations Wanted

Just programs? No! A radio station wants a program man and a good director and it's "idea that sell" plus "back- ground" that sell. Must have real pro- fessional experience as program director, manager, or programmer, in commercial stations, with first class permits, and plenty of those "ideas that sell." Married, 49. Now in established position. Needs something that will challenge of climate. Box 82, BROADCASTING.

Operator—Announcer—Experienced news, commercials, record shows. Acquainted with all phases of broadcasting. Dependable. Good standing. Box 40, BROADCASTING.

Wanted to buy—250 or 1000 watt broad- casting set up. Studio, transmitter, amplifiers, engineer, etc. Give details, description. Box 57, BROADCAST- ING.

Speech, sound, high fidelity, eight channels, frequency monitor, turntable, six microphones, portable speech input, six amplifiers. General spec or specific require- ments, condition, location, delivery dates, price for each. Box 61, BROAD- CASTING.

Wanted to modulate and frequency monitor, RCA, Gates or Western Electric console for 250 watt station. Box 68, BROADCASTING.

Cash or deferred payments preferred for a 1 kw transmitter, frequency and modu- lation engineers, tubes, recording spares, other studio accessories. Send details. All cash deal. Box 95, BROADCASTING.

Wanted—1 kw transmitter with all avail- able associated equipment. Cash. Pay full description. Box 94, BROADCASTING.

Wanted to buy—1000 watt broadcasting equipment: transmitter, modulator and frequency modulation equipment. Send details, description. Box 57, BROADCAST- ING.

Complete equipment for 250 watt installa- tion, including tower of 100 or more. Will consider tubes, monitors, recording, other studio accessories. Box 83, BROADCASTING.

Will pay cash for coils and/or condensers. State rating and capacity of any avail- able associated equipment. Cash. Pay full description. Box 94, BROADCASTING.

For Sale

Transmitter—250 watt complete transmis- sion with one of tubes and some special equipment. Approached. Box 59, BROADCASTING.

For sale. Part interest regional station.egotiation request. Box 104, BROAD- CASTING.

Vertical radiator, 200 ft complete. Tubular construction. Will erected your location.

Edward L. Banks, 625 Church, Visalia, Calif.

Miscellaneous

Will furnish equipment for radio station for interest. Box 28, BROADCASTING.

The SCHOOL OF RADIO TECHNICE

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

Next DAY AND EVENING COURSES

February 5

Taught by Radio Professionals, for Beginner & Advanced Students

Announcing

Station Routine

Public Addressing

Continuity Writing

Dick Junior

Classifying and Handling Calls, etc.

Call or Write for Booklet R.K.O. BUILDING, RADIO CITY, N.Y., Circle 7-0193

January 16, 1945 • Page 73
Net Income to Be Basis For BMB Rates

Ryan Heads Board; Feltis Begins
NAB Tour

SUBSCRIPTION rates for membership in the Broadcast Measurement Bureau; for the first two years will be based on station net income, Hugh M. Feltis, newly-elected BMB chairman, announced at a close Monday, Jan. 15, before NAB District 6 at the Peabody Hotel, Memphis, first of a series of NAB district meetings.

Net receipts, to be used for allocating subscription costs, are defined as billings based on gross rate for advertising service less time and advertising agency discounts, if any, and including no billings to the networks, Mr. Feltis was to explain. No member station will be required to state its actual volume but to frame the class into which its volume falls based on 1944 income.

Rate $60—$7,200

Classifications range from $60 per year dues for stations of $15,000 or less income to $7,200 annually for those whose net incomes exceed $2,000,000. Four alternatives are offered for paying dues: (1) total two-year subscription fee in one payment by July 1945; (2) two payments, 1945 dues by July 1945 and 1946 dues by July 1946; (3) half-yearly payment by July 1945 and monthly payments thereafter.

Subscription contracts were to be submitted at the Memphis meeting, which was scheduled to open Monday morning and conclude this afternoon (Jan. 16). It is understood that the completion of its first study, will adjust the amount of subscriptions. In accordance with station net circulation, billing, benefit, net sale, or combination of other pertinent factors which the study may disclose. Any warranted increase as disclosed by the study, will not exceed 25%.

At the BMB's first annual meeting last Tuesday in New York finishing touches were added to the Bureau's plan which Mr. Feltis is scheduled to explain at each of the NAB District meetings. At Tuesday's meeting the Board ratified action taken at an organization conference Dec. 1, Broadcasting, Dec. 15. J. Harold Ryan, NAB president, was formally elected chairman of the Board; Paul West, president of the Assn. of National Advertising, was first vice-chairman; Frederick R. Gamble, president of the American Assn. of Advertising Agencies, second vice-chairman; Roger W. Clark, president of WPIL, Philadelphia, and chairman of the NAB Research Committee, secretary-treasurer.

At a news conference following

The Board meeting, Mr. Feltis expressed the hope that "every station will send a representative qualified to act for it to the forthcoming NAB District meetings. The plan will be outlined in detail for us by a few broadcasting stations to fully understand the objective which we are seeking and the methods by which we hope to accomplish it. We are going to lay our cards right out on the table and we are confident that the broadcasting industry will respond enthusiastically to the advertisers and agencies."

Up to Broadcasters

Supplying headline "BMB Ready to Go as Soon as Stations Sign Up", Mr. Feltis said the preliminary steps had been taken and all that is necessary now to get the station circulation measurement study under way is for the stations to pledge the $1,000,000 the project will cost. Now that BMB has been organized, he said, is up to the broadcasters to take the next step. When pledges have passed the $500,000 mark, and only then, he said, will BMB go into action, renting offices in New York, preparing mailing lists and making the other preparations necessary for the actual conduct of the survey.

Queried about operation of the BMB plan, Mr. Feltis said 1,000-1,000,000 ballots will be mailed to a carefully selected list, covering every county in the country and containing proportionate representation of families classified by income groups and type of communities to assure a proper cross-section. Follow-ups will be used to secure a minimum of 50% return of the ballots from each county.

When returns are in and tabulated, he said, subscriber stations will receive a manual showing station coverage of all U.S. counties. Primary coverage, he said, has been defined as that area in which the station is mentioned as being heard at least once a week by 50% or more families; secondary, 25%-50%; tertiary, 10%-25%. Counties reporting less than 10% regular listening will not be credited to the station, he said.

In addition to this manual, Mr. Feltis explained, each subscriber station will also receive a coverage map copyrighted by BMB. Data from the manual and the map may be used by the subscriber station in its promotion and advertising, he said, adding that the BMB will draw up a code of procedure for the stations to follow. Material will not be available to non-subscribers, he stated.

Asked what effect the BMB surveys, which are planned on a biennial basis, will have on the studies which have been made periodically by the major networks, he said that probably the networks will move into the qualitative field, leaving the purely quantitative circulation measurements to the BMB, whose methods have been regularized by the advertisers and agencies, who will share equally with the broadcasters the direction of the surveys. NBC's reports on "stations listened to most", he said, are studies of "popularity" and not of circulation.

Membership Complete

Board membership is now complete, Mr. Feltis said, with appointment of Melvin Brophy, vice-president of the NAB, selected by the Board; Frederick R. Gamble, president of the AAAA and NAB had previously completed their appointments, so the Board now consists of 18 members, with Mr. Feltis still included in the NAB delegation until the next meeting of the NAB Board, when a successor can be named.

Following is the completed BMB Board membership:

NAB—Messrs. Ryan, Feltis, Clipp; Dr. Frank A. Stanton, CBS New York vice-president; Frank M. Russell, NBC Washington vice-president; Robert T. Mason, WMTR Marion, O.

AAA—Mr. West; Joseph M. Allen, assistant vice-president and advertising manager, Procter & Gamble Co.; Albert E. Elder, director of market research, Lever Bros.; A. N. Halseth, vice-president and general manager printing, Standard Oil Co. of New Jersey; Donald B. Steiler, advertising director, Standard Brands Inc.

AAA—Mr. Gamble; Leon T. Bush, vice-president, Compton Ad Agency; Carlos Fosgate, head of station relations, Young & Rubicam; Linnie T. Nelson, chief timebuyer, Walter Thompson Co.; D. E. Robinson, director of research, Pedlar & Ryan.

Following is the classification of stations for purposes of determining membership fees for the first two years, length of the initial study:

<table>
<thead>
<tr>
<th>Range of Income</th>
<th>Yearly Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>$16,001 to $60,000</td>
<td>$600</td>
</tr>
<tr>
<td>$60,001 to $120,000</td>
<td>$1,200</td>
</tr>
<tr>
<td>$120,001 to $180,000</td>
<td>$1,800</td>
</tr>
<tr>
<td>$180,001 to $250,000</td>
<td>$2,400</td>
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<tr>
<td>$250,001 to $350,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>$350,001 to $500,000</td>
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<tr>
<td>$500,001 to $750,000</td>
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<tr>
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<td>$1,000,001 to $1,500,000</td>
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<tr>
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<td>$10,000</td>
</tr>
<tr>
<td>$3,000,001 to $3,500,000</td>
<td>$11,000</td>
</tr>
</tbody>
</table>

CBS Appoints Stanley As Dorrance Assistant

HOWARD STANLEY, sales promotion manager of WTOP Washington, has been named to the WTOP advertising agency for CBS in the Capital, has been named to the network's headquarters in New York as assistant director of promotion for CBS-owned stations, under promotion director Dick Dorrance.

Prior to joining WTOP in August 1943, Mr. Stanley was with WIXN, now owned by the Washington Post. In 1938 Mr. Stanley was at WGAN Portland, Me., as director of promotion and publicity and in 1940 joined Mason-Dixon Network, Lancaster, Pa., where he did news and special events in addition to promotion.

As a newspaper man, Mr. Stanley has worked for the Atlantic City Evening Union, Philadelphia Bulletin and Boston Globe.

CF's Granted Two

A NEW DEVELOPMENTAL broadcast station and a new non-commercial educational station were granted by the FCC last week. The developmental station, authorized to WPO Chattanooga, will operate on an experimental basis only with 1,000 w. Frequencies will be modified by FCC engineer. The new educational station, granted to the School District of Kansas City, Mo., likewise will operate on frequencies assigned by the Commission using power of 1,000 w.
ADVERTISING MUST PACE PROGRESS

She Sang a Nursery Rhyme... and Revolutionized FOOD MERCHANDISING!

Back in 1932, Irene Wicker, The Singing Lady started advertising cereal to children, who do not buy cereals—but eat them. Another trail was blazed... and along that trail scores of children's radio programs have traveled, to create vastly expanded markets for a large category of food products.

IN THE Distribution Decade,

ADVERTISING MUST AGAIN BLAZE NEW TRAILS!

Along the highroad of America's industrial progress, many of the main milestones have been advertisements and advertising ideas that opened up whole new concepts of merchandising the products of industry.

Post-war... because expanded production and abundant manpower and capital will demand at least 40% consumption increase over pre-war levels... the distribution of merchandise to consumers will be the key factor in achieving national prosperity. Again—advertising must pace progress. As never before, advertising men face a responsibility and an opportunity to raise the world's highest standard of living to a new pre-eminence.

Your clients will look to you, in the Distribution Decade after V-Day, for accomplishments surpassing everything advertising has ever done. Alert advertising men are looking ahead... planning and preparing for that responsibility and that opportunity.

So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION
HERE'S a new RCA rectifier developed to meet the needs of continuous heavy-duty industrial and broadcast service. Electrically identical to the improved RCA 872A/872, the 8008 has an extra-heavy base with large pin-contact area. Can replace the 872, 872A, or 872A/872 if socket changes are made. The "808 is built for long life and high dependability, and like all RCA tubes is backed by continuing RCA engineering and research.

This is one more example of how RCA engineering "know how" and a continuing program of research are making available to broadcasters new and better tube types.

The fountain-head of modern Tube development is RCA.

**TECHNICAL DATA**

| Fil. Volts  | 5.0 |
| Fil. Amp.  | 7.5 |
| Max. Peak Inverse Plate Volts (Condensed-mercury temp. of 20° to 60°C) | 10,000 |
| Peak Plate Current, Amperes | 5 |
| Average Plate Current, Amperes | 1.25 |
| Tube Drop, Volts (approx.) | 10 |

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.