Lady with a Way...

DON'T BE DECEIVED by the fact that she occasionally flutters; that lavender and new lace hold a top priority with some of the many striking things she does. It's intentional, we assure you, with WOR's Bessie Beatty.

If, in girlhood, Bessie Beatty had deliberately planned to be one of the great women of radio, it would have been hard for her to build a more valuable and decidedly applicable background than she did.

She began as a newspaper reporter in California. She was a correspondent with the women's Battalion of Death on the Russian Front in World War I, and, while there, scored long-remembered beats in her interviews with Lenin, Trotsky and other revolutionary leaders. There followed years of editing for top women's magazines, press agentry, book writing and lecturing.

It's little wonder then that every weekday morning on WOR Bessie Beatty offers 245,180 housewives a glimpse into a world they can only dream about, a life that is full and rich, with something different wrapped in every minute's comment. Interpreted in the cold terms of cash, Bessie Beatty and WOR bring their sponsors each thousand homes in which these listeners live for the comfortably low cost of only forty cents.

The Bessie Beatty program is a WOR-created show, and another typical example of the skill with which this station's gifted programmers can fuse a personality and a formula to produce carefully calculated results.

If you're an agencyman or a sponsor with a show problem on your mind, why not take advantage of WOR's invaluable experience? Our number is PE 6-8600, or write...

that powerful station WOR
at 1440 Broadway, in New York
Since 1935, Midwest Americans have been contributing dollars and dimes (and larger sums, too) each year to the WLS Christmas Neighbors Club. This money buys orthopedic walkers, medical inhalators, wheelchairs, and other needed items for children's hospitals and the children's wards in general hospitals. This Christmas our listeners gave voluntarily and gladly, $26,563.56 (as of January 4, 1945). We are glad our facilities are available for this and kindred projects in which our listeners work with us in the common interest of our part of America.

It seems a simple thing, swallowing peanuts too hastily. The first diagnosis? Year-and-a-half-old Gerald Zolper of Mendota, Illinois, has a cold. But this cold does not respond to treatment. A specialist is called in. He finds the truth: PEANUTS lodged in TRACHEA and BRONCHIALS. The peanuts removed, irritation brings on swelling; it becomes necessary to open the throat and insert a silver tube; finally, there is even an abscessed lung, all resulting from peanuts.

But now, two years later, little Gerald Zolper smiles again. During his twelve most dangerous days in the hospital at Mendota, an INHALATOR helped keep the life-stream flowing for Gerald; made it possible, his mother tells us, for Gerald to respond to the fine treatment and care he had. And so, Gerald's smile becomes our reward for this particular inhalator, one of many given by the WLS Christmas Neighbors Club, which is supported wholly by voluntary contributions from our listeners. As you look at the picture of a boy who lives and smiles you will understand our pride in the WLS Christmas Neighbors Club, our appreciation of the listeners who make it possible.

WLS GETS RESULTS

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station
Schuyler O. Butler
Manager

Represented by
John Blair & Company

Management affiliated with KOY, Phoenix, and the Arizona Network, KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell-Douglas
Wealth Piles Up in the Inland Empire. A Fortune in Zinc is loaded for shipment. One-eighth of the nation's zinc comes from this area. In addition, it is the world's largest lead and silver mining area, producing one-fourth of the silver, one-third of the lead.

Sales Pile Up, too, here in the Inland Empire. Department store sales for the first 10 months of 1944 were 2% above the previous year. KHQ not only covers the 37 counties in this Trading Area, but is the only single medium giving this complete coverage.
"The ear is the
Voltaire would have liked December on WABC:

For during that month, Arthur Godfrey, Phil Cook and Margaret Arlen conducted three separate campaigns on the air, on behalf of the men and women in our armed forces.

Godfrey (from 6:30 to 7:45 A.M.) asked for blood...Cook (a half-hour later) asked for books...Arlen (only fifteen minutes after that) asked for Christmas gifts.

Results:

**GODFREY** got 2,083 pints of blood in a single day—CAPSALS DAY at the New York Blood Bank—establishing a new record which Col. Earle Boothe, Director of the Blood Donor Service, is "sure will stand for some time to come." (CAPSALS are members of WABC's "Give a Pint—Save a Life Society", of which Godfrey is founder and honorary president.)

**PHIL COOK'S** listeners sent him more than 20,000 books for veterans' hospitals and rest centers in the New York area! New books, once-read books, books to nourish every possible reading taste.

**MARGARET ARLEN** received over 30,000 Christmas gifts for the New York Port of Embarkation! They filled the p.o.e., then overflowed onto ships scheduled to leave before Christmas, into adjacent army hospitals and camps.

There never was a Christmas quite like this before. For these were anonymous gifts; each of them, blood, book, or package, labeled only: "For any G. I. Joe."

You can't help marveling at the generosity of people. You can't underestimate the bond between great radio personalities and their listeners.
Mr. Gordon Gray, Manager
Radio Station KOIL,
Omaha, Nebraska

Dear Mr. Gray:

We are writing you this letter to tell you how much we are pleased with our present morning radio news program.

This program has brought us more tangible results than any one thing we have done in the advertising line in a long time. Placing our individual sales people on the air has brought a direct contact between the consumer and the distributor, inasmuch as the customers, when they come in the store, ask the person waiting on them if he happened to be on the radio that morning.

I believe this is the first time this has been tried in Omaha, and it certainly brings the store into the mind of the average person more quickly than a regular commercial.

I want to wish a Merry Christmas to you and your staff from all of us here at the Berg Clothing Company.

Very truly yours,
BERG CLOTHING COMPANY
Dean K. Bowen
Advertising Manager

DB/LB

SALES

"...MORE TANGIBLE RESULTS..." a common and pleasant experience for KOIL advertisers. No will-o'-the-wisp big claims ... no fancy promises ... but tangible results! Just one of the reasons why, in Omaha, IT PAYS TO ADVERTISE ON KOIL!
Effective buying power shows a 102% gain.*

Few markets can boast of so great an increase in the effective buying power of its people as this tri-state area comprising sections of Louisiana, Texas and Arkansas.

This increase in income of $573,000,000 over 1940 is from basic industries...industries such as oil, gas, lumber, minerals, livestock and agriculture which have long contributed big incomes to this intensely active market.

Though there has been no increase in population figures since the 1940 census, retail sales show a gain of 58% with food and drug sales up 74.7% and 81.2% respectively.

Yes, today this market is prosperous, but there can be no doubt as to its stability in the postwar period. To get your full share of present and future sales opportunities you need only KWKH for it offers greater coverage than any other single medium.

*Based on latest figures as compared with 1940 census.
For years, RCA broadcast transmitters and RCA studio equipment have been known as the finest. This reputation for quality, plus the outstanding engineering and design features of these equipments, have made them the undisputed first choice of broadcast stations for the past decade.

During this ten-year period, most of the major advances in transmitter design have appeared first in RCA transmitters—including high-level Class B modulation, air-cooled, high-power tubes, front-of-panel access and many others. Postwar, RCA transmitters
will embody new features developed from the unequalled experience of RCA engineers in building the most advanced types of electronic equipment for the military services.

Moreover, it is worthy of note that only RCA actually builds all of the equipment items—microphones, turntables, amplifiers, transmitters, antennas, etc.—which are required in a modern broadcast station. These equipments are designed to work together and thus provide maximum convenience, efficiency and performance. Most important, they are proven units which RCA has built in the past and is building today.

4. PORTABLE EQUIPMENT — This is the RCA OP-6 portable pickup equipment. A companion unit, the OP-7, provides a four-position, high-level mixing system also suitable for outside use.

5. STUDIO CONSOLE — The RCA 76-B2 Studio Console is a complete speech-input equipment for small and medium-sized stations. Provides the advantages of RCA quality in a "package" unit.

6. DELUXE STUDIO CONSOLES — Custom-built RCA consoles and rack assemblies—such as this one at WFBR—represent the very finest in broadcast studio equipments. In use in many network studios.

50 KW TRANSMITTER — The RCA, 50-E Transmitter, shown here, is also air-cooled. It uses the high-level, high-efficiency, Class B modulation circuit first introduced to broadcasting in RCA transmitters.

11. ANTENNA PHASING EQUIPMENT — RCA custom-built antenna coupling and phasing units (for both directional and nondirectional systems) are another industry standard. Built in several sizes and cabinet models.

12. ANTENNAS — After the war, RCA will offer AM antenna towers in several designs, thereby bringing to broadcast stations the full advantages of overall, RCA engineering and responsibility.

5. MONITORING ASSEMBLIES — RCA, custom-built assemblies of audio and monitoring units for the transmitter station represent the most advanced and finest type of equipment for the purpose.
At Deadline...

PAUL A. PORTER, FCC chairman, addressing the annual Federal Communications Bar Assn. meeting in Washington last Friday night, admonished broadcasters to observe to the letter the FCC's new freeze order policy announced earlier in the week. He declared that frivolous applications will not be condoned, only requests for facilities in areas not now receiving primary service will be considered, and all others not voluntarily withdrawn will be designated for hearing on the "freeze" issues.

EMERSON Radio & Phonograph Corp., New York, which on Nov. 19 discontinued You Can't Take It With You on MBS, will resume network broadcasting shortly, with meetings scheduled next week to determine type of program and network.

LOUIS COWAN, chief of the New York Office, OWI Overseas Branch, has arrived in London for a three-week inspection tour of OWI and Psychological Warfare facilities in the European theatre. Don Drenner, radio engineer of the OWI Overseas Branch assigned to Radio Luxembourg, returned for a brief vacation in Parsons, Kan., his home.

HERMANN FLOREZ, Washington consulting engineer, formerly with WOR New York and MBS, returned last week for a brief furlough from a European assignment for OWI. He worked on the American Broadcasting Station in Europe (ABSIE) and Radio Brussels.

LICENSEE of KPH Wichita, Kan., has filed for a new FM station on 46.1 mc with coverage of 18,170 sq. mi. Approximate cost is $110,560.

Now it's GREAT SCOTT on the YAWN PATROL!

He's on all night in Washington, D. C. That delightful master of quick wit that's comical without being irritating. (And if you've heard the tired cracks of some of the all-night boys you'll know exactly what we mean!)

Great Scott was a natural for the spot when WWDC went on the air around-the-clock... only station in town, by the way, that operates 24 hours. He goes on at 1 A.M. and comes off at 6 A.M.

It's a good spot for any advertiser who has something to sell to the people of the nation's capital... the cross-section of America.

HUB JACKSON arrived at his present position of time-buyer for Russel M. Seeds Co., Chicago, via practical every job to be found in the radio field. Sixteen years ago Hub first came in contact with the airwaves as a singer on WKZQ Kalamazoo. From that he switched to announcing and thence to producing. As a producer he was associated with the Texas State Network. Later he became station manager of KTHS Hot Springs and from there jumped to sales manager of WGCH Augusta. He also occupied a similar post on WCGS Columbus, S. C.

He joined Seeds as traffic manager in 1943 and became timebuyer by progress up the ladder from there. Under his responsibility is approximately $600,000 worth of radio time for the Canadian business of both Grove Labs. and Pinex Co. and the U. S. business of the latter.

In addition to timebuying for the accounts, Hub broadcasts 16 news programs weekly for Grove Labs. and Peter Paul candy. His most faithful listener, Hub says, is his wife who never misses a show. He explains he always feels as though he is talking to her.

Born in Lexington, Ky., Hub attended three military academies before enrolling at the U. of Kentucky. There, influenced by his father, an attorney, he majored in law. However, as obvious from his choice as a profession, the law was not his calling and his major interest while in school was football. He played end on the University team.

Hub's wife is the former June Rollinson, also a Russel Seeds timebuyer. They were married in March 1944. June is a canine enthusiast and when the pair retire from business they plan to buy some land in California and raise dogs.

JuJac, a 30-foot Owens cruiser, is the pride and joy of the Jackson family. Its name, of course, was derived by contraction of June Jackson. Hub is a yachtsman from away back and has always owned a boat of one description or another. Both, however, are excellent boatsmen. Hub is a member of the Chicago Yacht Club, the Illinois Athletic Club and is an ATO.

For relaxation, Hub likes to listen to boogie woogie records although he will have it firmly understood that he is no hepcat.

WORLD-WIDE DISTRIBUTION

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

Represented nationally by

WEED & COMPANY

BROADCASTING • Broadcast Advertising
HIGH FIDELITY

American radio has covered its first war with high fidelity.

Untried, raw recruit, radio has already earned its service stripes.

It has taken its men and microphones to every fighting front, earned its way into the confidence of Army and Navy fighting men, sharing the same risks in every theatre of war.

Despite danger, enemy interference, transmission difficulties, American radio men report the war wherever our fighting soldiers go: North Africa, Sicily, Normandy, Guadalcanal, Leyte, Tokio and now, Luzon!

On the home front, radio has done more to sell bonds: it has sold the reasons for buying bonds.

It has popularized the unpopular: rationing, food, gas, shoes, which had to be popularized if our fighting men were to get what they needed when they needed it.

It has collected paper, fats, tin and scrap. It has uncorked the generosity of the nation for Red Cross, Community War Fund, Infantile Paralysis, China, Russia, Army and Navy Relief drives.

It has connected the home front in farm and factory with the fighting front, arousing civic pride and individual responsibility.

It has presented the facts of total world war, the role of United Nations, and the price that must be paid in a world grown small because of the airplane and the instrument of radio itself.

It has brought home the final facts of victory: casualties, the wounded and the maimed who are coming back in our midst, and those who will never come back.

It is pointing the way toward peace, but it is not forgetting there's a war still to be won.

It has done this without cost to the Government or to the taxpayer, without prejudice or political bias.

This is the American system of broadcasting.

This is WSM.
"Tough day at the office, dear—nobody came in from F&P!"

- Seriously—we don’t claim to chase away each shadow, or to make each day a song! But many, many users of spot broadcasting tell us that we certainly take a load off their shoulders and help make their jobs appreciably easier. What can we do for you, Sir—today?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Initial District Meetings Endorse BMB

Feltis Signs 80% of Stations at Parleys

By ROBERT K. RICHARDS

ENTHUSIASTIC support of the new Broadcast Measurement Bu-
reau was registered at the first two
district NAB meetings in the current 16-district tour as over 80%
of the stations attending handed
designated contracts to Hugh Feltis,
BMB’s president.

Exactly 80% of the 35 NAB
Sixth District members assembled
in Memphis last Tuesday, the
first signatory at Dallas was
Hugh A. L. Half, NAB director,
general manager, WOAI, San An-
tonio. Total individual registration
at Memphis was 83. At Dallas 87
registered.

At Dallas, in a close election,
Martin B. Campbell, managing di-
rector, WFAA Dallas and WBAP-
KGKO Fort Worth, was named di-
rector of the 13th. Mr. Campbell
succeeded Mr. Half. Mr. Campbell
was selected to a two-year term start-
ing at the end of the next annual NAB
membership meeting or at such
time as the Board of Directors
may designate.

Initial Meeting

The district meetings, first of 15
to be held throughout the nation
during the next two months, took
on special significance in view of
the announcement by J. Harold
Ryan, president, NAB, that, bar-
ing an unexpected change in the
war situation, there would be no
annual war conference or conven-
tion this year. Mr. Ryan, arriving
a day late at the meeting after
participating in a nationwide
broadcast appeal for the Mile o’
Dimes campaign Sunday night, at-
tended all sessions Tuesday.

The 26 stations signing contracts
in Memphis at the meeting were—Arkansas: KFAB
Helens; KOTN Pine Bluff; KARK
Little Rock; KUOA Siloam
Springs; Louisiana: KTBS KXKH
Shreveport; KMLB Monroe; WBBO
Baton Rouge; Mississippi: WJPR
Greenville; WJDX WS1 Jackson;
WLOL Tupelo; WROX Clarksdale;
WCBI Columbus; WAML Laurel;
Tennessee: WOPJ Bristol; WDOD
Chattanooga; WJZM Clarksville;
WKPT Kingsport; WBIR Knox-
ville; WBOI WMPS WREC
WBHQ Memphis; WLAC WSIX
WSM Nashville. Twenty-seven other stations throughout the na-	ion previously had signed with
BMB by telegram.

Originally scheduled for Monday, the BMB presentation was
postponed until Tuesday awaiting the arrival of. Lineeta Nelson,
chief timebuyer, J. Walter Thompson
Co. and director of the BMB board.
Miss Nelson, representing the AAAA, gave that association’s
backing to the plan. She displayed
several coverage maps taken from
her agency files, deploring them as
inadequate and “the best evidence
that a standard measurement plan
is critically needed. The AAAA
and the ANA are co-sponsors, with
NAB, of the BMB plan.

Mr. Feltis, who resigned as gen-
eral manager of KFAB Lincoln Jan.
3 to accept the BMB presidency,
said of the plan: “The Research
Committee of the NAB examined
many proposals for measuring audi-
ence before accepting the BMB plan
as the most scientific and reliable.
A test of the plan was conducted
in Philadelphia. The test was suc-
cessful, and in its application to
other stations, the BMB should
give, for the first time, an over-
al measurement by which stations
within markets can be compared.”

Balloting Problem

Major question brought up by
district delegates about the plan in-
cluded the two-year schedule of na-
tion-wide balloting, by which audi-
ence is to be measured. Several
broadcasters suggested that this
plan was too long, inasmuch as a
licensee might make numerous al-
terations in his programming from
which he would increase his
audience. This increase, it was argued, would not be reflected perhaps for several
months after it occurs. Mr. Feltis
countered that the plan, by neces-
sity, would be experimental during
the early stages, and that it might
become necessary to increase the
number of times balloting was to
take place.

He emphasized that in the cur-
rent tour of NAB districts, he is
attempting to obtain pledges total-
ing $1,000,000 to put the plan into
effect. In Memphis, the springboard for the presentation, 28 contracts
were signed out of the 35 NAB
members present. Others among
the remaining 7, although favorably inclined toward it, had to check
with principals in their organiza-
tions before signing. There are 59
stations in the four-state area com-
prising the Sixth NAB District.
Of the 59, 48 belong to the Asso-
ciation and 36 of these attended the
Memphis sessions. Mr. Feltis
said that those who had not attend-
ed, NAB members and non-mem-
bers, would be solicited by mail
and personal calls.

Of those from this District sign-
ing, 14 are 250 w stations; 3, 1 kw;
8, 5 kw; 3, 50 kw.

13th Signatories

The 13th District, comprising all
of Texas, includes 83 stations. Of
this number, 41 are NAB members.
Forty-five stations were repre-
sented at the Dallas meeting.

Following are the stations in the
13th District which have sub-
scribed to BMB: KRBC Abilene,
KFDA Amarillo, KGNC Amarillo,
KGNW Austin, KDFD Beaumont,
KBST Big Spring, KEAW Brownsville,
KBWD Brownwood, KRIS Corpus
Christi, KTBC Austin, KRIC Bea-
umont, KAND Corsicana, WFAA
Dallas, WRR Dallas, KTSF El Paso,
KFJZ Ft. Worth, WBAP Ft.
Worth, KPDC Houston, KHTK
Houston, KXYZ, Houston, KFRO
Longview, KFYU Lubbock, KRLI
Midland, KNET Palestine, KFLT
Paris, KTHN Pensacola, KGKL
San Angelo, KABC San Antonio,
KONO San Antonio, KTSA San
Antonio, WOAI San Antonio, KCMC
Tex-
arkana, KGKB Tyler, WACO
Waco, KGVY Weslaco, KRRV
Sherman.

Of those from the 13th District
signing with BMB, three are 100
w stations; 15, 250 w; 5, 1 kw; 7,
5 kw; 3, 50 kw.

Stations pledging their support
of BMB by wire to Mr. Feltis
Tuesday included: WWNC Ashe-
ville, WBBR Bingham, WMBP
Baton Rouge, WBFG Altoona,
WZKO Kalamaoo, WAVE Louis-
ville, KATE Alberta Lea, KTRF
(Continued on page 55)

St. Louis Post-Dispatch Urges Cleanup of Newscasts by Nets

AN APPEAL to the nationwide
networks to eliminate middle com-
mercials in news broadcasts and to
meticulously select news program
sponsors, was sounded last Thurs-
day by the St. Louis Post-Dispatch
in a lead editorial and cartoon.
George M. Burbach, general man-
ger of KSD and an official of the
newspaper, has spearheaded a drive
to clean up news commercials.

The Fitzpatrick cartoon accom-
panying the editorial, depicted a
citizen before his radio receiver
which blares out: “Warsaw liberat-
ed, buy our laxative! American
sexuals, try our pills!”

The editorial follows:

The time has come to urge the big
radio networks to change some of their
practices regarding newscasting. In
particular, NBC, Columbia, Mutual
and Blue network (1) should quit
interrupting news broadcasts with com-
mercial plugs and (2) should quit
permitting their networks to be spo-
nered by objectionable advertisers.

News broadcasts nowadays can
reach sublime heights as they tell of
the liberation of a Warsaw, of a bat-
tle of Bastogne, or they may bring
sadness into American homes as casu-
ality figures are released. The public
should not be compelled to listen to
commercial plugs in the midst of news
like this, or be subjected by the ap-
peals of patent medicine or cosmetic
advertising, while hearing dispatches
of heroic proportions.

Some months ago, in announcing
that his radio station had banned middle
commercial plugs, Leo J. Fitzpatrick of sta-
tion WJR Detroit, pointed out that the
war has brought a new impor-
tance to newscasts.

“We must remember,” he said, “that
practically all listeners have relatives
or close friends in the armed services
(Continued on page 55)

BROADCASTING • Broadcast Advertising

BROADCASTING and Broadcast Advertising

VOL. 28, No. 4 WASHINGTON, D. C., JANUARY 22, 1945

$3.00 A YEAR—15c COPY

January 22, 1945 • Page 13
Construction Frozen by FCC, WPB

Policy Excepts Regions Lacking Primary Service

VIRTUAL freezing of all new station construction was ordered last week by the FCC in the light of advice from the War Production Board (WPB) that the freeze on the broadcasting is in the war interest will no longer justify the use of available manpower and critical materials for new installations. In its Supplemental Statement of Policy adopted at a meeting Tuesday, as forecast last week in Broadcasting, the Commission served notice that the order of Jan. 26, 1944 relating to new stations and changes in existing facilities "is to be interpreted in the light of present conditions, which require that all available manpower and critical materials be devoted to the furtherance of the war program."

Pursuing its new policy, the Commission at last Tuesday's meeting, denied for the second time applications for hearing. Two applications for permits to construct local channel stations in areas in which no primary service is available and three applications for minor improvements costing less than $500 were granted.

CP Denied

At the same time, WPB denied its fourth application within the last month, turning down the Central Valley Broadcasting Co., Sacramento, Cal., which had received a construction permit for a 250 w unlimited station from the FCC on Nov. 9. The Board had refused another application for a Sacramento station, filed by Lincoln Dellar, a week earlier.

In view of the WPB advice, the Commission, said its policy will be to designate for hearing all applications for new standard stations "unless the Commission establishes: (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station and (2) that all requirements of the Jan. 26, 1944 Statement of Policy have been met."

Addressing the Federal Communications Bar Assn. annual dinner last Friday night, Paul A. Porter, FCC chairman, emphasized the freeze policy is no idle gesture. He said applications on which their faces do not light with enthusiasm: (1) that the construction will result in making service available to a community which does not receive primary service from any existing broadcast station and (2) that all requirements of the Jan. 26, 1944 Statement of Policy have been met."

Women Who Tune in Soap Operas Aren't Neurotic, CBS Survey Reveals

CBS, in a recently completed survey on listeners to daytime serials, found no evidence to support the criticism that women who listen to this type of program are neurotic or will become so. Findings of the study, which included suggestions for improving serials, were made public by Frances Farmer Wilder, CBS consultant on daytime programs, speaking Jan. 15 in Des Moines, at a meeting of the Assn. for Education by Radio.

Research was conducted by Elmo Roper, and the findings checked by Raymond Franzen, statistical consultant; Dr. Paul Lazarsfeld, director of social research, Office of Radio Research, Columbia U., and in the field, from a study of psychology at Ohio State U. Results are based on interviews in 125 urban and rural communities with 5,600 women usually home between 9 a.m. and 6 p.m.

Some Like Serials

CBS found, according to Mrs. Wilder, that within the same level of culture, the women who listen to serials are exactly like those who do not listen, reading the same magazines and newspapers, engaging in the same social and community activities. Some 50% of those interviewed listened to "soap operas". A break into three cultural levels, measured by income and education, presented the surprising finding that in the highest cultural level, over 33% of the women with high income listened, and over 40% of college women listened. More than any other type of program, the serials required the least amount of concentration, and were enjoyed even by women who did not listen to radio at all.

The serial listener tunes to "soap opera" a little over one hour a day, works into a quarter on weekdays, but she listens more time (one and a half hours) to daytime radio other than serials, the survey shows. She was found to listen to one more hour and five minutes than the average of 8.5 serials listeners a day. There are these 2.8 times weekly out of a possible five times.

Elliot Lovett Is Elected As Bar Association Head

ELIOT LOVETT, veteran Washington radio attorney, last Friday was elected president of the Federal Communications Bar Assn. for the 1946 term. He succeeds Ben S. Fisher, of Fisher & Orsdel, general counsel of the Cheesecake & Potomac Tel. Co., first vice-president; Philip G. Locks, Locks & Scharfes, sec. vice-president; Thomas P. Listepage, secretary, and Bryon G. Rambin, treasurer. Mr. Fisher and J. P. Herbrand, Jr., of Segal, Smith & Hennessy, were elected to vacancies on the executive committee.

Chatten to Return

LOUIS J. CHATTEN, director of the Radio & Radar Division, WPB, will return to his post on Jan. 29 following his recovery from an operation he underwent in early December. MSgt John J. Chatten, re- cipient of the 11th Air Force medal for heroics in the Battle of the Bulge as Station KPDN, an equal partnership. Money consideration was $1. Mr. Chatten stated in the application that he was no longer able to care for the station. KPDN operates with unlimited time with 100 w. on 1450 kc.

Gruen Watch Renews

GRUEN WATCH Co., New York, is renewing its full spot schedule of time signals on a 62-week basis, as contracts expire, through its agency, McCann-Erickson Inc., New York.

IER Called Off

FOR THE FIRST time in its his- tory the Institute for Education by Radio, held in Columbus, 0., has been cancelled. Dr. I. Keith Tyler of Ohio State U., director, announced last week that the meeting was in cooperation with the Government's request to call off meetings of more than 50. Last year 1,100 attended the Institute. Kindred organizations, usually meeting in conjunction with the IER, also expected to call off their respective conferences, including: Assn. for Education by Radio, National Assn. of Radio Farm Direc- tors, and the Assn. of Advertising Executives. Junior Town Meeting League and National Assn. of Educational Broadcasters. The IER had been scheduled for May 4-7.
IN A TERRIBLE statement following a reversal by the National War Labor Board of its own decision in the WML Washington announcer fixed fee case involving a dispute between the American Federation of Radio Artists and the Washington Evening Star station, Kenneth H. Berkeley, station general manager, served notice that the licensee corporation would not take the reversal "lying down."

Doing a complete "about face" the NWLB, in a decision of Dec. 28, 1944, made public only last Thursday, held that Dr. Royal E. Montgomery, of Cornell U., who sat as a hearing officer (according to NWLB records) was, in fact, an "arbitrator" and therefore his recommendation was not in order.

The vote was 7-5, with Dexter M. Keezer, public member, issuing a stinging dissent.

Fees of $5-$4 Ordered

In a news release last Thursday the NWLB said it had "approved as being in conformance with the national wage stabilization policy an arbitrator's award which granted a union request that six staff announcers of Radio Station WML in Washington, D. C., be paid a fee ranging from $5-$4 when assigned to commercial broadcasts, in addition to their base salary of $200 a month."

The release continued:

"A mistake was made. The case was handled as a regular dispute case and Dr. Montgomery made 'recommendations' to the Board and identified himself as a 'hearing officer', although the contention of the union recognized the proceedings as an arbitration."

The majority opinion, signed by Lewis M. Gill, public member, said the case was "not certified as a labor dispute in the usual manner, since the only function the Board was called upon to perform was to appoint its own arbitrator and to review his award if it involved a wage adjustment, to determine whether or not the award was compatible with the wage stabilization program."

"At this point some confusion set in," the opinion continued, "for which the Board must take a major share of the blame. Instead of removing an appointing an arbitrator in accordance with the stipulation (between AFRA and WML) the Board designated Prof. Royal E. Montgomery as 'hearing officer' and at the request of the parties, hearing officer and to review, determining whether or not the award was compatible with the wage stabilization program."

"The change was made after the award was in fact an 'arbitration' and not a matter for Board consideration."

AFRA filed petition to reconsider and requested an open hearing, convinced that the NWLB handling was, in fact an "arbitration" and not a matter for Board consideration.

"In its reply brief NWLB contended the record "literally because of its complete knowledge and acceptance of the fact that the hearing was conducted by a hearing officer of the Board, for the Board and ultimately to be decided by the Board."

Replied briefly also quoted the AFRA filing which referred to Prof. Montgomery as a "hearing officer".

In reversing its own decision and upholding the recommendations of Prof. Montgomery, the majority opinion stated: "...we think that both parties should in fairness be bound by their arbitration agreement, even though the award was set up in terms of a recommendation that expired in 1942."

The NWLB did not represent a review of the merits of the case, but is limited to a determination that the increase awarded is permissible within the stabilization program. There is no dispute within the Board on this latter fact, since the decision merely puts the radio announcers on this station on the same basis of pay as the announcers in the other major stations in Washington—a permissible application of the bracket principle.

Concurring in the majority opinion with Mr. Gill were: Nathan Feinsinger and Edwin Witte, public members; Carl Shipley, George Mey, John Brophy, Robert Waite, representing labor. Joining Mr. Keezer in the dissent were these industry members: Fred Climer, Walter T. Margretts, James Tan, Clare Moore.

In his dissenting opinion Mr. Keezer said the process of reaching the result of the majority opinion was affected by a flagrant error in reasoning and procedure. Since it is the sort of error which there well may be opportunities to repeat, I feel constrained to explain it and thus explain my dissent."

Mr. Keezer pointed out that Dr. Montgomery acted as a hearing officer and "did not understand that he was called upon to make an award which would be final and binding, but thought he was expected to make recommendations of a preliminary nature."

Since the record left room for doubt as to what the referee understood his commission to be, he asked Dr. Keezer directly, and he told me directly, that he understood it to be that of an arbitrator, and his recommendations rather than that of an arbitrator making a final and binding award."

Berkeley Objects

Mr. Berkeley's statement, after reading the decision released last Thursday, was: "It is incomprehensible to me that the National War Labor Board can construe a hearing officer's report, embodying only his recommendations, as an arbitrator's award.

Lester Cohen of the Washington law firm of Hogan & Hartson, counsel for WML, echoed Mr. Berkeley's sentiments, although he declined to state what action would follow.

Emily Holt, national executive secretary of AFRA, issued the following statement: "The War Labor Board upheld AFRA's faith in arbitration attested to by the inclusion of arbitration clauses in all AFRA contracts. In this instance, AFRA and WML stipulated that the issue between them should be arbitrated by a referee appointed by the WLB and that his award should be final and binding, with the board's power to review the award limited its compatibility with the wage stabilization program. AFRA is gratified that the board based its decision on the termination of the stipulation and end of a clerical error misidentifying the referee as a hearing officer."

"It is particularly gratifying that the board, which was upheld by the arbitrator was to make the collective bargaining agreements of the Washington stations uniform and not to place any one at a competitive disadvantage to the others."

The majority of the decision was allowed to stand, it is expected to adversely affect other stations. In Chicago last month a regional WLB panel recommended that AFRA demands for assigned fees at Class B stations be denied, citing the Aug. 10 decision of the NWLB as a precedent [BROADCASTING, Dec. 25]. Following is the Dec. 28 decision: "The board is not inclined to the proposition that the board, which is represented in it by Executive Order 9917 of Jan. 14, 1943, the Executive Officer of the Board, and binding decision of an arbitrator, to be the measure of the National War Labor Board only to determine conformance with the national wage programs. There being no violation of the national wage rate, those findings by the arbitrator are hereby approved and the parties are directed to incorporate his determination in a signed agreement."

January 22, 1945 • Page 15
Final Video, FM Allocations in March

Television Above 480 mc Seen

By Jett

FINAL ALLOCATIONS in the spectrum above 25 mc will be handed down by the FCC "somehow around March," Commissioner E. K. Jett disclosed last Monday at a news conference held in conjunction with the Tuesday meeting. The FCC will propose allocations from 25-30,000 mc [BROADCASTING, Jan. 16].

At the same time he asserted that the FCC expects "long-range television service" on a nationwide basis to come about 480 mc. Charles R. Denny Jr., Commission general counsel, made it plain that the proposed allocation of FM (84-102 mc) is considered "permanent" whereas the 44-mc allocations for television are not.

IRAC Members Participate

Sitting with Commission personnel at the news conference were members of the Interdepartment Radio Advisory Committee which cooperated with the FCC in the proposed allocations. Representing IRAC were Comdr. P. D. Benge, USNR, IRAC chairman; L. Comdr. A. L. DuMont, USCG, chairman of the IRAC Technical Subcommittee; Capt. E. W. Webster, USCG, chief of Coast Guard communications; and Dr. W. C. Bird, assistant chief engineer, IRAC vice-chairman; Dr. J. H. Delligener, chief of radio, Bureau of Standards; Col. A. G. Simpson, USA, the War Dept. member of IRAC.

Representing the Commission were, besides Commissioner Jett and General Counsel Dennen; George E. Adair, chief engineer; Harry M. Plotkin, assistant general counsel and chief of the litigation section; M. H. Woodward, chief of the International Division; Dr. Lyndt E. Wheeler, chief of the Technical Information Division.

For nearly an hour and a half newsmen and women pried questions about the proposed allocations, during which the following points were developed:

1. FM eventually will occupy the spectrum from 55-75 mc.
2. Television eventually will move "upstairs" above 480 mc.
3. Proposed allocations below 25 mc (including the standard band) likely will be released in "about six weeks".
4. The FCC will permit commercial television above 480 mc "just as soon as the industry shows it is ready to perform service" in the upper spectrum.
5. Whether the multiple-ownership rule limiting ownership of FM to 5 stations applies to the CIO is a "legal question" for the Legal Dept. to determine. The same applies to proposed subscription radio, which will seek three FM assignments in each city in which it plans to operate.

Citizens Radio Communication Service offers "unlimited possibilities."

7. Fewer frequencies were allocated. Government services than recommended by IRAC. After the hearing, Government radio needs will greatly diminish.

Video Interference Loss

3. Exceptions and requests for oral arguments in the proposed allocations above 25 mc should be filed "as soon as possible." Deadline is Jan. 29 for exceptions, with Feb. 9 the last day to file covering briefs (25 copies).

Dr. Wheeler explained that because there are fewer television stations than FM, long-distance co-channel interference would be less than with television. Comissioner Jett added that the FCC felt that 12 television channels tentatively allocated below 225 mc were not sufficient for a "truly nationwide television service." He added that the FCC expects "long-range television service" to come above 480 mc.

Until the profession shows the Commission it can perform service above 480 mc the FCC will not license commercial television "upstairs," said Mr. Jett. He explained that experiments must be continued. The FCC can get together with the industry and formulate standards. He pointed out that while it took "a couple of years" to get together on present television standards an "almost unanimous favorable" report from 4 years of experiments and research, adoption of standards for the higher spectrum depends on how much experimentation has taken place by time sufficient production can be assured to make high-definition television a general service.

Reception Industry Problem

"I can assure you the Commission will not work, chairman; T. O. Denny said, "We know that wherever FM is placed it will remain permanently. Television won't." Mr. Jett speculated that eventually FM may be extended to include the 102-108 mc band and the 78-84 band "should television be moved."

The Commission has not determined how many FM stations in a community will be permitted although Mr. Jett pointed out that in the New York metropolitan area some 18 or 20 standard stations are licensed and that FM, because of its short-range signal, can accommodate more stations on a single frequency.

A question arose as to whether the Commission, under its multiple-ownership rule which limits ownership of FM to six stations per organization or corporation, (Continued on page 68)

Reaction Varies to Allocation Proposal

FMBI Opposes 'Drastic' Move; Baker Calls RTPB Meet

WHILE THE preponderant reaction to the FCC's proposed spectrumwide allocation plan announced Jan. 16 at Washington, was on most aspects, FM Broadcasters Inc., at a special meeting in Washington last Friday, expressed disappointment over "the proposed drastic change in the position of FM broadcasting in the spectrum."

Confounding many observers was the almost unanimously favorable reaction of television interests to the FCC plan providing 12 "downstairs" 6 mc channels, split into two separate bands, but with ample provision for experimentation in high definition television "upstairs" around 500 mc. Both the high definition proponents, led by CBS, and the lower band advocates, spearheaded by RCA and DuMont, appeared entirely satisfied with the Commission's findings.

At its meeting, called by President Walter J. Damm, of Milwaukee, the FMBI board in deprecating the FMBI shift, authorized Mr. Damm to name a committee to prepare and supervise FMBI's appearance at the oral arguments Feb. 14. President Damm promptly designated this committee: John Shepard 3d, of New York City, in New York; Robert Jett, president of WOR New York and executive vice-president of MBS; Cecil Martin, WWBF Binghamton, N. Y.; J. E. Brown, chief engineer at WOR; and E. H. Jett, consulting radio engineer and technical counsel to FMBI, and Mr. Damm, ex-officio.

The board reaffirmed the position FMBI had taken at the allocation hearings last fall. "While the board expressed its unanimous approval to that part of the report allocating additional frequencies for FM broadcasting and the maintenance of high fidelity standards," said the announcement, "it expressed concern over changing from a band where FM has been operating satisfactorily for more than five years to one which has been unexplored for this type of service and for which receiving sets and transmitters to not been contemplated or designed."

FMBI had successfully cut through opposition to the new broadcast medium several years ago by claiming that cutting art wasn't popular. Measra. Damm and Shep-

ard, along with Maj. Edwin H. Armstrong, participated in its founding and encouraged virtually without challenge the granting of 60-dc FM stations to enter the market. There are now 335 FM applications pending.

In addition to Measra. Damm, Shepard, Streibert, Janosy, and Brown, others attending the meeting were G. W. Lang, WGN Chicago; A. B. Church, KMBC Kansas City; Ray Manson, Stromberg-Carlson, all directors; and Maj. Armstrong, Dr. W. R. G. Baker, GE vice-president; W. R. David, GE, William Carter, Stromberg-Carlson; Philip G. Loucks, FMBI counsel; M. J. Janosy, of the Loucks. Information filed triple Loucks.

(Continued on page 68)

TBA Names Bingley

F. J. BINGLEY, chief television engineer of Philco Radio & Television Corp., was named vice-president of Television Broadcasters Assn. at a TBA board meeting Frid- day afternoon. He succeeds Robert L. Gibson, vice-president of General Electric Co.
Hook them...then boat them

A fish that hasn't come to gaff is still a long way from being in the boat. And a radio audience that doesn't produce sales at low cost, misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore... W-I-T-H gets the okay oftener and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying... he's using

coverage, popularity, and cost. Using the same 3-way yardstick in Baltimore, they're finding that W-I-T-H produces the greatest number of listeners per dollar spent.

If you have something to sell in this 6th largest market... W-I-T-H is your best bet.

WITH

Baltimore, Md.

Tom Tinsley, President  * Represented Nationally by Headley-Reed
January 22, 1945  * Page 17
Hearing Ordered Jan. 30
On Platter Turner
Controversy

A CONSOLIDATED complaint against NABET and Blue Network Inc., was issued last week by the National Labor Relations Board and a hearing was ordered Jan. 30 in New York to answer charges of unfair labor practices by the National Assn. of Broadcast Engineers & Technicians (NABET).

The American Federation of Musicians was named as a party to the complaint, which charged that, notwithstanding the Board's certification of NABET as the bargaining unit for turntable operators, the AFM "has persisted" and "has made demands" for the purpose of obtaining turntable-turning jurisdiction.

The Board's action, taken within three days after it received charges filed by NABET [BROADCASTING, Jan. 16], reviewed the jurisdictional claims of the two unions in the rubric of the representation issue, i.e., the Board's certification of NABET, the refusal of the networks to abide by the certification, and the position taken by the nts as set forth in letters from Niles Trammell, NBC president, and Mark Woods, Blue president, to Allen T. Powley, president of NABET.

Unfair Practices Cited

"The activities of each of the respondents," the formal complaint asserted, "have a close, intimate and substantial relation to trade, traffic and commerce among the several states and tend to lead to labor disputes burdening and obstructing commerce and the free flow of trade.

"The acts of each of the respondents . . . constitute unfair labor practices as within the meaning of Section 8, subdivisions (1) and (5) and Section 2, subdivisions (5) and (7) of the Act."

The complaint referred to NBC as owning six stations (WEAF WMAQ WRC WTMN KOA KPO) and studios in Los Angeles, operating relay networks of various types and experimental broadcasting stations.

The complaint cited NABET as representing turntable operators.

The complaint alleged that NABET is the "exclusive representative of all employees of the respondents' collective bargaining unit" and that the Board's certification of NABET as the "exclusive representative of all employees of the respondents' collective bargaining unit" was based upon the respondents' "clear and manifest refusal to bargain collectively with NABET as the exclusive bargaining agent for all employees of the respondents, including the turntable operators, within the meaning of Section 7 of the National Labor Relations Act." The complaint stated that NABET and the respondents "have engaged in and are currently engaging in unfair labor practices within the meaning of Section 8, subdivision (1) of the Act".

Relay Networks Operating on 1900 mc
Along Airlines Are Asked by Raytheon

APPLICATIONS for construction permits for two relay experimental stations above 1900 mc, the first in a proposed nationwide network, were filed last week by Raytheon by the Raytheon Mfg. Corp., in line with its plans for a transcontinental relay network along air routes.

The application was filed last October during the FCC allocation hearing [BROADCASTING, Nov. 6].

Indicating its intention to aid the development of television, the Commission on Tuesday, late last week, passed relay construction permits to Philco Radio & Television Corp., the Allen B. DuMont Labs. and P. R. Mallory & Co. for experimental television stations in Arlington, Va., Washington and Indianapolis. Frequencies below 300 mc are to be assigned by the Commission's chief engineer.

New York, Boston Stations

Raytheon proposes to make its prospective nationwide relay system available for television and FM networks, and FM communications, traffic control and automatic position reporting, high-speed telegraph and facsimile and high-quality telephone service. The first station would be in New York and Boston.

Power of 100 w is proposed, with the stations using various emission schemes including A0, A1, A2, A3, A4, A5 and special, high-directional signals using FM, time pulse and other methods of modulation which may be developed by Raytheon research engineers. Raytheon proposes to use telephone, telegraph and facsimile, and FM simultaneously with television and FM either on a point-to-point basis or between fixed points and mobile units.

The FCC already has granted construction permits for experimental relay stations to the AT&T, which proposes a New York-Boston system, and the International Business Machines Corp., General Electric Co. for a Schenectady-New York-Washington network [BROADCASTING, Nov. 13].

Under last week's grants for experimental stations, Philco proposes to use its Arlington outlet in conjunction with a Washington-Philadelphia relay system. The DuMont station will be located at the Hotel Harrington, 11th & E Sts., NW, P. R. Mallory & Co., manufacturer of radio equipment, proposes to use the station in connection with development of television equipment.

Before the Commission are applications of Western Union and Television Productions Inc., subsidiary of Paramount Pictures, for experimental relay stations, WU seeking channels above 2000 mc, and the Paramount organization asking for assignment below 300 mc.

From Bomber

RECORDING of an actual Army acceptance test flight of Boeing B-29 Superfortress type. 44-83716, 0001, took place Jan. 16 over KFHc Wichita, at 5:45 p.m. George Gow, KFH news editor made the flight and recorded the highlights of the test by shortwave from 25,000 ft. above the city. Outside temperature was minus 18°F, zero, but inside the pressurized Fortress the temperature was 55°F above zero. Lt. Col. B. Vaughan, 3rdAAF, was in command of the test flight. The Army accepted the plane, and the completion of the flight.

More Women in Industry
After War Seen by RMA

EMPLOYMENT of women by radio manufacturers in the postwar period according to a survey made by the Radio Mfrs. Assn. which revealed that peace-time paid a great deal of proportion of women employed than in peacetime results. The survey showed that women represented 51.9% of the total employment of 86,173 in 1940 and will represent 58.5% of the estimated 45,000 at the end of the year. This is the first year of war production, while postwar employment of both men and women will be at least 68.6% greater than in 1940.

Number of women employed for war production and radio soared 428.5% over 1940, with 67.5% of women employed, or 45,000, as compared with the average of 86,173 in 1940. Women total 46.4% of present employment, estimated at 241,990, the RMA said.

Essential Status
Of Radio Retained

WMC List Provides Induction Guide for 26-29 Age Group

RENTENTION of broadcasting as an essential activity was reaffirmed last week by the War Manpower Commission in a revised list sent to draft boards for use as a basis for the registration of men in the 26 to 29 age group.

Classifying activities as either "critical or essential, with registrants to be inducted first from the least critical occupations in the latter category, the list included radio broadcasting and television among essential communications services. Radio communications (radiotelephone and radiotelegraph) was listed as critical.

Equipment Production Critical

Production of radios and radio equipment, radar and television were called critical with vinylic transcriptions listed as essential.

The list covered 35 groups of activities which are devoted to production of war materials and which are specified as critical. No attempt is made to indicate the relative importance of different occupations in the activities but "all technical, scientific and research personnel" employed in the activities listed are declared by the Commission as being engaged in critical activities.

While the new list is to be applied only in the current induction of men in the 26 to 29 age group, registrants were warned not to depend on the list as a guarantee of protection against drafting of older men. Deferments were granted by Selective Service, it was emphasized, to tide employers over only until replacements can be trained. Broadcasters should be prepared to replace their younger employees if men over 38, an official advised.

It appeared likely, however, that the list would protect essential activities from loss of 4-Fs in the event of legislation.
Plant Your Sales Seeds with WMT

...and reap the results of Iowa's Biggest Corn Crop in History!

607,608,000 bushels of corn...that's what the farmers of Iowa produced in 1944—and that's big business. From this and other Iowa industry, $1,500,000,000, and probably more, was earned by the "corn country folks" in WMT's regular daytime listening area. Folks out here have money to spend for your product...sell them with WMT. At 600 kc with 5,000 watts WMT covers 320 miles in diameter...the largest primary listening area in the state of Iowa. Put WMT and Iowa on your next schedule.

WMT—the "Buckle on the Corn Belt"...the simplest, least expensive, most effective way to reach the rich "corn country folks" of Iowa.

Represented by the Katz Agency
ONE OF THE WORLD'S BETTER RADIO STATIONS
50,000 Watts and Blue

REPRESENTED BY JOHN BLAIR & CO.

WWVA
HEELING, W. VA.

YOU CAN BANK ON US!

Young & Rubicam Again Tops Agencies With CBS Billings

YOUNG & RUBICAM again ranks first among agencies placing time on CBS during 1944, an analysis of the network's billings discloses. The Y&R billings totaled $7,495,037.

J. Walter Thompson Co. is in second place with billings of $7,091,514 last year.

In third place is Dancer-Fitzgerald-Sample with $6,033,399. Other agencies with CBS billings over $2,000,000 follow: Rutherford & Ryan, $4,434,356; Blau, $4,067,915; Compton, $5,411,513; BBDO, $3,264,561; Foote, Cone & Belding, $3,040,127; Ted Bates Inc., $2,248,027; Wm. Esty & Co., $2,232,440; Benton & Bowles, $2,125,510.

General Foods had top CBS billing among sponsors with $5,537,499.


CBS 1944 BILLINGS BY AGENCIES, SPONSORS

* Handled by More Than One Agency.

<table>
<thead>
<tr>
<th>Agency</th>
<th>Billings</th>
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<tr>
<td>Young &amp; Rubicam</td>
<td>$7,495,037</td>
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<tr>
<td>J. Walter Thompson</td>
<td>$7,091,514</td>
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<tr>
<td>Dancer-Fitzgerald-Sample</td>
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<td>Ted Bates Inc.</td>
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<td>Wm. Esty &amp; Co.</td>
<td>$2,232,440</td>
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<tr>
<td>Benton &amp; Bowles</td>
<td>$2,125,510</td>
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</table>

May was the best month last year for CBS, with billings totaling $5,485,018. Monthly billings in 1944 follow:

January | $2,278,399
February | $2,253,499
March | $2,151,499
April | $2,089,399
May | $2,098,399
June | $2,134,999
July | $2,128,399
August | $2,092,499
September | $2,051,499
October | $2,029,499
November | $2,018,499
December | $2,007,499

Industry classification summary of CBS network gross billings for 1944:

Automotive
Building Materials
Cigars, Cigarettes, Tobacco
Clothing and Dry Goods
Confectionary and Soft Drinks
Drugs and Toilet Goods
Financial and Insurance
Food and Food Beverages
House Furnishings and Appliances
Jewelry and Silverware
Liquor and Tobacco
Radio, Phonographs and Music
Sons and Supplies
Stationary and Publishing
Stoves and Appliances
Travel
Wines and Beers
Miscellaneous
Political

GRAND TOTAL $66,791,819

Page 20 • January 22, 1945
The Spotlight is on KXOK Promotion!

In an article appearing in the November 11th issue of "The Billboard," radio station KXOK is highly commended for its promotion. The article points out that KXOK's promotional activity "rivals the savvy and class of any network promotional office."

KXOK believes in promotion. Moreover, this station believes in correlating its promotion in all media used for best results.

"The Billboard" article tells the complete KXOK promotion story... and, naturally, we're proud to be singled out in this manner, with national recognition for doing what everyone terms, a "top-notch job of promotion."

Ask KXOK or John Blair representatives for complete details of how KXOK "proves that KXOK advertising sells."
<table>
<thead>
<tr>
<th>Time</th>
<th>WLAP</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>OTHERS</th>
<th>Coincidental Calls</th>
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<tr>
<td>Monday thru Friday 8 to 12 noon</td>
<td>50.2</td>
<td>27.7</td>
<td>21.7</td>
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<td>AFTERNOON INDEX</td>
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<tr>
<td>Monday thru Friday 12 to 6 P.M.</td>
<td>46.0</td>
<td>23.3</td>
<td>29.3</td>
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<td>EVENING INDEX</td>
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<tr>
<td>Sunday thru Saturday 6 to 10 p.m.</td>
<td>24.2</td>
<td>39.7</td>
<td>35.8</td>
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</table>

**OVER $60,000,000 . . .**

. . . will be paid to Bluegrass tobacco growers before March 1st!
THE TIME to spring into action is all the time, as far as Weed & Company is concerned. Delivering good times on good stations, Weed treats time as its full-time business, which means more business for its stations.

Alert, radio-wise Weed men, on the job from coast-to-coast, make time mean money to all stations that carry the letterhead line "Nationally Represented by Weed & Company.” Alert stations know that when Weed handles it, “time will sell!”

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
NORTH CAROLINA IS THE SOUTH'S No.1 AGRICULTURAL STATE

NORTH CAROLINA

AVERAGE OF THE OTHER SOUTHERN STATES

$221.8

(MILLIONS)

33.8

(MILLIONS)

WPTF

(CARRYING N. B. C.
WITH 50,000 WATTS
AT 680 KC)

IS NORTH CAROLINA'S No.1 SALES MAN

WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Page 24 • January 22, 1943

ARThUR MEYERHOFF & CO.
Consolidated Roysl Chemical Co. ........................................ 11,702
We, Wrigley, Jr. Co. .................................................. 1,787,725
C. L. MILLER CO.
Corn Products Refining Co. ........................................... 415,438
Creme Candy Co. ..................................................... 227,976
DAN B. MINER CO.
William Oil Co. ........................................................ 7,308
RAYMOND R. MORGAN CO
Los Angeles Soap Co. ................................................. 117,106
MORE & INTERNATIONAL
Vick Chemical Co. .................................................... 294,029
KELLY NASON INC.
H. Bache & Co. .......................................................... 7,586
NEWELL-EMMETT CO.
Luggett & Myers Tobacco Co. ........................................... 1,020,902
PACIFIC NATIONAL ADV. AGENCY
Washington Cooperative Egg & Poultry Assn. .................... 11,597
PELDAR & YAN
Frater & Gamble Co.* — Camay ................................... 108,102
Camay & Ivory Flakes .............................................. 345,021
Sterling Drug Inc.* — Ironed Yeast ................................ 223,206
SAYRE M. RAMSDELL ASSOC.
Philo Corp. ................................................................. 10,216
ROGER W. WILLIAMS & CLEARY
Lewa Howe Co. .......................................................... 465,284
ROADES & DAVIS
Yellow Cat Co. ........................................................... 20,706
ERNEST J. ROBINSON ADV. AGG.
Hollywood for Dewey Comm. ........................................ 1,387
RONTAL MILLER AS AGENCY
Texas Co.* ............................................................... 43,035
RUTHAUFS & RYAN
Chrysler Corp. ........................................................... 728,044
Emerson Drug Co. ...................................................... 772,669
Levy Brothers Co.—Ring .............................................. 919,089
St Regis Inc. ............................................................. 499,238
Quaker Oats Co. ........................................................ 341,006
SHERMAN & MARQUETTE
Colgate-Palmolive-Feet Co.*—Colgate Tooth Powder ......... 716,027
SORENSEN & CO.
Booster Inc. .............................................................. 218,446
SPITZER & MULL
Colgate-Palmolive-Feet Co.*—Colgate Tooth Powder ........ 13,514
Quaker Oats Co.* ...................................................... 50,298
BARTON A. STEBBINS INC.
Ben Hur Products ...................................................... 22,909
Packard Belt Co. ....................................................... 20,272
Signal Oil Co. ............................................................ 41,089
J. D. TARCHER & CO.
McKesson & Robbins Inc. ............................................ 19,095
WADE ADVERTISING AGENCY
Miles California Co. .................................................... 61,425
J. WALKER THOMPSON CO.
P. Ballantine & Sons ................................................... 233,316
Borden of America ..................................................... 6,009
Elgin National Watch Co. ............................................. 47,250
Johns-Manville Corp. ............................................... 332,796
Lever Brothers Co.—Ring ............................................ 1,175,069
Vidones ................................................................. 659,454
P. Lorillard Co. ........................................................ 651,563
Owen Illinois Glass Co. ............................................. 944,319
Parker Pen Co. .......................................................... 316,636
Standard Brands Inc.—Fliechnmann’s Yeast ......... 454,214
Tender Leaf Tea ......................................................... 451,891
Western Sugar Refining Co. ........................................ 359,800
J. R. Williams Co. ................................................... 1,414,461
W. Wrigley Jr. Co. .................................................... 700,002
WALKER & DOWNING
Allgohoy-Ludington Steel Co. ....................................... 148,542
WALCOTT-FERRY-HANLY CO.
Campus Sales Co. ...................................................... 58,634
WARMACK & LUGER
Pabst Sales Co. ........................................................ 712,107
ERWIN, WAGES & CO.
Barbasol Co. ............................................................ 29,342
Plants Nut & Chocolate Co. ......................................... 91,560
ARMSD. S. WEILL CO.
Johnston Drug Co. ..................................................... 7,540
W. H. WENTZRAUB & CO.
American-Mothing Co. .............................................. 344,077
Schlenky Products Co.* — Crema Blanca Wine .......... 227,564
GEORGE M. WESSELLS ADV. AGG.
Union Ice Co. ............................................................ 4,060
WESTERN ADVERTISING AGENCY
Bud-O-Mfg. Co. .......................................................... 28,008
WARD WHIRLOCK CO.
Cone Mills Co.* ........................................................ 804,300
YOUNG & RUBICAM
Celanese Corp. of America ........................................... 733,403
General Electric Co. .................................................. 11,208
General Foods Corp.—Birds Eye Frozen Foods ............. 361,510
Calumet, Swansboro ................................................ 277,055
Gage & Dog Food ....................................................... 3,836
Grapefruit Flakes, Wheatmeal ..................................... 907,406
LaFrance & Sativa ..................................................... 396,428
Post Raisin Bran ....................................................... 93,530
Postum ................................................................. 605,050
Rexall House Coffee ................................................ 32,063
Jell-O, Jell O-Pudding, Sanks ................................. 918,735
Sanka, Sure-Jell ......................................................... 18,682
Goodyear Tire & Rubber Co. .................................... 389,700
Gulf Oil Corp. ........................................................... 266,264
International Silver Co. ............................................. 429,294
Johnston & Johnson .................................................. 20,178
Lever Brothers Co.—Swan ....................................... 1,411,451
GRAND TOTAL ......................................................... 566,792,319
Not even in state election board headquarters is the set-up as complete as in the editorial rooms of The Oklahoman and Times on election night. City, county, state and national returns from this source are invariably first on the wires.

Covering 2,800,000 highway miles a year, Oklahoma Publishing Company owned Mistletoe Express Service keeps dealers' stocks fresh in 409 Oklahoma cities and towns - furnishes subscribers with their Oklahoman and Times only minutes old.

GEARED TO 1945 Speed

When business gets the green light along the post war highway, don't overlook the Oklahoma Publishing Company's four lane approach to merchandising problems in the Oklahoma City market. If you prefer newspapers, there's the Oklahoman and Times. If it's the farm market you are after, you have The Farmer-Stockman. If radio is your favored medium, use WKY. If product distribution is a problem, remember Mistletoe Express. BUT, if you want to do the maximum job with the least effort, coordinate the four in a single package.

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY
NOTES RELAY PLAN
IN A program Jan. 13 at Schenectady commemorating the fifth anniversary of the television network inaugurated by General Electric Co., Paul L. Chamberlain, transmit-ter sales manager of GE's electronics department, told the WRGB television audience that five companies have already indicated intention of providing video relay facilities after the war. One of the companies, International Business Machines Corp., will install its initial circuit connecting Schenec-tady with New York, Mr. Chamber- lain said.

Participating in the anniversary program was Niles Trammell, NBC president, who spoke and was tele-vised from New York and Robert S. Peare, GE vice-president in charge of advertising, publicity and broadcasting, who spoke from the WRGB studios.

Let WEBR Sell Your Product to the Rich Buffalo and Western New York Market
No need to pay fancy prices to tell your story to the Western New York Market! 65% of the population and 70% of the total retail sales of the eight county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO...well within WEBR'S primary service area.

BUFFALO Courier-Express STATION
WEBR
MUTUAL NETWORK

does it at
LOWEST!
COST

Nationally Represented by WEED & CO.
The lion’s share . . . all day long

On this Hooper showing, WOWO gets not only more, but most, of the radio listenership in the Fort Wayne Trading-area (as defined by Rand McNally), in the golden hours between 8 A.M. and six in the evening. A special study carried on in Fort Wayne and 8 intermediate cities; also in rural areas surrounding each city, showed more than half the sets in this area tuned to one station—a record consistently maintained throughout the entire half-rural, half-urban primary of WOWO.

This exceptionally high Hooper rating, rural as well as urban, explains the enormous pulling-power of WOWO . . . this, and the day to day alertness that has earned eight awards for outstanding efforts in the fields of promotion and publicity.

Sponsors of shows on WOWO are assured of a welcome for their product—stories in a majority of the radio homes in the prosperous WOWOland. WOWOland means 133 counties in three states . . . plus Fort Wayne.

Your NBC Spot Salesman can bring to life the cold but convincing figures of the Hooper Index. Get the full story from him.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KEX • KYW • KDKA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Night-time listening in

- FIRST of a series of reports from NBC’s 1944 Nation-wide Survey of Listening Habits is just completed.

It contains details as to how the people in 1077 cities... all the U. S. cities of 10,000 population and over and accounting for 16,000,000 radio families or 56 percent of the nation’s total... responded when they were asked: “To which station do you listen MOST... at night, after 6:00 p.m.?”

These pages give you the highlights. For complete information, write to the NBC Promotion Department for the booklet—“1077 Cities... and How They Listen at Night.”

NBC leads next network in
“listened to most at night” by 128% and...

57% of the Radio Families “Listen Most” to NBC

25% of the Radio Families “Listen Most” to Network B

6% of the Radio Families “Listen Most” to Network C

9% of the Radio Families “Listen Most” to Network D
1077 cities

Summing up by cities: NBC leads by nearly 6 to 1

In 860 cities NBC leads all other Networks (total radio families 14,576,813)

In 154 cities Network B leads all other Networks (total radio families 1,254,996)

In 32 cities Network C leads all other Networks (total radio families 149,949)

In 14 cities Network D leads all other Networks (total radio families 50,158)

National Broadcasting Company
America's No. 1 Network
Where to make Sales at a Profit

and 6 good reasons why

1. Ample power—500 w.
2. Good spot on the dial—980 kc.
3. Thorough coverage of market.
4. Varied program schedule.
5. Large listening audience.
6. Best dollar for dollar value.

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS 980 KC

WSIX "The Voice of Nashville"
NASHVILLE, TENN.

OWI PACKET, WEEK FEB. 12

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 12. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 20-second chain breaks each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK PLAN</th>
<th>GROUP KW</th>
<th>STATION ANNOUNCEMENTS GROUP KE</th>
<th>NAT SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>War Bonds</td>
<td>X</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Merchandise</td>
<td>X</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Job Ahead—Japan</td>
<td>X</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planned Saving</td>
<td>X</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper Salvage</td>
<td>X</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V-Mail</td>
<td>X</td>
<td>-</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Message 147 for exact and time of programs carrying war messages under National Spot and Network Allocation Plans.

Benoit Promoted At Westinghouse

Named V-P for Standard and Shortwave Broadcasting

PROMOTION of Walter E. Benoit, to the vice-presidency of Westinghouse Radio Stations Inc., taking over substantial executive duties for all Westinghouse standard band and short-wave broadcasting facilities in anticipation of postwar expansion was announced last week by Walter Evans, vice-president of Westinghouse Electric & Mfg. Co. and head of the broadcasting subsidiary. Mr. Benoit continues as assistant to the vice-president, Radio & X-Ray Divisions, maintaining headquarters in Baltimore.

In announcing the appointment, Mr. Evans said that Westinghouse now has five stations—KDKA, KYW, WBJ, WBZA, WOWO—broadcasting regular programs on FM and has applications pending before the FCC for television transmitters in Philadelphia, Pittsburgh and Boston.

Area Expansion

"In addition," he pointed out, "recent acquisition of KEX at Portland (Ore.) extends our responsibilities to the Pacific coast and special attention will be given KEX programming to incorporate those high standards of service which have been a hallmark of Westinghouse radio ever since KDKA presented the world's first regularly scheduled program just 28 years ago. It is these and similar matters of paramount importance to wartime operation and postwar development which will be correlated and expanded under Mr. Benoit's direction.

Mr. Benoit originally joined Westinghouse in 1916 in the accounting department of the Chicopee Falls (Mass.) plant. After two years in the Army Air Corps in

GE Continues Ken-Rad

GENERAL ELECTRIC Co. will continue to supply Ken-Rad tubes to Ken-Rad customers through established distribution channels, it was emphasized last week by GE officials in announcing that the Ken-Rad brand of tubes will be continued [BROADCASTING, Jan. 1]. The Ken-Rad group will be officially known as the Ken-Rad division of GE's Electronics Dept. It has been explained by GE to customers that Ken-Rad will now have the benefit of the GE engineering and research facilities.

Dutch Boy Quiz

NATIONAL LEAD CO., San Francisco (Dutch Boy paint), on Feb. 4 starts sponsoring a quiz-barber type program, Trading Post, on 8 CBS Pacific stations, Sunday, 5:30-5:55 p.m. (PWT). Contract is for 33 weeks. Art Baker will m.c. the audience-participation show with Tom Hargis assigned producer. Agency is Erwin, Wasey & Co., San Francisco.

World War I and three years with the Bureau of Internal Revenue, he returned as cost accountant in the radio division of the East Springfield Works, becoming Division auditor in 1934. With the transfer of the Division to Baltimore in 1938 he planned and installed accounting operations to accommodate wartime expansion which saw production skyrocket to 6100 times its prewar volume.
More than twelve thousand letters came flooding in to WGAR after Santa greeted youngsters of Northeastern Ohio in his annual pre-Christmas radio visit (sponsored by Coca-Cola for the past 4 years). It was more than an exceptional demonstration of mail response. It was another expression of the friendliness that Ohio people, both young and old, have for The Friendly Station.
WWJ's OWI Policy

ALTHOUGH WWJ Detroit has banned all transcribed announcements, it will continue to cooperate with the OWI Domestic Radio Bureau by using its station announcements prepared for live copy material sent by the Government agency, a letter from Harry Banister, station general manager, to the OWI in explanation of WWJ's policy. The station, according to OWI, has generally carried about 50 messages weekly instead of the allocated 60 and has used them effectively on both sustaining programs and newscasts.

New Quebec Outlet

CJJO Sorel, Que., went on the air officially Jan. 6 at 7 p.m. with 100 kw on 1,400 kc., according to word from the Radio Branch, Dept. of Transport, Ottawa. The station is one of the new licensees issued in the past few months and is located in a shipbuilding and war industry center.

Sets-In-Use Gain

In Latest Hooper

Hope Maintains Top Rating Among Leading Fifteen Shows

AVERAGE EVENING sets-in-use show a substantial gain over the previous report, rising 3.2 to an average of 32.9, according to the Jan. 15 evening-network Hooper ratings report released by C. E. Hooper Inc., New York. Average remains 0.6 below last year's report. Average evening audience rating of 10.8 is up 0.8 from the last report, down 0.9 from a year ago, while the average evening available audience rose 1.2 from the last report to 80, a drop of 0.8 from last year's report.

Bob Hope, Fibber McGee & Molly, and Charlie McCarthy, are the first three programs in the list of "First Fifteen" evening programs, followed respectively by Mr. District Attorney, Bing Crosby, Jack Benny, etc.

LEGION OF MERT is pinned on T/Sgt. Howard H. Falberg, WAGE Syracuse engineer now Army press and radio engineer supervising transmission of broadcasts from Allied Force Headquarters in Italy, by Brig. Gen. Thoburn K. Brown, Rome area commander. Award was made at the St. Nicholas offices of the studio used by commentators in that area and for perfecting techniques used and for operating combat bombers.

Walter Winchell, Joan Davis with Jack Haley, Radio Theatre, Kay Kyser (1st half-hour) Abbott & Costello, Eddie Cantor, Hildegarde, Your Hit Parade and Altdrich Family.

Radio Theatre has the highest sponsor identification index—91.0, with 90.9 giving the correct product; 0.1 giving the wrong identification, 0.8 giving the wrong identification and 5.2 unable to name a sponsor.

Jack Benny ties with Your Hit Parade as the program with the largest number of women listeners per listening set with 1.61; Gabriel Heatter (Sunday) ties with Walter Winchell for the most women listeners and Lone Ranger has the most children listeners per set, the latter three each achieving 1.11.

Top-ranking programs listed in terms of the number of listeners per listening set are as follows:

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
<th>Children Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blonde</td>
<td>0.86</td>
<td>0.98</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>1.61</td>
<td>0.67</td>
</tr>
<tr>
<td>Your Hit Parade</td>
<td>1.61</td>
<td>0.68</td>
</tr>
<tr>
<td>Kate Smith</td>
<td>1.49</td>
<td>0.66</td>
</tr>
<tr>
<td>Quiz Kids</td>
<td>1.45</td>
<td>0.91</td>
</tr>
</tbody>
</table>

‘Swing’, New Promotion Booklet, Issued by WHB

A NEW, pocket-size, digest-type magazine, titled Swing, featuring articles contributed by commentators regularly heard on Mutual, made its bow last week in Kansas City under the auspices of WHB. Mutual outlet there. Magazine is published by Donald D. Davis, head of WHB, and will be circulated to advertisers and timebuyers. The out-fourth edition will be known as Trend, and will carry on the inside back cover the local advertising of each Mutual station which distributes it. Jettie Carleton, former continuity editor at WHB, is editor.

As a test, newsstand distribution was begun in Kansas City, with 228 outlets handling the publication, which enjoyed a 45% sale at twenty-five cents a copy in six days. In addition to "Where to Go—What to See in Kansas City" the initial issue contained an article about Vice-President Harry S. Truman, a speech on newspapers and radio by former Vice-President Henry A. Wallace and an article by Alfred P. Sloan Jr., chairman of the board of General Motors.
Mr. J. O. Maland
Radio Station WHO
Des Moines 7, Iowa

Dear Joe:

We at WOW take this occasion to congratulate you at WHO upon the superlatively well done job of radio audience research reflected in the 1944 Iowa Radio Audience Survey.

It is, in our opinion, the finest compendium of radio audience facts and figures that has so far been compiled from any source. Naturally, we are not unhappy to find that WHO's figures reveal a substantial audience for WOW in Western Iowa counties, this confirming our own surveys.

We believe that every time-buyer in America should study this very complete WHO 1944 Iowa Radio Audience Survey.

Cordially yours,

RADIO STATION WOW, INC.

J.JG:CL

John J. Gillin, Jr.
President

Now Presenting The NBC 1944-'45 "Parade of Stars"
TYPICAL MIDWEST FARMER FETED
Cowles Broadcasting Co. Host to Ettesvolds
During Inaugural in Washington

As his reward for being chosen "Typical Midwest Farmer" out of 8,500 entrants, Anton Ettesvold, 67-year-old dirt farmer from Morris, Minn., was feted royally at the Hotel Statler Jan. 17 as part of his week in Washington as guest of the Cowles Broadcasting Co., along with Mrs. Ettesvold, their daughter, Nina, and one of their Army sons, Capt. Winfred L. Ettesvold, who is stationed in Washington. Dinner was one of the highlights of the Ettesvolds' week in Washington, climaxed by attendance at the Roosevelt inauguration Saturday.

During their stay in Washington Mr. & Mrs. Ettesvold were interviewed by WOL and transcriptions sent back to WNAx for rebroadcast. One day they went to the Army's Walter Reed General Hospital where they met some boys from the WNAx five state region. Recordings were made at the hospital.

Mr. Ettesvold was born and raised on a farm near Morris, in Stevens County, Minn., the same farm he owns today. He purchased it in 1904 after renting it for five years previously. The Ettesvolds have ten children, five of them in the service. An eleventh son was killed in action in Germany. A leader in the first and second War Bond Drives, Mr. Ettesvold is chairman of the Stevens County defense board.

Guests at the Wednesday banquet included:
Sen. Chan Gurney (R-S. D.) and Mrs.

Gurney; Sen. Joseph Ball (R-Minn.) and Mrs. Ball; Sen. Hank Shipstead (R-Minn.) and Mrs. Shipstead; Sen. Marian J. Bushfield (R-SD.) and Mrs. Bushfield; FCC Commissioners Ray C. Wakefield and Mrs. Wakefield; Commissioner Norman S. Case and Mrs. Case; Willard Riggs, NAB director of public relations; Arthur Stringer, NAB director of promotion; Howard Frasier, NAB director of engineering.

KGRG Field Okla., is now represented by Taylor-Hove-Snowden. Station was formerly represented by John Pearson Co., Chicago.

SIGNING the register at Washington's Hotel Statler is farmer Anton M. Ettesvold, who is visiting the Capital for the inauguration as the guest of WNAx Yankton, S. D., which chose Mr. Ettesvold out of more than 8,500 farmers as "typical midwest farmer". Others in the picture are (1 to r): Merle Jones, general manager of WOL Washington, a Cowles station, Rodney Harman, Statler Hotel; Mr. Ettesvold; Nina Ettesvold; Don Inman, vice-president and general manager, WNAx; Mrs. Inman; Mrs. James Allen; Mr. Allen, WNAx promotion manager.

BBM's 49 Members
BUREAU of Broadcast Measurement, Toronto, formed a year ago at the Quebec annual meeting of the Canadian Assn. of Broadcasters, reports it has a membership of 49 Canadian stations, including the 11 Canadian Broadcasting Corp. stations. This accounts for 82% of all Canadian stations. BBM will have printed maps and reports on most BBM member stations ready at the end of January.

New Hires Show
CHARLES E. HIREs Co.'s new Blue Network show starting Jan. 24, Wednesday, 10-10:30 p.m., will be titled Hire's Ice Box Follies, tying in with promotion for Hire's Root Beer, and will be directed by Jack Rourke. Wendell Niles and Don Prindle, comedy team, will be supported by Billy Mills' band and Gale Robbins, vocalist. Agency is N. W. Ayer & Son, New York.

AMA Names Hurd
ARTHUR HURD, director of media research, J. Walter Thompson Co., has been elected president of the New York chapter of the American Marketing Assn., succeeding D. E. Robinson, of Pedlar, Ryan & Lusk. Other officers include George H. Allen, Cooperative Analysis of Broadcasting vice-president; Margaret C. Boom, McCann-Erickson Inc., secretary, and James A. Mahoney, MBS, treasurer. The following were elected to the board of directors: Paul W. Stewart, Stewart Brown Assoc.; Dr. Ralph Rindfusz, Paint Printers Inc.; and H. A. Richmond, Metropolitan Life Insurance Co. Donald E. West, McCall Corp., was appointed general chairman of discussion group meetings, assisted by C. W. E. Aber, of McCull's as general secretary.

28th U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR
NEW YORK, Chicago, Detroit, Atlanta
San Francisco

Ask HEADLEY-REED
ARE YOURS to Share in the Denver Market and Mountain and Plains States Region Served by KOA

This is an essential market. KOA is the essential station. KOA has $3\frac{1}{4}$ times more power than all other Colorado stations combined. It’s the station in its vast coverage area “that most people listen to most.” KOA talks to these millions, who spend billions, at less cost than any other way you can devise. When you buy KOA—you buy sales results.

FEW STATIONS IN THE NATION CAN EQUAL KOA’s DOMINANCE!

- **Power**—50,000 Watts
- **Coverage**—Colorado and adjoining states
- **Top NBC Programs**
- **Listener Loyalty** 69%
- **Dealer Preference** 68.8%

*NBC “Tale of 412 Cities”

**Ross-Federal Survey

INAUGURATED 1924
Going Stronger...Growing Greater Than Ever Before

FIRST IN DENVER

KOA 50,000 WATTS

Represented Nationally by NBC Spot Sales
The Confidence of One Man in Another

Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.
Last Frontier

Since the FCC last week unloaded its spectrumwide allocations block-buster upon an anxious radio world, licensees and prospective licensees have been trying to decide whether they are fighting mad or uproariously happy, whether to praise glowingly or condemn violently.

FM goes up the spectrum, where the Commission says it will have a permanent place and plenty of room to expand (if the proposed allocations stick following oral argument). Television can get a quick start postwar in the lower frequencies, but that would be only temporary. The lower band is sliced down from 18 to 12 channels and what's left is saved in half to accommodate wartime military operations. Manufacturers will have to retrofit for FM and redesign for television, to bypass the Government band.

The FCC's job was prodigious. It had to compromise demands of many different groups and viewpoints. It could not tangle with wartime military requirements. It had to look to the future expansion of radio services, weighed against junking of existing investments of the public and the industry in present high-frequency services.

This is radio's last frontier. Mistakes made now will be visited upon future radio generations. Temper and heads must be kept. The slower starts which may be entailed, and which seem all-important now, will be forgotten a few years hence.

The Commission had available to it restricted information on propagation in the high frequencies which could not be disclosed for security reasons. It concluded that FM's development could best be assured in the 100 mc area, rather than the 50 mc region where it says skywave interference wracks its service. It felt that a limited television service could start 'downstairs', but with the ultimate in the 600 mc area where high definition would be possible but, more importantly, where there would be sufficient space for competitive national service.

From the strict engineering standpoint, we feel the FCC has worked out a fair and reasonable compromise. The demands for facilities exceeded the supply many times. Military requirements, consuming vast areas, had to be accommodated first. Yet the Commission evolved a technical plan, providing for ultimate expansion and for gradual transition, which appears to cover minimum requirements.

But there's another side to the report. Once again the Commission ventures into social and economic stratospheres which are questionable. Woven into the report is loose talk about keeping the 'door open' for 'newcomers' and about 'public domain'. After doubling the number of channels for FM and providing for additional space, if needed, the Commission nevertheless proposes to reserve 20 of 70 commercial FM channels for assignment in the future, presumably to 'newcomers'. That's a new departure even for the FCC. We wonder where it finds authority to reserve facilities for some known or inarticulate little men who aren't there. The law requires the Commission to 'encourage the larger and more effective use of radio'. To shut off a portion of the spectrum even temporarily hardly conduces to that.

There may be other 'sleepers' which fall within the purview of 'social and economic' aspects. Subscription radio, the 'newscasting' project of William B. Benton and associates, is barely touched upon. The Commission says simply that it doesn't have enough information in that. But if the service proves feasible, applicants will be allowed to apply for channels in the regular FM commercial band or in bands later to be designated. Could the FCC have in mind placing this type of service, by its very nature anti-commercial radio, in the 20 channels it proposes to reserve?

There are other implications in the proposed regulatory structure, as well.

There is the strong strain throughout the broadcast discussions that present AM operators should be stiff-armed and that the "newcomers" and educators and noncommercial users like CIO should be encouraged. Does the law allow that?

In summary, we think that technically the Commission has done a good job—the best possible under worst possible conditions. The fancy flights of rhetoric designed to protect where no protection is required, and which give lip service to ward off pressures, we feel are outside the Commission's jurisdiction. This, more than ever, points up the need for a redefinition of the law by Congress and for the declaration of a national policy for radio by the American Plan.

Radionews—Grown Up

That radio newscasting has reached its majority and is recognized by Officialdom as an integral part of the American Way of Life was clearly demonstrated when nearly 600 persons attended the first annual guest dinner of the Radio Correspondents Assn. in Washington [Broadcasting, Jan. 16].

President Roosevelt led the array of high Government officials breaking bread with the men who gather and broadcast news from the nation's capital. It was the first time the President has appeared at such a public gathering in many a day, and now it can be told why the date, at the proverbial last minute, was changed from Jan. 13 to Jan. 11—President Roosevelt requested it, that he might attend.

Coupled with the public demonstration of faith in radionews is the increase in of-the-record news conferences by high Government officials exclusively for radio correspondents. Washington has learned that the best way to reach the masses is through radio newscasts.

The milestones in radio flash by quickly in these days when the art is moving forward with such relentless speed, and one is apt to miss them.

It has not been so many years ago—so few, indeed, that you might tally them upon the fingers of one hand—that the radio correspondent was many a working newspaperman's target. The newscaster was belittled, belabored, even vilified by the groundkeepers of the Fourth Estate. It must be gratifying for him to find his stature such today that he speaks with equal authority, and perhaps to a greater number, upon the affairs of men.

Our Respects To—

Lt. Col. Joseph Wynn Harris II

Covering the Mississippi Valley flood of 1937 and the Army's first free maneuvers in Louisiana and Tennessee in 1941 gave Lt. Col. Jack Harris the foundation for his present assignment. He has just arrived in the Central Pacific Theatre on a special extended radio liaison mission for the War Defts Bureau of Public Relations Radio Branch.

In January 1937 when the Ohio, Tennessee and Mississippi rivers created the nation's most disastrous flood, Jack Harris, as one of the special events announcer of WSM Nashville, figuratively—and literally—got his feet wet. He learned a lot about emergency broadcasting from various spots along the swollen rivers, from Cumberland, Tenn., up to Cairo, Ill., Paducah, Ky., Evansville, Ind., Louisville and on.

A mobile transmitter built by Jack DeWitt, then WSM chief engineer and now a major in the Signal Corps, was Jack's base of operations. He learned the value of on-the-spot recordings for later broadcast—of coping with unexpected emergencies.

Jack began his thrice-blessed life Dec. 20, 1911, in Nashville, was christened Joseph Wynn II after an uncle, but relatives immediately dubbed him Jack and the name has followed him. He is carried on the Army rolls as Jack Wynn Harris.

His career has been varied, despite his youth. In school he prepared for a political future, but wound up in the newspaper game and radio. His journalistic leanings became evident during his high school days. While attending the Hume Fogg high school in Nashville, Jack founded the school paper, the Hume Fogg Tattler, learned to set type by hand and generally explored the journalistic field. In 1929 he entered Vanderbilt and earned a letter in basketball.

Believing a young man should earn his salt, Jack got a job on the Nashville Tennessean, working from 6 p.m. to midnight in the sports and editorial departments. In college he edited the Hustler during his senior year and in his graduate year was editor of the Vanderbilt Literary and humorous magazine Masquerader. He was graduated in 1933 with a B.A. degree and a year later won his Master's Degree in political science and history. In college Jack was director of the winning political machine and his classmates predicted he'd wind up in Washington some day. That he did, but not as a politician.

Jack got his first whirl at radio during his college days, too. He did a sportscast on WSM Nashville. At that moment came his big (Continued on page 64)
FAR FROM A SLUMBERING GIANT

WMFM is Growing . . . Serving . . . Building

WMFM, with its static-free FM reception, with its sound programming, has brought the radio of the future to Wisconsin, today.

WMFM, as one of America's pioneer FM stations, is already established as Wisconsin's No. 1 radio station, for thousands of discriminating families.

Through wartime, through peacetime, WMFM shall continue its proud policy of distinctive, quality programs, keyed to the wants and needs of the community.

WMFM

THE MILWAUKEE JOURNAL FM STATION
Judge Takes KLRA Post
ROY JUDGE, named general manager of KLRA Little Rock, succeeding Sheldon G. Vinsonhaler who is now manager and partner of KGHJ Little Rock, assumed his new duties Jan. 1. Mr. Judge for 17 years has been an accountant for Hennepin, Croft & Cothen, Little Rock, auditing firm. Control of KLRA was sold last June for $276,000 by A. L. Mr. Judge Chilton to the Arkansas Gazette in line with the FCC duopoly regulations as Mr. Chilton also holds interest in KGHJ. The present staff of KLRA will be retained and the firm will make no immediate changes, Mr. Judge said, adding that plans for expansion and remodeling will come later.

Markham Named
G. E. MARKHAM, director of General Electric Co. agricultural broadcasts and manager of the company’s FM station, WJAF Schenectady, also has been named manager of the GE television station, WRGB Schenectady, succeeding Robert L. Gibson. Mr. Markham will report to Robert S. Pearse, GE vice-president in charge of publicity, including all broadcasting activities of the organization. Mr. Gibson recently became advertising and sales promotion manager of the new GE chemical department.

Personal Notes

PHILLIPS CARLIN, MBS director of programs, will leave New York Jan. 22 for a trip to Los Angeles, stopping at Mutual stations in Chicago, Detroit and elsewhere, to investigate program needs.

EUGENE B. CARR, assistant to G. A. RICHARDS, president of RMPC WJR WJAI, will confer with clients in Chicago, Cleveland, Detroit, New York and Washington before returning to his Hollywood headquarters in mid-February.

R. M. (Wood) WOODWARD, whose wife MARIE is a member of the advertising staff of Broadcasting, is now stationed in the Pacific Theater. ROBERT L. BOWLES, former commercial manager of WGRB Charleston, W. Va., has joined WCLS Joliet, Ill. as general manager.

CARL H. BUTMAN, information specialist with the War Production Board is ill at home with pleurisy.

WILLIAM KOSTKA has resigned as managing editor of Look magazine to return to the Institute of Public Relations, where he formerly served as publicity director. Previously he was NBC publicity director, managing editor of Fawcett Publications Inc. and IND central division manager in Chicago.

J. WALTER DIETZ, industrial relations manager of the manufacturing department of Western Electric Co., New York, retired from the company Jan. 22 after 22 years of service. On leave of absence for four years with the Government industrial training program, now part of the War Manpower Commission in Washington, Mr. Dietz will continue in this capacity following retirement.

HAAN J. TYLER, manager of Smith & Bull Adv., Hollywood agency, has resigned to return to KFI Los Angeles as account executive.

Dr. Church Named
DR. CHARLES F. CHURCH, Jr., brother of Arthur B. Church, president of KMBC Kansas City, has been appointed educational director of the station succeeding E. Edwin Browne, who resigned to become director of public relations for the U. of Kansas. Dr. Church, who continues as acting research director of KMBC, during the past year has conducted a nationwide survey on radio and education, results of which will be available in the fall. He received his bachelor’s degree from the U. of Iowa in 1924, his master’s from the U. of Iowa in 1928 and was awarded the degree of Doctor of Philosophy by Ohio State U. in 1942.

FRANK R. KETTNER, former flight instructor in the AAF, has been named manager of WORD Spartanburg, S. C.

E. C. (Buck) CRANE, late of the U. S. Navy and former publicity editor and news editor of the Dayton Journal-Herald, has been appointed news editor at WCAP Dayton. He was serving as makeup editor on the Cincinnati Post when he enlisted in the Navy in Oct. 1942. He was honorably discharged Dec. 6, 1944.

NILES TRAMMELL, NBC president, will serve as radio committee chairman for the 1945 Salvation Army campaign in New York city.

EDGAR KOBAC, president of MBS, is scheduled to deliver a talk before the Radio Council of Greater Cleveland titled “Dear Boss”, a behind the scenes report to the radio listener.

JOHN H. MARTIN, member of the CBS research department for several months, has been named executive assistant to PETE C. GIBBS, director of engineering and development at CBS. Mr. Martin will handle personnel and accounting matters, acting as liaison with the personnel accounting and purchasing departments. He served until recently with the American Red Cross and was formerly with Sterling Bolt Co., Chicago, as personnel contact and chief accountant.

REX PRIEZ, account executive at KRTA San Antonio, last week was inaugurated president for 1945 of the San Antonio Advertising Club.

GEOGE B. STORER, president of the Fort Industry Co., who has been on active duty with the Navy since April 1943, has been promoted to full commander and is attached to the Industrial Readjustment Branch, Office of Procurement & Material, at Navy Dept. Headquarters.

DE WITT MOWER, for two years with WOR offices in Chicago as a salesman, joined the Mutual Network Chicago office as an account executive Jan. 16.

CLITTIE ROBERTS, Blue Network war correspondent, under arrangements completed with OWI and Armed Forces Radio Service, is featured on a commentary series on the Pacific war to servicemen overseas.

“He says he wants to be televised over WDFD Flint after the war.”
When he says it's going to snow... IT DOES!

Every morning at 7:30 o'clock, thousands of Southern New England inhabitants dial their radios to WTIC. The reason for this daily ritual is U. S. Meteorologist Roy E. Lundquist, Chief of the Hartford Weather Bureau.

Speaking directly from his office—and having available the latest reports and analyses from all over the nation, as well as his personal observations—Mr. Lundquist delivers timely and reliable forecasts which, while highly educational and instructive, possess an unusual human appeal, too.

When Mr. Lundquist goes on the air, people are making decisions as to what to wear, whether to carry an umbrella or be bothered with rubbers, to take a trip or stay home, to wash clothes, to cut hay, to put anti-freeze in the car or drain it out. They get the answer from Mr. Lundquist—with an accuracy hard to match.

Here is just one example of the type of service which, for twenty years, we have rendered to Southern New England. And the advertisers who use our facilities know that it pays big dividends.
Ralph Mahoney, former Phoenix newspaper man, has been named news editor of KOY, General Authority Station in the American Broadcasting Company's Network News Bureau. Service to KOY, KTUC Tucson and KSUN El Paso, has been managed by Dick Salerno, released from the Navy, has been named assistants to Mr. Mahoney.

Francis Urry, narrator for Sunday Eve- ning News feature in radio, has been named news director of KVNO, Omaha, Nebraska, as a result of a study of network programming and operation in Chicago.

Cliff (Farmer) Gray, farm service director of WSFA Springfield, S. C., has been awarded a citation by the Radio Information Service for outstanding service during the 6th War Loan.

J. Roy Stockton, sports commentator for KDZ St. Louis, and writer for the Post- Dispatch, has joined the U. S. as a two-month trip to France and Belgium with a U. S.O. baseball entertainment group.

Wile Davidison, formerly of CKY Winnipeg, is now in England with the radio section, Canadian Armed Forces. He recently was promoted to sergeant and named assistant director of the radiogram originating in England. Lt. Maurice Burchell, Royal Canadian Navy, is also former CKY, now a Canadian corvette.

Barbara Ramell, former announcer of KON Portland, Ore., has joined KOFJ Los Angeles.

Porter Randall, former Texas network news writer, now a chief petty officer in the Coast Guard, at the radio link in the Norfolk USCO public relations office, is now serving as assistant to Mr. Ramell in Norfolk, convalescing from an illness.

Don Mitchell, released by the Army and formerly with WSGA, Cleveland, WGBS and WADN Columbus, Ga., has been named announcer of the Federal Radio Program, formerly CHAGA Atlantic, now under the command of Henry S. Stanger, active in the radio section, Canadian Armed Forces. Also released by the Army, has joined the WFBF and WZTV Chicago, formerly former news editor of WRLB Columbus, in a new command under WAGA.

Barbara Ramell is now conducting the Home Forum broadcast on WLB Cincinnati. Charles Newcomb, also released by the Army, is now handling the WFBF and WZTV Cincinnati area.

John Paul Jones Jr. is a new member of the features staff of WQW winning the feature work in Cincinnati.

Charles C. Rutledge, formerly with WWSW Pittsburgh and WQW, has joined the announcing staff of WWVA Wheeling, W. Va.

Warren K. Derry, formerly with WTAM Cleveland, has joined the production department of WBBM Chicago.

Robert K. Neadley, released from the Army with the rank of captain, former military duties as director of the WBBM Chicago sales department. He was appointed this week. Prior to joining the Army Mr. Neadley was an instructor in a New Jersey high school.

Charles Smallwood, formerly with WGBH San Antonio, has joined KGNF in that city to handle the sales of additional advertising. Surrounding station is Howard Cunningham, formerly with the Army.

Charles C. Rutledge, formerly with WWSW Pittsburgh and WQW, has joined the announcing staff of WWVA Wheeling, W. Va.

Robert W. A. (Bob) Spence, former sales representative in southern Indiana, Kentucky and Illinois for Faulkens Steeck Co., has been named merchandise manager of WIBC Indianapolis.

Fay Gillett is now editor of Woman's Place of the Air, six-a-week feature of WIBF St. Louis.

Lionel Nowak, associate professor of Broadcast Journalism at Ohio State University, has joined WORY Springfield.

Paul Daugherty, announcer at WGY Endicott, was married Jane Huffman of Cincinnati.

Robert Lyman (Dick) Templeton, named as its own truck and field director and former sports announcer at Stanford U., has been named director of promotion of KFRO San Francisco.

Jack Patton, formerly of KMPG Hollywood, has joined KYA San Francisco as announcer.

Jean Monte, formerly of CHIC Quebec and CHNC New Carlisle, and Paul Noli, formerly of CHET Three Rivers, have joined WMMN Detroit as announcers.

Francis Urry has been appointed to announce the 9 Yow Need A moving picture service program on MBS Monday through Friday, 11-11:30.

Harold Day of the Blue Network promotion and advertising division has been named promotion manager of the moving picture service program division. Mr. Day was formerly with WOAC Radio Science. He succeeds Jesse Thompson, resigned.

John McCarthy, returned to the Blue publicity department after a period with WJYO, has joined the promotion department of the Blue Publicity Bureau in San Francisco.

Norman Pague, former Mutual News editor, has joined the overseas staff of the Blue and special local news service as war correspondent, assigned to cover events in Europe. He replaces Lt. Don Baldwin, who has resigned from the Blue overseas staff to fulfill radio commitments in San Francisco.

Sidney Desfor, chief photographer of NBC for six years, has been promoted to photo editor, succeeding Jean Wright, who resigned last December to edit the Sunday magazine Seventeen.

Adrian James Plante, for 12 years promotional counsel to stations, has joined the promotion department of Fawcett Publications Inc., New York, to engage in creative promotional work. He replaces Wally S. Gran.

George O. Thiesing, USMC, formerly with CBS News, is now in the radio section, United States Marine Corps, as news editor.

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Here is the roll call of INS correspondents whose stories from overseas made front pages throughout 1944.

Every one of them has made a signal contribution to American journalism.

In the finest tradition of their craft, they have reported this war from the fighting fronts with accuracy and vividness—always with human appeal.

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International News Service
235 East 45th Street, N.Y.
JAMES L. FREEMAN, for 12½ years associate editor of Bell Syndicate Inc., and for over two years editor of North American Newspaper Alliance, has joined NBC’s press department. Another addition is GEORGE WOLF, released from the Army after 14 months service in the Signal Corps as a writer. He was at one time associated with HERBERT MORGAN, producer of Truth or Consequences on NBC.

HARRISON EAGLES is resigning from his post as the announcing staff of WJW, Cleveland. Another announced victory is that of Robert and Thomas more than ten years. He is a graduate of the U. of Illinois. Mr. Bremner handles copy creation on the Hiram Walker and Pepsody accounts. He joined Lord & Thomas in 1940 and has been with Fone, Cone & Belding since the organization of that company. Prior to 1940 he was associated successively with McJunkin Adm., Blackett, Sample & Hum-"n" and H. V. Kator & Sons.

Mr. Hunt is director of new business and the account planning and budget management division of the FC&B Chicago office. He formerly was with General Outdoor Adv., Maxon Inc., and Young & Rubican as account executive.

Stu Davson, former radio director of Young & Rubican, Chicago, has joined FC&B Chicago in the same capacity. He previously was program director of CBS-WBBM Chicago and at one time announcer with the NBC central division.

BOB KNOWLES has joined the Canadian Broadcasting Corp., Vancouver, as assistant program director. ANNE HEINEMAN, with WCSC Charleston since Aug. 1941, has been named program director of the station, replacing ANN FINELL.

**The Only Chicago Station**

**With 24 Hour News Service**

**Up-Pa-Ins**

**Wichita KFH**

**Good for Wichita—Bad for the Japs!**

Five hundred million dollars worth of additional Jap-blasting B-29’s will be made in Wichita’s Boeing plant under the government’s new contract... with prolonged employment for thousands of men and women.

Wichita has proved itself to have the know-how, the manpower, and the skilled manpower to meet the demands of this mammoth new production goal, but also the requirements of postwar expansion in its strategic position, as the aviation center of America—the aerial crossroads of the world.

Wichita is a Hopi-Indian city—Get the facts from Petry

**KFH WICHITA**

**5000 WATTS**

**NASHVILLE**

**GATEWAY TO THE RICH TENNESSEE VALLEY**

**CBS • 5000 WATTS DAY & NIGHT • CALL A PETYR OFFICE**

**BROADCASTING • Broadcast Advertising**

HOMER FICKETT, who recently was placed in charge of development of new programs, has joined CBS Radio New York, joins J. Walter Thompson Co. Feb. 1 to handle similar work.

WILLIAM S. SHEPHERD, member of the McCay-Brockman radio department in Chicago, has been appointed director of radio of the Minneapolis office. Mr. Sheph-er, a native of Scotland, joined the agency in 1943.

GEORGE IRWIN, returned from the Navy, has rejoined Hildman-Breyer, Los Angeles, as account executive.

LEE ROBERTS, former copy director and account executive of Buchanan & Co., Los Angeles, has joined Millman-Shreider, Los Angeles, as account executive.

FREDERICK SEABERG, formerly on the editorial staff of the Chicago Times, has joined Bixell & Jacobs, Chicago, to handle public relations.

ELLI T. GASH, former head of his own agency and publisher of Modern Advertising, has joined M. G. Miller Adv., Chicago, as account executive.

ROSEMARY HALL, former copywriter with Young & Rubican, New York, and more recently with J. Walter Thompson Co., New York, has joined the creative staff of Frank S. D'Untine Inc., New York.

BOB PRESTON, radio director of Campbell-Mithun, Chicago, has resigned effective Feb. 1.

VIRGINIA BUTLER has joined Lencen & Mitchell, New York, as business manager of the radio department, has taken over the duties of Joseph C. Linroth, timebuyer, who has left FC&B. Mr. Butler was with the Edward Petry & Co., Chicago, for 15 years. She has agreed to serve as chief timebuyer for the Republican National Committee.

JAMES K. EYER, former director of Radio Advertising Bureau, New York, has resigned effective Feb. 1.

LION A. FRIEDMAN, advertising director of John Irvin Shoe Co., Boston, has been named radio and television director of Chernew Co., New York, heretofore inactive in radio. Mr. Friedman for seven years was with Sterling Adv., New York, and served as radio director to joining the shoe firm.

PAUL LEWIS SCOTT, former sales and advertising manager of Sydney Ross Co., Latin American subsidiary of Sterling Drug Inc., has joined M. G. Miller Adv. as account executive and vice-president of Grant Adv., B., A., Mexican subsidiary.

PAUL TERRY, radio director of Barnes Chase Co., San Francisco, has been shifted to Dana Jones Co., Los Angeles, in a similar capacity.

HENRY STANTON, vice-president of J. Walter Thompson Co., returned to Chicago after San Francisco and Hollywood conferences on West Coast operations.

JAC WILLEN, formerly in the CBS Hollywood publicity department, has joined Sam Kerner Inc., talent service, as an associate and will handle radio accounts.
His International reputation led to sponsorship the first day on WHN!

Johannes Steel

Perhaps no commentator today is better qualified than Johannes Steel to analyze current happenings or forecast tomorrow's trends. Johannes Steel knows his Europe ...a Europe in which he has lived ...whose people and leaders he has known. His background plus his access to information from diplomats and statesmen as well as the confidence he enjoys in Washington, add up to important reasons why Johannes Steel is so distinguished a news commentator, lecturer, journalist and author!

Johannes Steel is not new to the New York radio scene. He comes to WHN with a tremendous following built up over eight years of metropolitan broadcasting. Now over America's Most Powerful Independent station, with coverage of 15 million people, Mr. Steel is heard exclusively five nights a week, Monday thru Friday.

"Johannes Steel possesses the utter sincerity of desire to serve justice, truth and the welfare of common man."
—Honorable Henry A. Wallace

"Johannes Steel's forecasts on International affairs are regularly confirmed a few days later on the front pages of our leading newspapers."
—Walter Winchell, Daily Mirror

"Outstanding service rendered to radio by Johannes Steel and Kaltenborn."
—Daily News

Available for sponsorship outside New York. Call or wire Executive offices, WHN, 1540 Broadway, New York.
The Italian Cristofori, who designed the first piano in 1709, gave it the tongue-twisting name “gravicembalo col piano e forte.” Bearing a close resemblance to the harpsichord, and musically similar to the dulcimer, the instrument proved easier to play than to pronounce, and its popularity grew rapidly.

An instrument for “hidden talent”

The oldest Cristofori piano now in existence, dated 1720, is in a New York collection. As in all early pianos, its keyboard is recessed between the walls of the case, making it impossible for the player’s hands to be seen.

Originally played with the orchestra, and later as an accompanying instrument, it was not until a London performance by Johann Christian Bach, in 1768, that the piano emerged as a solo instrument.

Age of the upright

Although England, France and Germany were the early piano-making centers, America had its share in developing the modern piano. The first successful upright was made in Philadelphia in 1800, and in 1825, Bostonian designed the iron-framed, heavy-strunged instrument we know today. These developments added the piano the leading “home” instrument—and a favorite with music lovers everywhere.

W F I L SELLS SELF COURTESY PLUGS TAKING THE “donation” tone out of the traditional courtesy announcements, W F I L Philadelphia, has put program announcements on a cash basis with the promotion department supplying advertising copy and buying time from the sales department at the regular card rate.

This new commercial schedule guarantees time for the plugging of various local and network shows, thereby through the earwhile “courtesy” method, such announcements were liable to shift in case of commercial commitments.

In the promotion department, the buying of time to promote station “merchandise” becomes an integral part of the spendable budget apportioned to all advertising media. For the client, it’s an added advantage. Program announcements are now on a par with the station’s commercial spot business.

Schutz Moves

R. J. (Chris) SCHULTZ, for 10 years advertising manager of the Kleinhans Co., on March 1 becomes vice-president and general sales manager of Baldwin & Strachan Buffalo agency. Beginning his career as an advertising writer with J. Walter Thompson Co., Mr. Schutz came to Buffalo in 1931 as publicity director of Wm. Hengeler Co. Three years later he went with the Kleinhans Co.

ANTHRACITE INDUSTRIES, New York, has appointed J. Walter Thompson Co., New York, Inc. as an industry campaign for new equipment in preparation. Account has been inactive in radio for a year or so.

NATHAN PERLSTEIN, merchandising director, has been promoted to advertising manager in Chicago.

FRANK R. BRODSKY, advertising manager of Elgin National Watch Co., Elgin, Ill., has been appointed advertising manager of the Peppermint Division of Lever Bros., Charlotte, N.C.

SPENCER SHOE Corp., Boston, chair of 65 stores operating under the names of Trig, Lyon, 1800, has appointed Norman L. Waters Assoc., New York, as agency effective Feb. 28. Agency is Russell & Beans, Chicago.

Pepsonet Co., Chicago, will sponsor beginning Jan. 15, a 6-week playlet series with announcements on WYFF and WKBW, Buffalo. Agency is McCann-Erickson, Chicago.

GROVE LABS., St. Louis, was to start a test campaign Jan. 15 calling for immediate show and spot announcements on WJYV Cleveland, Monday through Friday, Jan. 15. Agency is Altman & Co., Cleveland.

UNITED DRUG Co., Boston, will run radio advertising for the 9th annual one-time sale of Rexall products for four days during the first week in May on a list of probably over 200 stations. Talent and format of the show are to be announced to advertisers individually at the time of purchase of a network show that has arrived at no decision. Agency is N. W. Ayer & Son, New York.

FURNITURE CLOTHING Co. Los Angeles, has appointed its Jan. 22 starts three-weekly local cut-in on Blue Ray Rama Program on KFRC, Los Angeles. Contract is for 39 weeks. Firm also sponsors daily quarter-hour newscast on KYVL Salt Lake City and spot announcements on WJFR San Diego. Allied Adv. Agencies, Los Angeles, has account.

J. G. HAGUE, of the B. F. Goodrich Rubber Co. of Canada, has been named to the director of the Asst. of Canadian Advertisers and the Asst. of Canadian Advertising representatives, Stevins Products Ltd., Windsor, and George Stevins, Baxters & co. who have moved to the New York and Chicago offices respectively on this purpose. Mr. Hague is now according to the Canadian spokesman of the Canadian Advertising Council as executive vice president of the council.

JACKSON — DOUBLED! Jackson is on the double three days. It is the center of twice as many industries, twice the retail output, twice as many people, TWICE the business.

BLUE NETWORK WEED & COMPANY NATIONAL REPRESENTATIVES

Page 46 • January 22, 1945

THE VOICE OF THE PIANO—ranges from less than 30 to more than 6,000 c.p.s. The piano’s entire range of overtones, from the heaviest to the most delicate, can best be reproduced with life-like naturalness and realism by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division OF Western Electric Company INTEGRATED 195 BROADWAY, NEW YORK, N.Y.
Subscription Radio Is Wanted By People, Weiner Tells FCC

CONVINCED that the FCC will license subscription ("pig-equal") radio because a survey indicated that the people want it and many would prefer it over commercial radio, officers of Subscription Radio Inc., subsidiary of Muzak Corp., in Washington last week demonstrated their proposed service to members of the Commission, its staff and to news personnel at the Mayflower Hotel.

There was no doubt in the mind of Joseph Weiner, general counsel for the William Benton interests, but that the FCC was "sold" on the proposed service as outlined last October at allocation hearings [Broadcasting, Oct. 16]. Neither was there any doubt but what the Commission would interpret its multiple ownership rule as not applying to Subscription Radio, despite the fact that three channels will be required in each city where the service operates.

Fly Not Present

Mr. Weiner declined to name officers of Subscription Radio Inc, but said it was owned by the "same interests" as Muzak Corp, of which James Lawrence Fly, former FCC Chairman, is board chairman. He said directors include Beardsley Ruml, chairman of the Federal Reserve Bank of New York, executive of R. H. Macy & Co. and nationally known tax expert, and Robert M. Hutchins, president of the U. of Chicago, of which Mr. Benton is vice-president.

Mr. Fly did not attend the Washington demonstration, although it was recalled that during allocation hearings, just before Mr. Weiner testified Chairman Fly called a recess and left the hearing. At that time Mr. Weiner mentioned as a possible director of subscription radio Chester Bowles, OPA administrator and former partner of Mr. Benton in the Benton & Bowles agency.

Victor Ratner, formerly of CBS, OPA and the Democratic National Committee publicity staff, used charts to explain a survey conducted by the Office of Radio Research, Columbia U., under the direction of Dr. Paul Lazarsfeld. The findings showed that most of the 1,000 persons interviewed in the Greater New York area don't like commercials; that they would pay a nickel a day for subscription radio, offering (1) classical and sweet music; (2) popular music, and (3) "public service programs".

Under supervision of William J. Herdman, Muzak vice-president and chief engineer, a demonstration was given. Muzak music was piped into the hotel via a radio set, equipped with the proposed "gadget" to be made available only to subscribers. At first the music was splendid—indicating the exception afforded a subscriber. Then he cut out the filter and a sustained 3,000-cycle tone blared forth, with the music fading to the background. That's what happens if a set owner doesn't subscribe to the service.

Mr. Weiner explained that "we never had a thought that subscription radio would be a substitute for regular radio service, rather we consider it an additional service". A few minutes later, however, he declared "we're competitive with everything there is".

Mr. Weiner was certain the FCC would not license subscription radio as an experimental service, an old custom with reference to new services. He was sure, he said, the Commission had been "sold" that public wants subscription radio, that the service is ready to go with FCC approval and that experimental broadcasting with the service would not be necessary.

What They Think

Main purpose of the survey was to determine what men and women of different ages, education and income levels thought about subscription radio. Results showed that 41% of the men, 42% of working women and 29% of housewives would pay the required 5c a day for the service; that 37% of the A income group, 40% of the B and 34% of the C would pay for it; (D was eliminated on the basis that FM radios will be purchased chiefly by the three other groups); that 44% of those with college education, 34% of those with high school education and 29% of those with grammar school education would pay; that 58% of the 18-24 age group, 43% of the 24-34, 32% of the 35-44 and 28% of the over-50 would buy this service.

Some 37% of those interviewed in New York were found to be willing to pay for the three services outlined by Muzak, 57% unwilling and 6% with no opinion. These results compare interestingly with those of a survey made in an apartment project formerly serviced by Muzak's programs, where 57% of the tenants said they would pay the nickel to get music without talking or commercials, 25% were not interested and 18% were undecided.

Probing for reactions to current radio fare, interviewers asked "Are you satisfied with the kind of programs available to you", and failed to disclose any startling dissatisfaction with the medium. 75% of the interviewees answering in the affirmative, 19% partly satisfied, 6% disapproving and 3% with no views. In answer to another question, 64% said "changes in radio" while 22% wanted no changes and 14% didn't know.
C. R. Vint, president of Colgate-Palmolive-Peet Co., Toronto, has been named a director of the Canadian Bureau of Broadcast Measurement. He represents the Assn. of Canadian Advertisers on the nine-man EBA board. He succeeds E. L. Sperber, of Sterling Products Ltd., Windsor, Ont., moved to the New York office.

O-Cedar of Canada, Toronto (floor polish) on Jan. 21 started building coverage on CJBC Toronto. Account was placed by MacLaren Adv. Co., Toronto.

Canadian Industries, Montreal (paints) on Feb. 12 started three-weekly musical transmitted five-minute programs on a large number of Canadian stations. Account was placed by Ronalds Adv., Toronto.

Lymans Agencies, Toronto (Tintex), starts in February transmitted spots on varying frequencies on a number of Canadian stations. Account was placed by Ronalds Adv., Toronto.

Lavoline Cleanser Co., Toronto (Lavoline), has started transcribed spot announcements on a number of Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

Lever Bros., Toronto (Lifebuoy) starts Feb. 12 five-times-daily transcribed spot announcements on a large number of Canadian stations. Account was placed by Rutkaufl & Ryan, Toronto.

Vitrophone Corp., Brooklyn (decorating transfer), has started transcribed musical quarter-hour program twice weekly on CFRB Toronto. Account was placed by Rubin & Lesser, New York.

Sealy Mattress Co., Chicago and Milwaukee, began a weekly transcribed program on WGN Chicago for 52 weeks. Account is Schwimmer & Scott, Chicago.

Mississippi Crops Bring $414,000,000

The total value of Mississippi crops in 1944 hit an all-time high record of $414 million dollars. This is 52 million dollars more than the previous year's crop.

This high income from agriculture, coupled with new oil and industrial development, makes the Mississippi market one of the most fertile markets in the growing South.

Here in Mississippi much new wealth is waiting to be spent. You can be sure of reaching this able-to-buy market by having WJDX — the voice of Mississippi — carry your sales message.

WJDX continues to D.O.M-I-N-A-T-E the radio-listener audience in Jackson and Mississippi.

IRE Reappoints Four

Completing the roster of officers for the coming year, board of directors of the Institute of Radio Engineers last Wednesday reappointed Haraden Pratt, MacKay, Radio & Telegraph Co., secretary; Raymond A. Heising, Bell Labs., treasurer; Alfred N. Goldsmith, consulting engineer, editor.

FOR UNUSUAL PERFORMANCE IN IDAHO?

Jones and Millory Named Cowles V-Ps

Other CBC Officers Re-elected To Their Respective Posts

Election of Merle S. James, general manager of WOL Washington, and James S. Millory, vice-president of Cowles Magazines Inc., as vice-presidents of Cowles Broadcasting Co., was announced last week following a board of directors meeting in Des Moines.

Other officers of the broadcasting company were re-elected. The company operates directly KRTN Des Moines and WOL, and through subsidiaries, WNAF Yankton, WCOP Boston and WHON New York-Jersey City.

The meeting discussed programming of the stations and methods of improvement with emphasis on news programs and other programs directly related to the war and how they could be handled with greater service to the public.

Other officers re-elected were: Gardner Cowles Jr., president; John Cowles, chairman of the board and vice-president; T. A. M. Craven, vice-president; Craig Lawrence, vice-president; Thomas H. Hoffman, vice-president; Carl T. Koester, treasurer; Vincent Starzinger, secretary; Karl R. Haase, assistant treasurer; Louise Demore Peterson, assistant treasurer; Arthur T. Gormley, assistant secretary.

Directors elected were: Messrs. Gardner Cowles Jr., John Cowles, Craven, Lawrence, Gormley, Starzinger.
WCAE, KQV Switch Networks June 15

PITTSBURGH stations WCAE, now Mutual, and KQV, now Blue, will switch network affiliations June 15, according to announcement released simultaneously last Monday by the networks.

The Blue, in adding WCAE, gains a 5,000 w outlet, operating fulltime on 1250 kc, and affiliated with the Pittsburgh Sun-Telegraph. Mutual, in announcing that KQV, 1000 w station operating on 1410 kc, will become its Pittsburgh outlet in mid-June, points out that contracts have already been let for new studios and new equipment for 5,000 w operation when materials are available. Station has been owned since November by Allegheny Broadcasting Corp.

Everybody Happy

Blue announcement was made jointly by Keith Kiggins, vice-president in charge of stations, and Leonard Kapner, president of Hearst Radio Inc., and general manager of the Hearst-owned WCAE Inc. Mr. Kiggins stated that the Blue had taken a major step forward in acquiring the new affiliate in Pittsburgh "a great business center from which national advertising originates in increasing volume." WCAE has an outstanding record of real service to public and advertisers, he added. Welcoming affiliation with the Blue, Mr. Kapner predicted the station would play an important part in furthering Blue progress.

Gratified to have the station join Mutual, which he described as the "nation's most aggressive network," G. S. (Pete) Wasser, KQV vice-president and general manager, announced at the same time that the station had contracted for the services of two new executives—Maurice Spitalny, as music director, and "Pie" Traynor, formerly Pittsburgh Pirate third baseman, as sports director. (See story, p. 42.)

Executives Delay Meet

BECAUSE Sen. Burton K. Wheeler (D-Mont.), its scheduled speaker, was attending the funeral last week of Rep. J. F. O'Connor (D-Mont.), the Radio Executives Club of New York postponed its scheduled meeting for last Thursday to Feb. 1. Sen. Wheeler, chairman of the Interstate Commerce Committee who last month wrote for The Progressive, an article "The Shocking Truth About Radio," charging radio was "dollar-hungry," is slated to discuss "What's Wrong With Radio".

Dewey Speaks

GOV. Thomas E. Dewey will broadcast his first major address since the November elections exclusively on NBC Feb. 8 from the annual Lincoln Day dinner at the Hotel Statler, Washington, 10:10-10:30 p.m. S. C. Johnson's Fibber McGee & Molly is canceled for the occasion.

You don't need radar to locate the retail market pot o' gold... It's Northern California and the Bay Area

Statistics show San Francisco's $2,246 per capita income is the nation's highest for cities over 500,000. The average weekly paycheck is You cover the pot o' gold market like a rainbow by using KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

BROADCASTING • Broadcast Advertising
Getting Closer to Television

With a license from the FCC for experimental television broadcasting—the first such license granted to any station between the Mississippi and the West Coast—KDYL has put its technicians to work setting up the required equipment.

In the miraculous new medium of tomorrow, KDYL stands out in front just as this station has led the west in radio broadcasting.

Today a talented and well-trained staff of announcers assures KDYL advertisers utmost effectiveness for their messages—in a market where 970 out of every 1000 homes have radios.

KDYL
SALT LAKE CITY
UTAH—NBC STATION

National Representative:
John Blair & Co.

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EXPERIMENT in public relations being conducted by WHK Cleveland consists of furnishing gratis the services of the WHK Orchestra to play for a two-hour dance at each of the 17 senior high schools in Cleveland and surrounding communities. During each of the dances a period will be broadcast with a student chosen for the opportunity to sing with the orchestra. Announced by H. K. Hackett, vice-president and general manager of WHK, plan was worked out with the cooperation and approval of the respective school boards and has for its purpose the object of bringing the treat of a top flight orchestra to the students. All proceeds obtained from the dances may be used by the schools as they wish. Mayor Thomas Burke was to attend the first dance Jan. 19 at Collinwood High School.

Preview Guests

COCA COLA Co. bottlers were invited to gather in the studios of Mutual affiliates last Friday to hear a preview of the company's Songs From Morton Downey, a two-hour broadcast from Feb. 5 from Blue to Mutual Monday through Friday 12:15-12:30 p.m. Speakers included Tom Baker, vice-president in charge of bottling sales; and Felix Coste, vice-president and advertising director, Coca Cola Co., and Edgard Koba, MBS president. Mr. Kobal wears a Morton Downey singing star of the show expected back from a UBO European tour in time to participate in the broadcast.

NBC Consumer Campaign

IN DOUBLE-SPREAD ads in January issues of Life, the Atlantic Monthly, Harper's, Time and U. & N. News, NBC has launched the first Creed's Housewives' Month which starts Feb. 5 and which is expected to entail an expenditure of well over $100,000. Magazine campaign will be supplemented by extensive direct mail promotion via reprints.

Program Films

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, sponsor of John Charles Thomas on NBC, plans to market films of the shows which falls Feb. 5 of two-reel 35 mm shorts will be made available to schools, hospitals and charitable organizations. Agency is McCann-Erickson Inc., New York.

Merchandising & Promotion

WHK Experiment—NBC Consumer Campaign

WLW Coffee Promotion

TO INAUGurate its 1945 series of "One-A-Month" food promotions, WLW Cincinnati through its grocery trade relations dept. is devoting the first campaign to coffee promotion. Supporting the spot announcements for coffee on the air will be features on the Home Forum broadcasts, with new recipes using coffee and other ideas for the housewife for the use of coffee. "Buy Way" the WLW merchandising magazine, will devote a two-page spread to the coffee feature, with suggestions to grocers as to how to reap the greatest benefits from the WLW promotion.

362 Thanks to KNX

"THANKS!" said the sheriff to introduce Morton Downey singing star of the show expected back from a UBO European tour in time to participate in the broadcast.

 kỹ

WKY Brochure

THREE pairs of eyes peer at the reader of a brochure released by WKY containing an evaluation of Oklahoma City by Gen. William E. Ruudsen, director of the Army Air Technical Service Command; Mrs. Childs, Washington columnist; and Thomas E. Wilson, chairman of the board of Wilson & Co. Brochure is designed to show Oklahoma's postwar potentialities.

Yankeer Folders

FOLDER to promote the Yankee Network news service programs sponsored by Smith Bros., Poughkeepsie, N. Y., for croupers has been released by the regional net for distribution to New England drugstores. Programs are heard Tuesday-Thursday-Saturday 12:15-12:30 p.m. and Monday-Wednesday-Friday 6-6:15 p.m.

Letter Contest


Topexa Tile

PROTECTION is the theme of a promotion piece from the novelty idea shop at WIBB Topexa. Item is provided with a decorated teapot tile. The tile can be torn off the brochure for practical use at home. A sales message is glued to the bottom of the page.

CKAC Pamphlet

CKAC Montreal has distributed a car-to-car pamphlet on its morning weekday program Charivari, a participating finest program. Recordings of the program are made available according to the sales message of the pamphlet.

RIVERSIDE-SAN BERNARDINO—
Nat'l Rep.-J. H. McGillivray, Inc.

1,000 Watts-
684.500 Primary
Area Population, 1,940 Census

BROADCASTING • Broadcast Advertising
Your time will bring dimes...

FOR THE FIGHT AGAINST INFANTILE PARALYSIS

Many famous personalities of screen and radio have graciously donated their time and talent to make the 1945 March of Dimes Campaign top all records. They've done a great job on electrical transcriptions and in volunteering for live network shows to come—but now it's up to you! Your time is needed to bring their appeal for the protection of our country's children to the attention of those who can help — your listeners — the American public.

TOP FLIGHT STARS with a Message close to the Nation's Heart

- The 1945 March of Dimes entertainment parade features 15 minute recordings by Kay Kyser and his Kollege of Musical Knowledge with Georgia Carroll and Buddy Twiss; the U. S. Navy Band saluting our fighting Allies; Raymond Scott and his Orchestra playing original arrangements of his own popular tunes; a dramatic appeal by Hollywood star, Clark Gable and Basil O'Connor; and Frank Sinatra singing the hit tunes of the day.

- Other March of Dimes highlights include one minute spots by such well-known personalities as Walter Winchell, Mary Pickford, Clifton Fadiman, Lowell Thomas, Henry Kaiser and Gabriel Heatter. Headlining the January live network shows will be Frank Sinatra, Bob Hope, Jack Benny, Dinah Shore, Eddie Cantor, and scores of others.

BASIL O'CONNOR
President

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.
Annual Fund-Raising Appeal
120 BROADWAY, NEW YORK 5, N. Y.

HOWARD J. LONDON
Radio Director

Your listeners want to help!

They'll give their dimes if you'll give your time during the coming campaign — January 14th to 31st. Every transcription and live show you broadcast will help the fight against infantile paralysis. Give your time to the March of Dimes!
Buyer Radio Time

DUANE JONES CO.
New York

Reggie’s Reason

“With spot radio I can pick the time, place and station best suited for my client’s needs.”

We agree

“The steady growth of spot radio buying proves its flexibility and worth.”

John Esan
General Mgr.

KTUL
5000 Sales-Productive
Waits in Tulsa

CBS - Free & Peters, Inc.

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

PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives

Page 52 • January 22, 1945
Today the allied military radio equipments represent the "tops" in engineering design. Progress from the spark transmitter of World War I to present-day equipment is, indeed, a far cry. Taking up where they left off December 7, 1941, Universal Engineers, with their added experience with precision military equipment, shall produce for the public, electronic devices not of fantastic design — but of proven utility and quality.

After Victory is ours, radio amateurs, affectionately known as "hams," will be back after their experience with military radio equipment with an even greater desire to operate their own "rigs." It will be then that Universal will again have Microphones and recording components available on dealers' shelves.

FREE—History of Communications Picture Portfolio. Contains over a dozen pictures suitable for office, den, or hobby room. Write for your "Portfolio" today.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
Our Respects to
(Continued from Page 38)

chance to describe a football game. It was new to him, but Jack struggled through with it. His second game was better. Another offer came from WLAC and Jack, in his final college year, did a sportscast on WSM and one on WLAC. When he received his Master's degree June 6, 1934, Edwin M. Craig, general manager of WSM, had a graduation present waiting—a full-time job on the Nashville station.

Meanwhile Jack became fast friends with Ed M. Kirby, sales promotion manager of the National Life Insurance Co., owners of WSM. Together they worked out many "remote control" programs. In 1935 Jack organized the WSM special events department and later became director of news and special events.

His friend, Ed Kirby, went to the NAB as public relations director and Jack took over publicity, too. Then came war shadows and Mr. Kirby was appointed special adviser to the Secretary of War in charge of radio. In early 1941 he organized the Radio Branch in the Bureau of Public Relations and in April that year Jack Harris went to Washington to become director of news and special events of the new branch.

In October 1942 he was commissioned a major in the Army Specialists Corps, which was disbanded the following December. Because of his age Jack was commissioned a captain in the Army of the United States. On June 4, 1943, he attained his majority and last May 4 was promoted to lieutenant colonel. His old boss at WSM, had been commissioned a lieutenant colonel in April 1942 and later became Col. Ed Kirby.

When Col. Kirby went overseas last year Col. Harris was named acting chief of the Radio Branch.

In the summer of 1941 Jack Harris, then a civilian, covered maneuvers in Tennessee and Louisiana for the Radio Branch. His chief job was to see that the various radio correspondents were given full cooperation and to consult with field public relations officers.

During October 1941 the Army held its first free maneuvers under Lt. Gen. Walter Krueger, whose troops landed on Luzon. There were radio problems to be worked out and Jack Harris went into a huddle with Gen. Krueger's chief of staff—a lieutenant colonel named Dwight D. Eisenhower. Together they learned:

1. Live broadcasts couldn't be done from the front;
2. a method of recordings should be developed;
3. correspondents could be transported to the front and back to fixed points for live broadcasts.

As a result of those maneuvers the Radio Branch encouraged development of the wire recorder. Today both film and wire are used for frontline recordings, which are flown back to fixed points for broadcast.

On October 8, 1937, Jack married Mary Curtis, then traffic manager of the C. F. Clark Adv. agency in Nashville. They have one son, and live in Alexandria.

Col. Harris, in civilian days, enjoyed all types of sports, played golf, a little baseball and swam. Since the war, however, his chief hobby is helping radio tell the story of the war.

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

Silas, is there just one Radio Station in the U.S.?

Nope, reckon there are lots. But WDAY is all I need!

You think that's a joke, don't you? Well, the fact of the matter is that thousands of people in the Red River Valley practically never listen to any station but WDAY. You can guess what that means in terms of radio effectiveness. But don't take our word for it. Ask your local dealer or distributor. He'll tell you the same thing, or else we aren't a foot high!

WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

4,955,144 spindles spinning VICTORY
...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.
Post-Dispatch Urges Cleanup
(Continued from page 18)
and that their interest in newscasts is quite personal, quite emotional and sometimes become terribly tragic as they hear the names and stories of loved ones in the news."

Since "The public today listens to radio news with reverence and solemnity," Mr. Fitzpatrick urged that radio respond in kind and clean up what has become "one of the most important show windows of radio". He concluded with the remark that: "A general step by the entire radio industry adding more dignity to news programs certainly would be to the advantage of all concerned."

The Post-Dispatch radio station, KSD, last year took these two steps of its own volition, because of its belief that news broadcasts should have greater dignity, especially during a war when radio must deal constantly with heroism and tragedy. KSD believes that the people are entitled to hear news without commercial interruptions, and that the broadcasting of news should not be sponsored by advertisers who deal in palliatives for bodily aches and pains, stomach acidity and gas, body odors, enlarged pores, bad breath and a thousand and one equally revolting subjects.

KSD's decision to bar objectionable advertisers from its radio news programs is in keeping with a long-established advertising policy of the Post-Dispatch. While this newspaper has always had a representative advertising censorship, it adopted regulations in 1929 that went a good deal farther than any previously adopted by newspapers.

Basically, these aimed at the elimination of false, fraudulent, unworthy and disgusting in advertising of medical, financial and other classifications. It also included advertising claims on the borderline—claims not readily justified by fact or general experience. The regulations set up standards of good taste to which all advertisers must submit.

Just as KSD is now turning away revenue because of its standards of radio newscasting, the Post-Dispatch has rejected many advertisements because the copy submitted was objectionable—repulsive, suggestive or offensive in text or in illustration. Others have been rejected on the ground that the product and the advertising were not suitable for open discussion and, therefore, unfit to be printed in a newspaper which is read in the home.

The broadcasting of news by radio has become so vital a public service and has so brilliant a future that it should not be marred by cheap commercialism or by a grasping attitude on the part of radio station owners. There is all the difference in the world between pure entertainment and news broadcasting. What may be tolerated or condoned in connection with an entertainment broadcast becomes highly objectionable in connection with a news broadcast.

What do NBC, Columbia, Mutual and Blue networks which should take leadership in all matters pertaining to radio prestige, say to the proposal that middle commercials be barred and that a rigid censorship be imposed to rid newscasts of improper sponsorship?

Joan Kenley Test
JOAN KENLEY Brous Corp., New York, using radio for the first time, is clearing time for a weekly quarter-hour musical program on NBC, according to Sterling Adv., New York, agency in charge.

Miss Helen Thomas
Spot Broadcasting, Inc.
New York City

Dear Helen:

How are the breezes blowing for you these days? I wish much snow up there! We had a snowstorm the other night and it's still snowing here in the hills. People say the folks were really worried in the country. We managed to stay in the air and all our WCHS folks made it to the studio in one piece, etc. Good thing we did. We can't keep going and we're not sure we could help.

How are the folks? We kept the air waves full of information. We told the stories of the TVT plane that crashed in the mountains and the house where it fell. We told the story of the man who would pick up the phone and make a call if it were necessary. We told of the man who worked out! The workers got it! Production schedules were maintained! There is no time to slow down to do things like that.

Yes, Alex

WCHS

Charleston, W. Va.
District Meetings Endorse BMB
(Continued from page 18)


Among six resolutions adopted by the NAB, one stressing the efficiency of the BMB plan and urging similar endorsement on other broadcasters of the nation was one endorsing the BMB plan and urging similar endorsement on other broadcasters of the nation.

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As a one affecting all broadcasters, and not alone those stations with which Pettillo’s union now has contracts in force.

A closer working understanding between the stations and commercial departments of local stations was urged by Robert Atherton, program director of WMC Memphis, in a special panel on program problems.

Representing the Government, Willett Kempton, OWI Chief of Station Relations, Washington, said that OWI asks local broadcasters to air only enough war effort appeals to do the necessary job. He said that the broadcast of too many Government appeals creates listener fatigue and lessens the effectiveness of the effort.

Recommendation of the Sales Managers Committee, relayed to the Sixth District delegates by Lewis H. Avery, NAB director of broadcast advertising, that the present standard form of contract be amended to provide extension of discount privileges on annual contracts beyond the running year, met with opposition. The sales managers’ proposal, if adopted, would permit the advertiser to cancel after the expiration of a year’s contract, still enjoying, however, the 90-week discount during the period he ran over the year.

Seek Set Standards

Upon motion by Henry W. Slaivick, general manager, WMC Memphis, following a suggestion by Mr. Wooten, the membership voted to recommend that other district meetings consider a plan for establishing standards upon which receiver manufacture would be based. The plan would encompass a cooperative venture by the engineering committee of the NAB and a representative committee of the receiver manufacturers toward establishing minimum standards for sets. If adopted as proposed, it would provide that each set meeting such established standards would bear an NAB seal of approval.

Speaking of the proposal, E. A. Albury, WHBQ Memphis, chairman of the Resolutions Committee, said: “For years now the FCC has been urging broadcasters to improve their physical properties. As we have improved our service, some of the radio set manufacturers have decreased the quality of their equipment. It seemed ridiculous for us to spend terrific sums for new and better equipment just to have it wasted with poor reception on poor receiving sets.”

A resolution to seek time of the networks during which a program directed by NAB, and designed to present the accomplishments of radio as a medium to the American public, was adopted unanimously. Mr. Wooten, calling for unanimous action on the proposal, said that other media used their own space to promote their own endeavors and that radio should bear a sheet from the same book.

Other resolutions adopted provided for re-affirmation of the industry’s effort to help the war effort quickly, proposing a special effort in that direction in its 25th anniversary year; and a resolution expressing the district’s gratitude to Mr. Wooten and his Memphis staff toward training newsmen for broadcasting; a resolution condemning Pettillo’s platter-turner demands and another urging the industry to extend and expand its interest in public service programs.

As at Memphis, a unanimous resolution endorsing the BMB plan was adopted. In both cities, Mr. Wooten was host at a luncheon for local advertising agencies.

AN ORIGINAL presentation of WRBG Schenectady, General Electric television station, was produced Sunday for the first time on a New York video station. The Golden Cm, first of a GE institutional series, was televised over WNBT, NBC station.
HE'S THE RICHEST FARMER IN THE U.S. A. . . . !

The California farmer has the highest cash income per farm in this country. His cash income for 1942 averaged $8,797 per farm . . . . !
The Beeline is primarily built to serve the Central Valley area of California, plus Western Nevada, where annual retail sales exceed $21/2 billion dollars!

WHAT IS

The Beeline

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

"See McClatchy Beeline rate listing first under California in Standard Rate and Data"

McClatchy Broadcasting Company
Sacramento, California

Paul H. Raymer
National Representative

Cut in WOV Musicians Urged
(Continued from page 15)

ployment of its members," Mr. Northrup continues, "but in the instant case it has descended into featherbedding pure and simple. And this has occurred not only at a time when there is no unemployment of musicians either nationally or locally, but at a time when the union has secured adequate protection against unemployment contingencies in the future" through the "unemployment tax" on records. "Quotas which exceed the number of men needed can, therefore, now in fact be compared to double taxation."

In view of the "extraordinarily serious manpower shortage" to which "featherbedding without a doubt contributes," the report declares that the union cannot "argue plausibly that its members are musicians, not factory workers. We have already found that unemployment among musicians is absent. If the musicians herein involved cannot, even in the present labor market, find employment in their trade, they will find ample opportunities in war work. They can learn to perform new jobs just as 11,000,000 men and women in the armed services and many more millions in war work have done. To be sure, that it a harsh statement. But it is quite mild compared to the realities of war.

Recommendations that the minimum quota in the WOV-Local 802 agreement be reduced from 12 to 5, the hearing officer also recommends that the union's demand for a 15% increase in scale be granted as there has been no increase for WOV musicians since Jan. 1, 1941. Increase is made retroactive to April 1, 1944, only for the 5 employes retained by the station.

"It is of course neither possible nor recommended that the 7 extra musicians be dismissed, effective April 1, 1944." Mr. Northrup states, "but it is utterly inequitable to assume that they should receive any part of the recommended increase."

Video Musicians Out

Use of musicians on programs telecast by WCBS, CBS video station in New York, has been temporarily discontinued following receipt of an edict from James C. Petrillo, AFM President, that network staff musicians may not be used on television but that musicians must be specially engaged for appearances in that medium at the single engagement rate. Network's television executives hope to discuss the matter with Mr. Petrillo within the near future and to work out an arrangement which will permit the resumption of musical programs.

Last Friday, substitutions were made for "At Home," variety program, and "Vera Massey's Song Program," the two regular CBS television presentations affected by the edict. A change in the Thursday night schedule, with the Massey program postponed until a later date, was caused by production difficulties and had no connection with the musician situation, it was stated.

May Use Wayne King

AMERICAN TOBACCO Co., New York, has agreed to be negotiating sponsor to Wayne King, recently released from the armed forces, on a network program for Lucky Strike cigarettes. Ruthrauff & Ryan, New York, which now handles only the Jack Benny-Lucky Strike NBC show for American Tobacco, is said to be the agency considering the new series, although Footle, Cone & Belding, New York, handles all other radio advertising for Luckies.

Kenu Coast News
KENU PRODUCTS Inc., Los Angeles (Kenu cleanser), on Feb. 3 starts sponsoring weekly early morning radio program of Mr. Wallace Sterling—News Analyst, on 12 CBS Western stations, Saturday, 7:45 a.m. (PDT). Contract is for 52 weeks. Firm also sponsors weekly five-minute newscast on KECA and twice-weekly music commentary by Ed Jorgenson on KECA. Little & Co., Los Angeles, has account.

NLRB Compaint
(Continued from page 18)

which I am sure neither you nor I desire. Therefore, I had to bring to your attention my position in this matter irrespective of the fact that you and I agreed to contact and to look into every question you take all necessary steps to put into operation the agreement we entered into for the members of the AFM to participate in war work."

Mr. Woods' letter expressed the desire of the Blue for "a final and binding determination of the jurisdictional dispute between NABET and the AFM."

"The first obligation of the Blue," he advised Mr. Powley "is to the public. Holding a public franchise, we will make every effort to continue the operation of the network, without interference, and thus maintain our essential public service."

Mr. Woods asserted that there are no legal means by which Blue can initiate a procedure to settle the dispute and "is therefore glad that NABET is taking this necessary step." He said that if Mr. Petrillo carries out his threat to order a series of "wildcat strikes" if the nets sign with NABET, "it will be impossible for us to broadcast leading programs on the network because of the absence of musicians. . . . The result would be that the operation of the Blue Network would be seriously jeopardized."

Issuance of the complaint in the plate-turning case brings the NLRB into the case for the second time, after the Board originally stepped into the controversy to determine the jurisdictional dispute between the technicians and the musicians when the War Labor Board prevented a strike by NABET last June when James C. Petrillo, AFM President, attempted to move in at both networks.

Chronology

Here, briefly, is a chronology of the plate-turning controversy:

March 1944—New York key stations on four major networks reach agreement with Local 802, AFM. Eleven opera musicians a turntable operators, effective June 1, immediately following expiration of contracts of NBC and Blue with NABET. April 1944—Mr. Petrillo, in official organ of AFM, The International Musician, renews agreement, with networks to employ musicians for plate turners at all owners and operators except cable operators effective June 1 and sees jobs for at least 2,000 musicians. May 1944—President Powley announces NABET will strike if musicians move. It declares networks acted in "bad faith."

May 22, 1944—Two strikes of IBEW, a some 28 stations threaten strikes on June 15 if Petirillo-network agreement goes into effect.

June 1944—NABET strike averted by NLB determination of jurisdiction over turntables.

July 1944—NLRB reopen contract with NBC and Blue.

August 1944—NABET agrees to contract the day-to-day basis with owners after exclusion of its contract on Aug. 15, pending NLRB determination of jurisdiction over turntables.

Sept. 15, 1944—Hearings held before NLRB Examiner James O. Paradise, New York.

Nov. 1944—Oral arguments on further Hearsals held before NLRB Examiner James O. Paradise, New York.

Dec. 1944—NABET certifies NABET bargaining agreement with NBC, Blue O B and Blue O and stations except Chicago.

Dec. 1944—NABET certifies NABET bargaining agreement with ABC, Blue and Blue O and stations except Chicago.

Dec. 1944—NABET certifies NABET bargaining agreement with ABC, Blue and Blue O and stations except Chicago.
REACTI ON TO FCC SPECTRUM PLAN

PAUL W. KESTEN
CBS Executive Vice-President

AS TO TELEVISION, the facts in the FCC report on frequency allocations speak even more clearly than the words that CBS and its friends and company them. These facts strip the advocates of low-frequency, low-definition television of all hope that this proposal will remain at that level. Although the report permits narrow-band, mono-screen commercial television to go right ahead, it takes away the wavelengths needed to establish even such a system on a national basis.

The frequencies available for low-quality television, those below 800 megacycles, range from 18 to 12, while the FCC points out that twenty 32-channel systems are needed. Facing this problem squarely, the FCC proposals provide space for 36 frequencies, each of more than twice as wide as present bands, for television pictures twice as good, in the higher wavelengths. Thus, in effect, the Commission actually proposes six times as much space in the spectrum for the new and better pictures as for the present systems.

Sharing Significant

Most significant of all, perhaps, is the telling fact that of the 12 channels left for low-quality television, 11 are not even cleared exclusively for television but are assigned by the Commission for other services as well. And as to the one low-quality channel assigned exclusively to television, the report points out that this was done only to take this single nonpure television frequency away from television entirely, turning it over to FM “if television should in the future vacate this channel”.

It seems to me that the full factual content of the television sections of the allocations report directly indicates the Commission’s desire and belief that American television should move promptly into the higher frequencies which alone permit high-quality pictures and true nationwide television service.

If our interpretation of the report is correct, CBS will redouble its efforts to be the first in the United States and the world to do this broadcasting in the New York area, the highly competitive television market in full and natural color which the upper reaches of the radio spectrum make possible.

Until the recent revision of war production schedules and its effect on commerce is understood, it is difficult for us to say just when this could be done before the end of 1946. It may still be done in that time, and in any event at the earliest possible moment consistent with an all-out war effort.

BY J. R. POPPELE
President, Television Broadcasters Assn.

The Television Broadcasters Association is pleased to learn that the Federal Communications Commission has taken into consideration the present need for the availability of additional commercial television in the United States for the entire nation and the advantage that television has under broadcasting law by television broadcasters. The Association, in support of the Radio-Television Broadcasters Assn., went to the Commission during its allocation hearing and strongly urged the establishment by the Commission of additional television channels in the public service and the making available of these channels for the use of television programs from local offices in the other areas of the country.

The FCC, as a result of the recent revision of war production schedules, has decided to make additional television allocations available to television broadcasters. This decision will permit television to remain in essentially its present channels for many years to come. The FCC believes that the proposal to permit television to remain in essentially its present channels is particularly well suited to the propagation of the epidemics and the development of experimental techniques and equipment to stations which have assisted the FCC in its studies of these problems.

These allocations should serve as a stimulus to the television industry and to the public in the exploration of the programming possibilities of the medium in which television should be accorded a sloping of the time before receivers can be more widely distributed and a larger, more responsive audience is available to the adver-

SAMUEL H. CUFF
General Manager WABD New York

THE RECENT decision of the Federal Communications Commission to permit television to remain in essentially its present channels is particularly well suited to the rapid expansion of the medium in which television should be accorded a sloping of the time before receivers can be more widely distributed and a larger, more responsive audience is available to the advertiser.

Stettinius to Inaugurate Series on Foreign Policy

AS PART of the NBC University of the Air, a new series under official sponsorship of the Dept. of State titled Our Foreign Policy will be aired weekly starting Feb. 2, at 7 p.m. The series will be produced and directed by R. B. Bollman, Jr., E. H. Cuff, and J. F. Smith. The series will be devoted to the development of foreign policy by the government, and will include a study of the problems of the world at large.

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Tobacco Chain Breaks

McIlHenny Co., Avery Island, Louisiana is responsible for the sale of 635,500 pounds of crawfish and began sponsorship of chain breaks, 2 to 5 times weekly, in 19 markets coast to coast. Contracts for 32 weeks were placed by Aubrey Moore & Wallace, Chicago.
SPADEA JOINS CBS IN DETROIT OFFICE

JOSEPH R. SPADEA, returning to radio after two years in the Army, joins CBS Jan. 22 (today) as Detroit representative of the network sales department. William C. Gittinger, CBS vice-president in charge of sales, announced last week. Before going to Detroit, Mr. Spadea will spend a short time in the network's New York headquarters, familiarizing himself with CBS personnel and policies.

Before entering the service, Mr. Spadea had a background of 12 years in radio, eight of them in Detroit, including 6 1/2 years as Detroit manager of Edward Petry & Co., and for 1 1/2 years in the same capacity for Scott-Howe-Bowen. He also served the latter organization as assistant sales manager in New York. Immediately prior to his military experience Mr. Spadea was manager of the Chicago office of Joseph Hershey McGivney Inc.

Cosmetic in Canada

LADY ESTHER Ltd., Chicago, on Feb. 3 starts a spot campaign for cosmetics on CFRB CKAC CJCF CKRC CRWX, using a total of 216 chain-breaks throughout the year. Business placed through Bow Co, New York.


Television As Potent Medium Explained By Joyce Before Washington Ad Club

WASHINGTON radio officialdom, butressed by members of Congress identified with communications legislation heard at first-hand last Wednesday the postwar revolution in advertising which will be wrought with television's advent. Thomas F. Joyce, general manager, radio, phonograph and television department of RCA Victor, graphically presented committee chairman before the Advertising Club of Washington and its guests a demonstration of how television will function as a sales and social source five years after the war.

The address, one of a series Mr. Joyce has delivered, was made on the day the FCC released its proposed spectrum-wide allocations report, providing facilities for "quick start" television under wartime standards, as soon as war conditions warrant a green light. Mr. Joyce thanked the FCC, three of whose members were at the head table, for making his address "timely".

Sees Big Employment

Among guests present were: Sens. Johnson (D-Colo.), Gurney (R-S.D.), both members of the Senate Interstate Commerce Committee; Chairman Lea (D-Cal.) and Reps. Reece (R-Tenn.), Hinshaw (R-Cal.), Brown (R-Ohio), Howell (R-Ill.), all of the House Interstate & Foreign Commerce Committee; FCC Commissioners E. K. Jett, Clifford J. Durr, Ray C. Wakefield; General Counsel Charles R. Denny Jr.; Chief Engineer George P. Adair, Assistant Chief Engineer in charge of Broadcasting John A. Willoughby and Assistant General Counsel Rosel H. Hyde of the FCC; Rear Admiral Joseph R. Redman, director of Naval Communications; Capt. Jennings B. Dow, Navy Director of Electronics; Dr. J. H. Dillingham, chief of the Board of Standards Radio Section and chairman of the State Dept. International Conference Preparatory Committee; Niles Trammell, NBC vice-president; Edward F. McGrady, RCA vice-president; Earl Gammons, CBS Washington director; Eugene

WIOD Religious Policy

WIOD Miami's new policy on religious programs, put into effect Jan. 1, includes three network programs each Sunday, representing Protestant, Catholic and Jewish faiths; a program for local church news; and a religious news round-up each Sunday night, taken from "Religious News Service". Present commercial contracts for the religious broadcasts now on the station will not be renewed.

Meyer, publisher of the Washington Post and owner of WINX.

Mr. Joyce reiterated previous observations as to the tremendous opportunities for postwar employment which would be afforded by television. He predicted there would be a total of 500,000 new jobs, which would include 15,000 more jobs in broadcasting stations engaged in television. By the end of the fifth full year of television production, he estimated, the television industry in terms of retail prices will represent approximately $1,440,000,000 as contrasted with the 1941 retail value of approximately $860,000,000.

At the end of the fifth full television production year, he predicted there would be 67,000 more jobs in radio manufacturing, 135,000 more jobs in retail and wholesale distribution, 85,000 for radio television service men, aside from many thousands who would be given employment by the radio and television business, including artists, writers, directors, stage set designers, advertising agency personnel and others. He predicted 30,000,000 television-set homes by the end of the tenth full television production year.

Mr. Joyce demonstrated through 15 mm motion picture films the television selling techniques of the future, while 65 mm pictures, he said, were equivalent to what would be seen at a television receiver. He dramatized the difference between television selling and other forms of selling by using commercial announcements transcribed first and then defiling the television "commercial" film. Finally, he reported the growth of radio network news, with the voice of John B. Kennedy on a "news roundup of the day".

Know-How shows how
in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary and roughly the night-time primary and secondary area.

FIRST RUSH FIGURES OF NEW SURVEY SHOW
SUNDAY—1:00 to 7:00 p.m.

- WWNC ratings lead for every one of 24 quarter hours.

- Has a rating higher than all other stations combined for 17 of these 24 periods.

- A 16.1 average rating* for the five locally presented programs between these hours:

*Percentage of radio homes in area tuned to WWNC.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Represented by the Katz Agency.

With

Rex Davis 4 Times Daily

Broadcasting. Broadcast Advertising

Page 60 • January 22, 1945

WCKY CINCINNATI
BLUE VIDEO TEST USES WABD, WRGB

PLANS for the Blue's active participation in television, through weekly half-hour programs to be staged by the Blue on WRGB, General Electric video station in Schenectady, and WABD, DuMont video station in New York, were announced last week by Hubbell Robinson Jr., Blue vice-president in charge of programs and productions. Negotiations are also under way with Balaban & Katz for a similar set-up at their station, WBKB Chicago.

Blue will make its television debut on WRGB Feb. 25 with a half-hour video version of the network's 'Ladies Be Seated' program. Two days later it will present a variety show with Blue artists on WABD.

Mr. Robinson said that by these arrangements the Blue's directors and engineers will be gaining actual experience in "studios, on location and in the experimental laboratories of two major manufacturers. Out of this should come a well-rounded knowledge of equipment and a full experience in the use of the medium."

Blue's video experiments, to be limited for the present to television shows, will be under the supervision of Adrian Samish, Blue national program and production director, who has assigned directors to work with Paul Mowrey, in charge of television for the Blue.

WDSU Not Cited

WHILE THE FCC has inquired into allotments of time for political broadcasts over WDSU New Orleans during the Senatorial campaign last fall, there has been no action and reports that the station had been cited for hearing or other proceedings last week were branded premature. Sen. Overton (D.-La.) had asked the FCC to look into the political broadcasts, with particular reference to the campaigning activities of E. A. Stephens, New Orleans businessman and part owner of WDSU, but he asserted last week he had filed only a formal complaint. A report on the FCC's inquiry has been submitted to the Senator, he said. On behalf of WDSU, Fred Weber, manager and part owner, said that the station management had "leaned over backwards" in time allotments during the campaign, because of Mr. Stephens' identity with the New Orleans station.

THE DRUM

... forerunner of the telegraph

Probably the earliest of all musical instruments, the drum was indispensable to primitive man. Prehistoric drums have been found on all continents, and crude forms are still used extensively by all uncivilized peoples, including our own little boys. Long used as a means of communication, African natives still depend upon regularly spaced "drum stations" for their grapevine telegraph system.

For men only

The history of no other instrument is so steeped in superstition as that of the drum. In Oceania, if a woman sees a drum before it is completed, the drum is contaminated, and must be discarded. To some races, the drum is sacred, and the drum-yard where the instrument is made serves as a sanctuary for criminals.

Talking Turkey

You've heard of Turkey drumsticks, but did you know that the Turkeys invented the bass drum? Gluck and Mozart first introduced it into European music, mostly for its comic effect.

Speaking of the drummer's art, George Hogarth said: "To play it well is no easy matter. A single stroke of the drum may determine the character of a whole movement; and the slightest embarrassment, hesitation or misapprehension of the requisite force, may ruin the design of the composer."

The snare drum alone has a range from 70 to 15,000 c.p.s. Only the best recordings can approach reproduction of the drum best with life-like naturalness of sound. And the best today are:

VERTICAL CUT RECORDINGS!

Electric Research Products Division of Western Electric Company

195 BROADWAY, NEW YORK, N. Y.

January 22, 1945 • Page 61

THE DRUM

ADD TO WORCESTER'S PRESTIGE

- Huge aircraft forgings and future automobile castings of magnesium and aluminum will come from the largest die forge press ever installed, upon the opening of the Wymon-Gordon Products Company, the first plant to produce forgings of such size in the nation. This will add again to Worcester's high wage earning employee group. Clustered here in Central New England are 500 separate industries whose manpower form a stable eager-to-buy market—a close knit radio audience. These responsive Central New Englanders turn their dials almost exclusively to Worcester, and from long preference to WTAG.

 paul h. raymer co. national sales representatives

WTAG WORCESTER

ownd and operated by... WORCESTER TELEGRAM-GAZETTE

"Sorry, my lad! WFDF Flint says I must conserve."

broadcasting • broadcast advertising

January 22, 1945 • Page 61

FCC Plans to Inspect Army Air Forces Communications Installations in U. S.

INSPECTION of the far-flung Army Air Forces communications installations in this country will be undertaken by members of the FCC and department heads from Jan. 27 to Feb. 6 under the auspices of the Air Communications Office of the Army Air Forces. There will be no regular FCC "decision days" on Jan. 30 and Feb. 6 during the air inspection.

Arranged by Brig. Gen. H. M. McClelland, Air Communications Officer, AAF, and his special assistant, Lt. Col. J. Elroy McCaw, the inspection will cover Air Forces communications bases in Florida, Texas, the Pacific Coast and Wright Field, Dayton. The inspection is seen as evidence of the marked change in attitude between the FCC and the military services, strained somewhat during the House legislative inquiry into the Commission's operations last session.

All Included

All six members of the FCC are scheduled to make the trip plus Chief Engineer George F. Adair; General Counsel Charles R. Denny Jr.; George Sterling, chief of the Radio Intelligence Division; James P. Vest, International Division, Engineering Dept.; Glen E. Nielsen, assistant chief, Safety and Special Services Division, Engineering Department; Charles A. Ellert, technical supervisor, Radio Intelligence Division. V. Ford Greaves, supervisor, western area, Radio Intelligence Division, will pick up the party in Los Angeles on Jan. 30 and make the balance of the trip. Col. Frank W. Wozencraft, former RCA Communications general counsel, now secretary of the combined Communications Board of the military services, also is making the trip.

The tentative itinerary provides for departure from Washington by Army plane on Jan. 27, with the first stop in Florida, where AAF communications installations will be inspected through Jan. 29. The party then will inspect Texas bases and move to Los Angeles, to remain there Jan. 30 and 31 and Feb. 1. Various installations in California will be inspected as far north as San Francisco. The party then will move East to Wright Field, remaining at that post until Feb. 5 and returning to Washington on Feb. 6.

ANOTHER NEW INDUSTRY—
New Products

The snare drum alone has a range from 70 to 15,000 c.p.s. Only the best recordings can approach reproduction of the drum best with life-like naturalness of sound. And the best today are:

VERTICAL CUT RECORDINGS!

Electric Research Products Division of Western Electric Company

195 BROADWAY, NEW YORK, N. Y.

January 22, 1945 • Page 61
would grant the CIO more than six FM stations. It was pointed out that the UAW-CIO has on file applications for six FM stations. The question was: Would the FCC hold that all CIO affiliated unions are part of the parent organization and therefore limit the CIO to six FM stations overall, or would the FCC conclude that each union of the CIO was a separate organization and license six stations to each? Mr. Denny interrupted to say that the question was one of legal interpretation of the Commission's multiple - ownership regulations, that the Law Dept. had not been called upon to issue an interpretation. Mr. Denny ruled the question out of order, but earlier had said that a noncommercial educational organization, as defined under Commission rules, "conceivably might be a labor organization".

No 'Pig-Squeal' Decision

The same "legal interpretation" applies to the proposed subscription radio, inasmuch as the Muzak subsidiary service would require three frequencies in each city (see story, page 47). Mr. Jett said the FCC has made no decision with reference to subscription radio, but that should it be permitted it would be allocated in the FM commercial band.

Neither Mr. Jett nor Mr. Denny would hazard a guess as to when the proposed allocations above 25 mc would be announced, although Chief Engineer Adair placed the time at "about six weeks". Mr. Denny said the proposals would be released "as soon as they are ready". If work is completed before the final allocations above 25 mc are announced, the proposals below 25 mc will be made public. It was pointed out, however, that inasmuch as the Commission staff will be busy with exceptions and lining up oral arguments, the proposed allocations below 25 mc probably won't be ready until after the final decision above 25 mc.

Comdr. Miles, speaking on behalf of IRAC, said that Government services were allocated less space than requested. He asserted that in peacetime the Government needs will be much less than in war time. A reporter had asked whether the Government planned to increase its radio operations. Commissioner Jett said the proposed Citizens Radiocommunications Service offers "limited possibilities," that all types of emission except television will be permitted and that the service would not be controlled by common carrier. He envisioned widespread use of the personalized service.

DE-GRABBING operation is performed on Gayle V. Grubb, manager of WKY Oklahoma, by Farm Reporter Edd Lemons upon completion of script for a special program announcing the WKY farm department project to stamp out cattle grubs in the 15,000 beef and dairy animals in northern Pottawatomie County, Okla. WKY is sponsoring and paying for the project which will be carried out with the help of the Future Farmers of America and 4-H Club members in that area.

Signal Center on Air

WORKINGS of the War Department Signal Center were dramatized in last Sunday's Army Hour on NBC, featuring a two-way telephone conversation between the center and Alaska, said to be the world's longest land line. In a demonstration of transmission speed, two messages were dispatched to the West and East respectively in a race to show which returned first to the starting point. Speakers included Maj. Gen. Frank E. Stoner, chief, Army Communications Service, and Maj. Gen. Harry C. Ingraham, Chief Signal Officer, U.S. Army.

Inaugural Airing Held Down by Nets

Prepared Scripts Used; Only Routine Pickups Planned

NO ELABORATE broadcasts were to mark the fourth term inauguration of President Roosevelt Saturday—just descriptions, read from scripts prepared in advance, as the brief ceremonies from the south portico of the White House, which the four major networks were to carry.

Television was ruled out by the various television broadcasters, when it became apparent that difficulty would be encountered in taking sound trucks and equipment into the White House grounds. Spot television from nites was made impossible because the White House limited the movie coverage to two columns, and shots were to be made from various angles and spots, the entire film to be edited, put together later and made available to all newsreel distributors.

Brief Ceremony

The networks were to begin broadcasting at 11:45 a.m. and remain on the air until the ceremonies and program taking the Blue were to be Earl Godwin, Ray Henle and Bryson Bash.

CBS assigned Bill Henry, Washington newscaster, and Bob Trout, New York, to cover the inauguration.

For Mutual, Tom Slater, director of special features; Walter Compton, WOL Washington commentator, and Jack Brikowski, Chicago, were to be at the microphones.

NBC was to detail Kenneth Banghart and Don Fishe to the White House with Hollis Wright in the Washington Monument for a brief description of the crowd. Jerry Holland of the NBC New York script department was in Washington a week preceding the inauguration to write all scripts.

Rath in Texas

RATH PACKING Co., Waterloo, Ia. (Black Hawk luncheon meat), on Jan. 22 starts 6 to 18 announcements weekly on the following Texas stations: KNOW KTBC KRIS KRLD WRR KPLZ KRTH KERO KONN KRTS KRGV. Contract for 32 weeks was placed by Young & Rubicam, Chicago.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "Most - easily - heard" signal in Kansas and adjoining states.

UP

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

WIBW The Voice of Kansas

BROADCASTING • Broadcast Advertising
Radio Educators Workshop Starts
May Be Expanded Nationally If Successful in Washington

PREVIEW of the Assn. for Education by Radio workshop for teachers, and educators, which may be expanded nationally should the plan prove successful, was held by the AER Washington (D. C.) Chapter on Jan. 17 at the radio studios of the Dept. of Interior. Featuring a discussion of listening habits by a group of junior high school students and a subsequent evaluation by an adult panel, the meeting was attended by more than 130 Washington teachers, school officials, administrators and broadcasters.

The AER has scheduled four Wednesday evening meetings for February. The first session will consider the educational application of radio to social studies, the news broadcasts for schools, literature on the air for the third and radio production for the fourth meeting.

Speakers Selected

Speakers for the successive evenings are to be Lt. Alvin Chapman, former director of the U. of Texas bureau of research in education by radio; Florence B. Bird of the Canadian Broadcasting Co., Winnipeg; Capt. Parker Wheatley, former director of radio for Northwestern U., and John S. Carrille, now with the State Dept. as chief of the radio section of the International Information Division and former CBS production director. Meetings will include demonstrations and discussions.

Among those on the “curtain raiser” meeting adult panel were Dr. Franklin Dunham of the U. S. Office of Education, former director of NBC public service programs, and Frances Wilder, CBS program consultant on daytime serials. Chairman of that panel and also the student group was Lt. Hazel Kenyon Markel, former director of education for KIRO Seattle, now liaison officer, for the Women’s Reserve radio on Navy Affairs office of public relations. The Interior Dept. studio facilities have been loaned to AER for the project which is being conducted with the advice of USOE.

Reaction Varies
(Continued from page 16)

FMBI managing director, Dr. R. R. Lowndermilk, of the U. S. Office of Education, also sat in.


RMA President R. C. Cosgrove and Executive Vice-President Bond Gedes met in Chicago last Wednesday at an informal session with a group of its members to discuss the report.

Manufacturing industry opinion, while not formally expressed, was divided on the basic television and FM proposals. Not all manufacturers were satisfied with the television proposals because of the “split band” aspect, which will make set manufacturing more difficult and more expensive than if a contiguous band were provided. The allocations, however, it was generally felt, will give television a quick start and not put it back “four or five years”, which some manufacturers contended would have been the effect had no provision been made for lower frequencies.

Those manufacturers who produced FM prewar receivers were represented as feeling “badly” about the move up the band, since they must retool. Moreover, changeover of the half-million sets already in use, regarded as a factory job, will entail an average cost of $50 in converting each FM receiver.

Kesten, Trammell Happy

Paul W. Kesten, CBS executive vice-president, applauded the report as clearly indicating the FCC’s desire to move the video art into the higher frequencies where color transmission would be possible. He deprecated the “narrow-band, coarse-screen commercial television” in the lower bands.

While RCA-NBC made no formal statement, Niles Trammell, NBC president, expressed satisfaction with the allocations. His company, in the forefront of television development until the war freezes, will be in a position to proceed as soon as conditions permit. T. F. Joyce, television sales head of RCA Victor, in an address last week in Washington the day the report was issued, likewise hailed the action as giving television the green light.

Allen B. DuMont, president of DuMont Labs, felt the new allocations were “reasonably satisfactory,” but pointed out that the 12 channels now assigned in the lower band “may prove inadequate for postwar commercial telecasting”, but that the Government might relinquish certain channels it is now using under peacetime conditions.

There was some discussion about the feasibility of manufacturing receivers which would tune both of the six-channel television bands in the lower frequencies. The cheapest set would be one covering the lower channels (44-84 mc). A maximum of four stations in a single market can operate in that six-channel band.

Indication that manufacturers generally regarded the proposed allocations as beneficial was seen in the stock market reaction following the announcement. Leading radio and electronics shares moved up appreciably, leading all other securities that day.

In the nonbroadcast services, there was some complaint on allocations for rural telephone, mobile and toll service. Generally, however, aviation interests expressed satisfaction.

W. L. Pierson Elected

WARREN LEE PIERSON, for eight years president of the Export-Import Bank of Washington, and director of T & T., was elected president of American Cable & Radio Corp. last week. He succeeds Frank W. Phelan, retired.

This is a badge of honor... the mark of one who has done his great share in our fight and is now entitled to every courtesy from us who stayed at home.

Think about it, won’t you? And when you see this lapel button, open wide the door!

5000 WATTS 1330 KC.

WEVD
ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a “must” to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N.Y.

BROADCASTING • Broadcast Advertising

January 22, 1945 • Page 63
Destroyer Action in Pacific Is Related by Jack Howard

LT. JACK R. HOWARD, USNR, president of Scripps-Howard Radio Inc., has for several months been in combat work aboard a destroyer, attached to Admiral Kinkaid’s Seventh Fleet. He already has several D-days to his credit and in recent letters to his office associates indicates that since their participation in General MacArthur’s Leyte landing in October no one aboard has suffered from ennui.

A letter from him describes the thrill experienced watching a Jap Zero being brought down by a gunner on his ship.

Out of the Sun

“It was interesting to watch the facial expressions during the attack”, he wrote. “First, rather a detached interest as the attacking plane was first sighted, then concentration as it started its dive. Then some anxiety as the plane kept coming against the wall of ack-ack. All this changed to an expression of relief, followed by loud cheering, as the plane crashed into the sea.

“We had quite a thrill when a Jap plane dove out of the sun into some transports about 200 yards from us. We could see its bombs drop wide, but this plane escaped our P-38 pursuers.

“About five minutes later, while we were still trying to follow the Nip with our glasses, we looked directly overhead and saw another Jap coming right down on us, although it was obvious his dive would take him past us. Before he finished the dive, four P-38’s (beautiful planes to watch) were on his tail and even in a dive, gaining on him.

“This Jap’s bombs also missed, although they were closer than the first. He leveled off and each of the P-38’s followed, each one making a pass in doing so. The last P-38 scored hits on the Jap plane which burst into flames but kept flying for a while before it crashed into the sea about 150 yards off our starboard bow. We were traveling at such a speed that when the ship turned left—away from the falling plane—our wake, as the stern swung around, merged with the oil slick and the smooth patch of water where the plane had disappeared only seconds before.

“In the afternoon the P-38’s got another one near us and over twenty in the general area. We were not in exactly what you would call a quiet spot.” (Jack’s destroyer now has nine small and two large [for ships sunk] Jap flags painted on its “record board”.)

“You have read of the ‘Tokyo Express Down the Slot’ in the Solomon Island days. Well, we went after the local Tokyo Express the other night, running around to Oomoc Bay. Our built-up tension burst like a balloon when the Tokyo Express turned out to be a local and didn’t show until we retired.

“Maneuvering in the dark at high speed right on the tail of the ship ahead can be exciting. The slightest hitch in the formation would have resulted in a mess.

“We reached ‘the scene of the crime’ at an early hour and, aided by star shells, bombarded shore positions for some time. Standing on the bridge in the flash of guns and gale of powder smoke, debris and acid smell, it suddenly occurred to me that I was quite a long way from my desk at 230 Park Avenue.”

Jack writes that “Join the Navy and See the World” is something more than a slogan. During the last ten months he has been in Pearl Harbor; Darwin and Brisbane, Australia; Esmerito Santo, New Hebrides, Los Negros, Admiraalties, Palmyra, Guam, Canton Island, Eniwetok, Pramballo, Funafuti, the Gilberts, Manus, Hollandia, Maffin Bay, Dutch New Guinea, Palau, Carolinas, Morotai, the Spice Islands and a few spots in the Philippines besides Leyte.
Construction Frozen
(Continued from page 14)

policy rather than risk dismissal
action. Applicants have the privi-
lege of withdrawing applications
within 30 days without prejudice.

Of the eight applications desig-
nated for hearing at the Tuesday
meeting, four are for construction
permits for new installations in areas
now receiving primary service and
involve issues relating to use of criti-
cal materials and manpower. Two are
for变更 stations, unlimited
time, filed by Independent Broad-
casting Co., Des Moines, Iowa. The
fourth is for 1 kw, daytime only, filed
by the Eagle-Gazette Co., Lan-
caster, Ohio.

Others Designated

The remaining applications desig-
nated for hearing include change
of frequency and increase of power
to 25 kw by KOIN Portland, Ore.;
change of frequency, increase of
power, installation of new trans-
mittor and removal of transmitter
site to Monterey Park by KWWK
Pasadena, Cal.; installation of new
transmitter and increase of power
by KJBS San Francisco; and
change of frequency, increase of
power, installation of new trans-
mittor and change of transmitter
location by KOVO Provo, Utah.

The two construction permits
granted are for 250 w stations in
Cleveland, Tenn., and Conway, S.
C., both in communities having no
primary service. The applications,
filed by Robert W. Rounsville and
Lloys Marsdon. Hawley, respect-
ively, were granted under the pro-
cedure outlined in the new Supple-
mental Statement of Policy.

Applications granted for con-
struction permits for station im-
provements comprise change of fre-
quency by KFFA Helena, Ark.; in-
crease of power and change in type
of transmitter by WATW Ashland,
Wis.; and increase of power and
changes in transmitting equipment
by WOMT Manitowoc, Wis. Each
of the applications involves ex-
penditures of less than $500.

MODIFIED FREEZE STATEMENT

TEXT of FCC’s supplemental
statement of policy concerning ap-
plications for permits to construct
new stations or make changes in
existing radio facilities follows:

The Commission’s Statement of Pol-
icy of Jan. 26, 1944, relating to the
construction of new radio stations
and the making of improvements in exist-
ing radio facilities, is to be inter-
preted in the light of present condi-
tions, which require that all available
manpower and critical materials be
devoted to the furtherance of the war
program.

In this connection, the WPB has
advised the Commission that:

Installation of new broadcasting
services will be reviewed with extreme care. All
such applications received and showing that
the required equipment was on hand were
approved until the latter part of December.
The increasing problem of finding man-
power for war industries has made it neces-
sary to consider the manpower needed to
construct, operate and provide maintenance
for additional stations.

It is not felt that the general premise
that "broadcasting is in the war inter-
est will longer suffice to support the use
of manpower and maintenance materials for
new stations. Applications must be criti-
cally reviewed from the standpoint of available
manpower and the need for the
service to contribute to the war effort. The
use of manpower cannot be approved un-
less an actual contribution is to be made.

In view of all this, it will be the
Commission’s policy to designate for
hearing all applications involving con-
struction of new standard broadcast
stations unless the applicant estab-
lishes: (1) that the construction will
result in making service available to
a community which does not receive
primary service from any existing
broadcast station and (2) that all
requirements of the Jan. 26, 1944,
Statement of Policy have been met.

Applications for changes in existing
standard broadcast facilities will be
handled in the same manner except
where the change does not involve sub-
stantial construction work and costs
less than $500.

No change will be made in the Com-
mision’s handling of commercial FM
and television applications which will
be kept in the pending file.

Former exponent of two-finger piano
style, and a drummer of great dexterity,
Hampton is today known as “King of
the Vibraphone”.

Samples of Hampton’s various talents
are available on the numerous records
he has made, among them FLYIN’
HOME with the Goodman Sextet, IDA
with the Goodman Quartet, IN THE
BAG with his own orchestra, all featur-
ing him on the vibraphone. JACK THE
BELLBOY features his drum technique.

FLYIN’ HOME
JACK THE BELLBOY
CENTRAL AVENUE BREAKDOWN
HOUSE OF MORGAN
I’D BE LOST WITHOUT YOU
FLYIN’ HOME
IN THE BAG
CHOP CHOP

These are but eight of the many BMI-
licensed titles recorded by Hampton. See
disc data for complete list.

Radiophoto Ads

GLOBAL advertising via radi-
photo transmission has been an-
ounced by W. J. Reilly, advertis-
ing manager of the RCA Victor in-
nernational department, as a means
of releasing advertising copy and
layout simultaneously throughout
the world. Practicability of the
plan was demonstrated during ob-
serverance of RCA’s 25th anniver-
sary, when an advertisement de-
scribing the company’s contribu-
tions in electronics and radio was
speeded to publications in Europe,
Australia, Africa, India and the
Middle East. Copy was prepared by
J. Walter Thompson Co., New
York.

Midwest Spots

CHICK-BED CO., Cedar Rapids,
Ia. (poultry litter) started a six-
weekly one-minute spot campaign
featuring a daily comic-strip con-
tinuity in midwest markets and
Texas. Campbell Sanford Co., Chi-
cago placed the 13-week contract.

NEW YORK CHICAGO HOLLYWOOD

January 22, 1945 • Page 65
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**  
An Organization of Qualified Radio Engineers  
DEDICATED TO THE SERVICE OF BROADCASTING  
National Press Bldg., Wash., D. C.

**PAUL GODLEY CO.**  
CONSULTING RADIO ENGINEERS  
MONTCLAIR, N. J.  
MO-2-7859

**GEO GEORGE C. DAVIS**  
Consulting Radio Engineer  
Munsey Bldg., District 8466  
Washington, D. C.

**JOHN BARRON**  
Consulting Radio Engineers  
Specializing in Broadcast and Allocation Engineering  
Earle Building, Washington 4, D. C.  
Telephone National 7757

**RAYMOND M. WILMOTTE**  
CONSULTING RADIO ENGINEER  
From FCC Application to Complete Installation of Equipment  
1469 Church St., N.W., Washington 5, D. C.

**PAUL A. deMARS**  
Consulting Electrical Engineer  
1900 F St., N.W.—Washington, D. C.  
Phone Metropolitan 5040

**LONIES & CULVER**  
CONSULTING RADIO ENGINEERS  
Munsey Bldg.  
District 8215  
Washington 4, D. C.

**MAY, BOND & ROTHROC**  
CONSULTING RADIO ENGINEERS  
AM FM TELEVISION FACSIMILE  
National Press Bldg., Wash. 4, D. C.  
District 7682—Globe 5800

**HERBERT L. WILSON ASSOCIATES**  
Consulting Radio Engineers  
AM FM TELEVISION FACSIMILE  
FIELD OFFICE  
991 Broad St., Bridgeport, Conn.

**HECTOR R. SKIFTER**  
R. R. SKIFTER DONALD M. MILLER  
CONSULTING RADIO ENGINEERS  
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

**RING & CLARK**  
Consulting Radio Engineers  
WASHINGTON, D. C.  
Munsey Bldg. • Republic 3467

**WOODWARD & KEEL**  
CONSULTING RADIO ENGINEERS  
801 N. Capitol—District 8613  
Washington 4, D. C.

**WORTHINGTON C. LENT**  
Consulting Engineers  
INTERNATIONAL BLDG.  
1319 P STREET N.W. • DISTRICT 4127

**Frank H. McIntosh**  
Consulting Radio Engineers  
Shorham Bldg. • ME. 4477  
Washington, D. C.

**Actions of the FEDERAL COMMUNICATIONS COMMISSION—JANUARY 13 TO JANUARY 19 INCLUSIVE**

**Decisions...**

**ACTION BY COMMISSION**

**JANUARY 16**

NEW-1340 kc Robert W. Roundvalle  
Cleveland, Tenn.—Granted conditional application for CP new station 250 kw unlimited.

NEW-1490 kc Leo Mardal Hawley  
Cleveland, Tenn.—Conditional application for CP new station 250 kw unlimited.

NEW-888 kc Eagle-Gazette Co., Lansing—  
—Designated for hearing application for CP new station 1 kw D  
780 kc unlimited upon issues relating to critical material statements.

NEW-1490 kc Central Louisiana Broadcasting Corp., Alexandria—  
—Designated for hearing application for CP new station 1 kw D  
250 kw unlimited upon issues relating to critical material statements.

NEW-916 kc Independent Broadcasting Co., Des Moines—  
—Designated for CP new station 250 kw unlimited upon issues relating to critical material statements.

NEW-916 kc Independent Broadcasting Co., Des Moines—  
—Designated for hearing application for CP new station 250 kw unlimited upon issues relating to critical material statements.

660 kc ROIN Portland, Ore.—  
—Designated for CP new station 250 kw unlimited upon issues relating to critical material statements.

1490 kc KWKW Pasadena, Calif.—  
—Designated for CP new station 250 kw unlimited upon issues relating to critical material statements.

720 kc KBBR San Francisco—  
—Designated for hearing application for CP new station 250 kw unlimited upon issues relating to critical material statements.

960 kc KGWV Portland, Ore.—  
—Designated for CP new station 250 kw unlimited upon issues relating to critical material statements.

1230 kc KFFA Helena, Ark.—  
—Designated for CP new station 250 kw unlimited upon issues relating to critical material statements.

1440 kc WATV Ashland, Wis.—  
—Designated for CP new station 250 kw unlimited upon issues relating to critical material statements.

12 kw WNMT Montevideo, Wis.—  
—Designated for CP new station 250 kw unlimited upon issues relating to critical material statements.

740 kc KGW San Jose, Calif.—  
—Denied without prejudice to refile, amend, reconsider and grant application change 1010 kw to 740 kw, change 5 kw to 50 kw, install trans. equipm., make change D.

740 kc KSFO San Francisco—  
—Denied without prejudice to refile, amend, reconsider and grant application change 1010 kw to 740 kw, change 5 kw to 50 kw, install trans. equipm., make change D.

590 kc WSPA Spartanburg, S. C.—  
—Granted petition for 80 days extension time to comply with conditional grant.

Following stations were granted license renewals for period ending 2-1-46  
KGPR KGHI KOCI KQCV WTAF (and aux). WIL WJJO WMRP WMPC.

Following stations were granted license renewals for period ending 11-1-45  
NEW Philips Radio & Television Corp.,  
Arlington, Va.—Granted CP new experimental television broadcasting station; frequencies to be assigned by FCC; station to be used in connection with Washington-Philadelphia relay system.

NEW Allen B. DeMent Lab., Washington—  
—Granted CP (reinstatement) new experimental television broadcasting station; frequencies to be assigned by FCC.

NEW Z. E. Mailly & Co. Indianapolis—  
—Same.

**Applications...**

**JANUARY 15**

NEW-Channel 17 WLBX New York—CP new commercial television station, RE8 2800.

1490 kc KQJ Portland, Ore.—License, from KQV Broadcasting Co. to Allgemeine Broadcasting Corp.

NEW-14,500 kc WHP Harrisburg, Pa.—  
—CP new FM station, 27,450 sq. mi., $157,250 estimated cost.

NEW Channel 14-16 kc KZQ Ravenna, Ohio—  
—CP new station, 1 kw unlimited.

NEW Channel 5-6 kc KFLK sunrise, Calif.—  
—CP new station, 1 kw unlimited.

NEW National Broadcasting Co., near Dixon, Calif.—  
—License to cover CP application for new AM station, 40 kw, 1 kw, AM-FM emission.

NEW-4,190 kc WRTM Sun-Set Park, Cal.—  
—Revoked license for station 1 kw unlimited.

NEW-7,450 kc WIOH Miami, Fla.—  
—CP new FM station, 5,698 sq. mi., $61,640 estimated cost.

NEW-7,450 kc WTMY East St. Louis, III.—  
—License to cover CP application for new FM station, 10,797 sq. mi., $85,550 estimated cost.

**JANUARY 17**

1240 kc WBRH Knoxville, Tenn.—  
—Granted petition to remove station WBBX-Gazette Co., to Radio Station BBWR Inc.  
1250 kc WOR New York—  
—Change 1 kw N 5 95 kw to 5 kw.

NEW-4,800 kc Green Bay Newspaper Co., Green Bay, Wis.—  
—License to cover CP application for station KME  
1490 kc WQMB Washington—  
—Increase 1 kw N 5 95 kw to 5 kw and make changes D.

NEW-4,800 kc Green Bay Newspaper Co., Green Bay, Wis.—  
—License to cover CP application for station KME  
1490 kc WQMB Washington—  
—Increase 1 kw N 5 95 kw to 5 kw and make changes D.

**Tentative Calender...**

**JANUARY 22**

Further Hearing  
Calvert Broadcasting Co., Hammonds, Ind.—CP 1350 kw 5 kw D.

**JANUARY 24**

Consolidated Broadcasting  
Georgia Broadcasting Co., Savannah, Ga.—  
—CP 1400 kw unlimited.

**JANUARY 25**

Further Hearing  
WNLC New York—CP change 1490 kc to 1240 kc.

**JANUARY 27**

Further Consolidated Hearing  
City Magic Broadcasting Co., Birmingham—  
—CP new station 250 kw unlimited.

**JANUARY 27**

Further Consolidated Hearing  
City Magic Broadcasting Co., Birmingham—  
—CP new station 250 kw unlimited.

**JANUARY 28**

Further Consolidated Hearing  
City Magic Broadcasting Co., Birmingham—  
—CP new station 250 kw unlimited.

**JANUARY 28**

Further Consolidated Hearing  
City Magic Broadcasting Co., Birmingham—  
—CP new station 250 kw unlimited.

**JANUARY 28**

Further Consolidated Hearing  
City Magic Broadcasting Co., Birmingham—  
—CP new station 250 kw unlimited.

**TENTATIVE CALENDAR**

**JANUARY 25**

Further Hearing  
WNLC New York—CP change 1490 kc to 1240 kc.

Other participants: KGBX Springfield, Mo., WIFM petition, critical and enlarge issues pending; petition to amend Patterson Broadcasting; petition for leave to amend and remove Courier application filed.

**JANUARY 26**

Further Hearing  
WNLC New York—CP change 1490 kc to 1240 kc.

Other participants: KGBX Springfield, Mo., WIFM petition, critical and enlarge issues pending; petition to amend Patterson Broadcasting; petition for leave to amend and remove Courier application filed.
First to File

FIRST application for news credentials for the forthcoming United Nations Peace Conference after the war, has been filed with the State Dept. by Thomas B. Morgan, news editor-commentary of WOV New York, it was learned last week. AIBH and Michael J. McDermott, State Dept. press relations chief, advised Mr. Morgan he didn't know just when he could honor the application, it was placed on file as the first to be made by a new correspondent. Mr. Morgan, as an AP and UP European reporter for 20 years, covers every major international conclave. He formerly was UP bureau chief in Rome. Mr. Morgan has established a Washington news bureau with headquarters at the Mayflower Hotel [BROADCASTING, Dec. 18]. He plans to commute between New York and Washington.

Smith, Cohen Partners

HOGAN & HARTSON, Washington law firm, has announced that Karl A. Smith and Lester Cohen, communications attorneys, have been taken into the firm as partners. Mr. Smith and Mr. Cohen have been practicing with the Hogan & Hartson firm. Other partners include: Frank J. Hogan, William H. Donovart, Edmund L. Jones, Nelson T. Hartson, John W. Gulder (on leave with the armed services), Dumas Patrick, communications lawyer; Arthur J. Phelan, James C. Rogers and Howard Boyd.

Maj. Wilson Assigned

MAJ. HERBERT L. WILSON, consulting radio engineer, has been assigned to the Joint Chiefs of Staff, Washington, for duty with the Joint Communications Board. In August he returned from the China- Burma-India Theatre where he was an officer on Gen. Stillwell's staff. He also has been stationed at the Signal Corps Labs at Fort Monmouth, N. J.

Margarine Renewal

SWIFT & CO., Chicago (All-Sweet margarine) has renewed its participating announcement campaign on home economics programs beginning Jan. 29. Contract for 17 weeks in 17 markets was placed by J. Waite Thompson Co., Chicago.

FCC Applications

(Continued from page 69)

NEW-1456 kc, Glenn Falls Broadcasting Corp., Glenn Falls, N. Y.—CP new standard station 1280 kc unlimited aimed to request 1460 kc.
NEW Fester Broadcasting Co., Grand Rapids, Mich.—License to cover CP new standard station 1280 kc unlimited aimed to request 1460 kc.
NEW 1248 kc KPDNampa, Tex.—Assem. license from R. F. Price, E. H. C. E. and W. L. B. C. E. Harry Holle and Jose Holles d/b Radio Station, KPDN.
NEW-661.100 kc KFHFitchita—CP new FM station, 15,170 sq. mi., $116,550 estimated cost.

SYDNEY TUCKER

SYDNEY EATON TUCKER, 47, of West Orange, N. J., treasurer of New York RKO Radio Inventions Inc., New York, and director and treasurer of Faximile Inc., New York, a holding company, died Jan. 15. Mr. Tucker was a pioneer in facsimile communications and was active in the organization of several electronics research and development companies. He was closely associated with John V. L. Hogan in the Interstate Broadcasting System, high-fidelity operator of WQXR New York. Mr. Tucker is survived by his wife, a son, and his mother.

Chapman Named

ROBERT W. CHAPMAN, former chief engineer of the U. S. Recording Co., Washington, has joined the staff of the Robert L. Kaufman Organization in the same capacity. The Kaufman Organization owns its facilities to technical and operational maintenance, construction supervision and business service areas and does not enter the field of the consulting engineer.

RCA Names Edsall

HOWARD LINN EDSELL, advertising manager of Ajax Metal Co., Philadelphia, has been named advertising and sales promotion manager of the RCA tube and equipment department, with headquarters in Camden.

Stability Counts

NOW...AND IN THE POST-WAR PERIOD

The rich markets of Richmond and Virginia, covered by Station WRLN, are stable markets...the markets you want to cultivate for present and post war sales.

For first choice, then, you choose the stable Richmond station. As proof of WRLN's constancy we present the following facts:

- 70.8% of the national advertisers on this station are renewals.
- 88% of the local advertisers on this station are renewals.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL

5000 WATTS

NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVE

SERVICE DIRECTORY

“GEARED TO AM-FM EXPANSION”
Radio Engineering Consultants
Commercial Radio Equip. Co.,
Kansas City, Mo.
Washington, D. C.
Hollywood, Calif.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.,
1121 Vermont Ave., Wash. D. C.
District 1640
(Baby to Gov't Bkg.)

RECORDINGS REG'D
633 Dominion Sq. Bldg., Montreal, Canada
For Complete Production and Recording, Facilities...
Write Us

MORE 87 KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Dischner Products, Inc.
611Baronne St., New Orleans 13, La.
Raymond 4754
High Power Tube Specialties Exclusively

Accurate Concise Dramatic
LYN PEL

Accurate Concise Dramatic
AND “A Dispatch from Renters’”
WKAT (BLUE)
4th YEAR

BUY WAR BONDS

BROADCASTING  •  Broadcast Advertising

January 22, 1945  •  Page 67
Listening Increase Indicated for 1945

Pulse of New York Reports High Sets-In-Use Index for '44

LISTENING in 1944 reached an all-time high in the measurement records of The Pulse Inc., New York, the three-year-old radio survey firm reports in the Jan. 15 issue of The Audio Audience, monthly newsletter. Sets-in-use index per average quarter-hour for 1944 was 21.2 compared to 20.2 for 1943 and 17.9 for 1942, out of a total of 12 months in the previous year, and out of a total of 12 months in 1944, eight had more listeners than similar months in the previous year, and all had higher audiences than corresponding months in 1942, according to The Pulse. Last fall its coverage was extended from New York, to northern New Jersey and Philadelphia. The prediction is made that the 1946 record will be maintained and may even be surpassed in 1945.

Total listening in December 1944 surpassed total listening in the same month in 1943 by 9.4%, and of December 1942 by 22.8%, the report shows. Seasonal rise in December over the previous month was slightly higher this year than last, it is stated.

Continuing its study of the "wearing quality" of long programs, or the length of time they hold their listeners, The Pulse reports that half shows over two more than two quarter-hours tend to lose listeners from the beginning to the end of the performance, most half-hour evening programs keep a stable audience, of 248 half-hour broadcasts covered in the study, 45% keep the same rating; 29% gained listeners and 26% lost listeners, from the first to the second quarter-hour.

Dramatic broadcasts remain most stable and even gain listeners during the second half of half-hour shows. The second half of quiz shows usually show better ratings than the first quarter-hour. Variety programs on the whole tend to gain listeners rather than to lose them from the first to the second quarter-hour.

Canada Station Group Reviews Postwar Plans

DEVELOPMENT of more live programs, increased emphasis on program production, current attitude of merchants on postwar business plans, sales research and seasonal revenues were among topics discussed at the first annual meeting of the production and sales executives of the Taylor-Pearson-Carson operated stations in eastern and western Canada, held at Calgary Jan. 8-10. The general sessions were held under the chairmanship of Waldo Holden, commercial manager at CKRC Winnipeg. Program and production sessions were led by Stuart MacKay, program manager of CKWX Vancouver, and meetings of sales representatives were held under the chairmanship of R. J. Busz, commercial manager of CKCK Regina.

Conference was welcomed by Harold B. Carson, CFCA Calgary and president of All-Canada Radio Facilities Ltd. Attending were: Lorne Poole and Bill Guild, CKOK Hamilton; Waldo Holden, Jack Kemp, Ozia Botsford, CKCR Winnipeg; Bruce Prile, Fred Laitigr, CKDF Regina; R. J. Busz, Ross MacKae, Will Collier, CKCK Regina; Bill Giles, CHAB Moose Jaw, Sask.; Prest, Jack Crawshon, CKXE Prince Albert; Rolfe Barnes, D. Elton, CJCA Edmonton; Bert Calinta, Fred Shaw, KFNI Lethbridge; Jack Stewart, Bob Charman, CFAC Medicine Hat, Prest; Jack Botsford, CKRC Kelowna; Harold MacKay, CKXY Sudbury, CJOQ Lethbridge; Norman Harrod, CJAT Trail, B. C.; Humie Lethbridge, CCKO Kelowna, B. C. Stuart MacKay, John Hunt, RM Crotty, Sam Ross, CKWX Vancouver; Les Halberg, Dick Batey, CVJY Victoria.

FM Workshop Slated

A SIX-WEEK educational FM station workshop, sponsored jointly by the U. S. Office of Education, Ohio State U., Ohio State Dept. of Education and Cleveland Public Schools, is scheduled for Columbus and Cleveland June 10-July 27, Dr. I. Keith Tyler, radio education director of Ohio State, announced last week. A full-time faculty will include six to eight experts in the FM field, with other specialists representing commercial radio, Government and school systems. First five weeks of the course will be at Ohio State U., Columbus, and the remaining week at WBOE Cleveland, FM station operated by the Cleveland Board of Education. Registration fee is expected to be between $15-$25, with attendance limited to 100.

Station Manager Wanted

- Excellent post-war opportunity for competent, reliable station manager who wants to invest in a new station contemplated for expanding southwestern metropolitain market. Prefer southern radio man experienced in network affiliate operation. Ample finances are now available for the construction of this station. He should like to get a partner capable of taking over the management. If this sounds interesting, please let me hear from you. If you're in the armed forces, don't let it keep you from writing.

Box 141, BROADCASTING

ACCOUNTANT

Operator of eastern radio stations has excellent opening for general accountant and office manager. Opportunity for advancement with expanding organization.

Box 152 BROADCASTING

WANTED TO PURCHASE

Studio and transmitter equipment for 250 watt station. Give full details. Will purchase entire equipment or whatever parts are available. Want standard broadcast or whatever equipment - nothing outlaw.

Box 145, BROADCASTING

The ROBERT L. KAUFMAN Organization

Technical Maintenance Service for Broadcast Stations

Our service will help you if you are in short of well-trained men to keep your plant operating efficiently.

Munsey Bldg. District 2292 Washington, D. C.

WANTED TO BUY

1000 or 5000 transmitter. Must be FCC approved.

Also, 3 towers and associated equipment.

Box 132, BROADCASTING

The SCHOOL of RADIO TECHNIQUE

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

SPRING TERM

FEB. 5

Day & Evening Courses

Taught by Network Professionals, for Beginner & Advanced students; includes:
- Announcing
- Station Routes
- Newsreel
- Acting
- Continuity Writing
- Telephone Operating
- Commentaries
- Voice

Coed; Moderate rates. Inquire Coll or Write for booklet 8.

VETERANS accepted if qualified

100 W. 54th St., New York, N. Y.

R.F. NO. BUILDING RADIO CITY, N.Y.

Circle 7-0193

BROADCASTING • Broadcast Advertising
Help Wanted

Copywriter—Young man with several years experience, able to write clear, concise, commercial copy. Good paying, permanent position in downtown network station. Box 929, Broadcasting.

Operator—annoncier. First class radio-telephone license. Must be capable of news and commercial work. Most recent experience on regional NBC station in western city of 55,000. Good post-war future. Box 982, Broadcasting.

Transmitter operator—Upstate New York regional station. First class license only. Permanent position. Box 69, Broadcasting.

Wanted for 3650 watt southwestern network station. Two years experience, versatile, male continuity writers, capable of fine top-flight production. Good commercial and sustaining spots and show openings for right people. No loafers, habitual drinkers or visionaries wanted! Permanent position. Tell all in first letter: age, experience, salary, references. Address Box 92, Broadcasting.

Salesman—Wanted to thriving California station. Beautiful location on coast. Family man preferred, one who can fit into small community activities and be a real, down-to-earth, moral citizen. Must be good salesman, not high pressure, no commissary or pepsia commission. No house accounts. Reply by wire or airmail. Box 112, Broadcasting.

Television engineers. Esen- tial industry. Good pay. Company in New York City. Excellent opportunities. All details by return mail.

Sales manager, First class radio station in northern city. Experience with a major station in non-coastal city. First class license. Salary will be commensurate with your ability. Address Box 116, Broadcasting.


WANTED: A new station whose application is now pending before the F.C.C.will need engineers in the following fields: Supervising Engineering Manager, Transmission Engineer, Transmission Technician, Power Board Engineer, and Traffic Engineer. Salary will be commensurate with your experience. Address Box 116, Broadcasting.

Announcer wanted WFOC, Fort Wayne, Indiana. Must have experience in both news and sales programs. Good salary. Address Box 117, Broadcasting.

Announcer—now with 3000 watt station, seeks new opportunity. Will write script and produce his own work. Send résumé if interested. Box 118, Broadcasting.

Salesman—Must be able to give a fast start in radio. Excellent opportunities in large metropolitan area. Address Box 119, Broadcasting.

Announcer-writer-woman. Excellent radio experience. Box 120, Broadcasting.


WANTED: A new station whose application is now pending before the F.C.C. will need engineers in the following fields: Supervising Engineering Manager, Transmission Engineer, Transmission Technician, Power Board Engineer, and Traffic Engineer. Salary will be commensurate with your experience. Address Box 116, Broadcasting.

Selling assistant—Good opportunity in the advertising field. Excellent salary. Address Box 122, Broadcasting.

WANTED: An experienced sales manager to handle construction, installation, operation and maintenance of the station's facilities. Will be responsible for all phases of station operation. Excellent opportunity and salary. Address Box 123, Broadcasting.

Situations Wanted

Station manager or assistant. Change de- sires. Has stellar record backed by radio knowledge and experience. Desires stability; will accept modest salary. Draft exempt. Must hold permanent and permanent. Box 124, Broadcasting.

Chief engineer—Radio broadcasting, communications. Ten years engineering experience. Spouse must be employed. Excellent salary offer. Mutual affiliate, KBND, Bend, Oregon. Box 125, Broadcasting.


Announcement—Wanted to buy receiver, 200 watts. Box 127, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 128, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 129, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 130, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 131, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 132, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 133, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 134, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 135, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 136, Broadcasting.

Announcement—Wanted to buy receiver, 200 watts. Box 137, Broadcasting.


Radiographer wanted. Excellent opportunity for radiographer in large metropolitan area. Address Box 139, Broadcasting.


Situations Wanted

Sales representative, Washington, D.C. Excellent opportunities. Immediate opening. Address Box 141, Broadcasting.

Apply immediately by letter or in person. Station WBOC, Salisbury, Md.

WANTED: A new station whose application is now pending before the F.C.C. will need engineers in the following fields: Supervising Engineering Manager, Transmission Engineer, Transmission Technician, Power Board Engineer, and Traffic Engineer. Salary will be commensurate with your experience. Address Box 116, Broadcasting.

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Civil Liberties Group Under Fly Urges Legislation Like White-Wheeler Bill

BUTTRESSED by the addition of former FCC Chairman James Lawrence Fly to its membership, the radio committee of the American Civil Liberties Union last week announced its program for new radio legislation. Senator Harold E. Ryal, now on a district meeting tour, the NAB Legislative Committee already has drawn up tentative proposals on legislation.

Free Speech

The committee voted for inclusion in any new declaration of policy following the White-Wheeler measure designed to guarantee “that radio broadcasting shall be an effective medium of free speech and contribute its fullest measure to the protection of democratic rights.” This declaration provided for full discussion of public issues on a sustaining basis, with all stations subject to it, and provided that radio stations of the tenor of commercial programs.

Opposing embodiment in the law of limitations on newspaper ownership of stations, the committee said it was satisfied with the present regulations leaving the question up to the FCC to judge each case on its merits, and barring the acquisition by a single owner of more than one regular station, one FM station and one television station in a given licensing area. It opposed any changes in existing regulations on multiple ownership or provisions to bar completely the sale of time on controversial issues. It proposed that the policy of keeping controversy on sustaining time be adopted as a matter of self-regulation by the broadcasting companies.

The committee also approved existing FCC regulations, gunning down the proposal to give the FCC power to void contracts, and the identification of sponsors, as well as the chain monopoly regulations, but held they should not be made the subject of legislation. It disapproved a proposal for identification of news sources.

Thomas R. Caraskadon, research director, 20th Century Fund, is chairman of the committee. Other members, in addition to Chairman Fly, are Ruth Brindze, author; Harwood L. Childs, Public Opinion Quarterly; J. G. Gude and David Halperin, radio consultants; Ben Herzberg, attorney; Quincy Howe and H. V. Kallenborn, commentators; Robert J. Landry, CBS director of program writing; Dr. Paul E. Lazarsfeld, Office of War Research; Morris S. Novik, director of WNYC New York; Mrs. Harriet Filpel, attorney; Elmer Rice, playwright; Thomas L. Stix, radio consultant; Norman Thomas, and Carl M. Watson, radio executive.

Video Quiz Show

RUTHRAUFF & RYAN, New York, has taken an option on a video quiz program owned by John Reed King, m.c., for submission to various clients including Lever Bros., as a possible regular series, and starts a trial three-time run Feb. 9 for Rinso in the first half-hour of the agency’s Tuesday 9-10 p.m. period on WABD New York.

Selecting names of know video-set owners at random, Mr. King telephones them to pose questions on a visual quiz which they may see on the screen. If owner is at home and looking at the set, he gets a chance to answer the quiz, and if he answers correctly may select a prize from general merchandise displayed on the screen. If home but not looking at the set, he gets a consolation prize. Agency has titled the program after its sign-off cue, Thanks for Looking.

General Mills Show

GENERAL MILLS, Minneapolis, (Gold Medal Kitchen Tested Flour, Bisquick, Softasilk) will sponsor Betty Crocker sitting 72 weeks, 9-9:15 a.m. (CWT) for 52 weeks through Dancer-Fitzgerald-Sample, agency, with the following promotions: KYVO WKY WFAA WBAP KGNC KTBS KARK KPBC WOAI KRIS KROV KOB KTSM.

Sweetheart Changes

MANHATTAN Soap Co., New York, in its radio promotion for Sweetheart Soap, has adopted a plan designed to achieve greater flexibility, to allow advertising to keep step with changing sales and distribution. First major step was to drop one of its two network programs, Scrummy Amy by on 177 Blue stations Wed. 10:30-11 p.m. Jan. 17, and to concentrate on the CBS five-times weekly serial Strange Romance of Evelyn Winter. Commercial network for the latter program was expanded the first of the year from 28 stations to the full network. Agency is Duanes Jones Co., New York.

Yoder to be Reassigned

By NBC; Leaving Navy

REVERTING to inactive status Feb. 8, Lt. Comdr. Yoder, USNR, public relations officer of the 12th Naval district, Denver, former general manager of KOA Denver and veteran NBC executive, will report to NBC New York headquarters for reassignment with the network.

Former All-American football star and captain of the crack 1929 Carnegie Tech team, Comdr. Yoder entered radio at WCAE Pittsburgh while with the Pittsburgh Press. Later he joined the NBC San Francisco staff as announcer and subsequently became NBC western division press department manager. In 1937 he was named general manager of KPGO San Francisco and in October 1939 he became general manager of KOA Denver.

He took a leave in 1942 to enter active Navy duty and had headed the 12th Naval district office in Denver since 1943. For a year he has been selective service liaison and manpower officer in addition to his regular duties. James McPherson succeeded him as manager of KOA. Lt. Vincent Gates, USN, former Salinas, Cal., newspaperman, takes over the Navy public relations post when Comdr. Yoder leaves.

Senate Unanimous In Porter Approval

Craven Vacancy Still Unfilled; Hyde Leads Possibilities

PROCEEDING without a hitch, the Senate last Thursday unanimously confirmed the nomination of Paul A. Porter as a member of the FCC, following recommended approval by the Senate Interstate Commerce Committee the preceding Monday.

Mr. Porter, who has been serving as chairman under recess appointment since Dec. 21, was named to fill the unexpired term of James Lawrence Fly, who resigned June 30, 1949. He will be sworn in as a Commission member for the second time at an informal office ceremony.

Several Mentioned for Post

Mr. Porter’s confirmation still leaves the FCC short one member— the post was once owned by T. A. M. Craven. While it has been expected that the nomination would be made by President Roosevelt for that vacancy promptly after the new Senate confirmation, there was no word last week of an imminent appointment.

There are a number of candidates for the post—both Republican and Democratic, including Rep. Ralph H. Hyde, assistant general counsel in charge of broadcasting, consistently mentioned. Several other Government officials, not directly engaged in radio administration, also are understood to have backing for the assignment.

Last Thursday, Mr. Porter and his FCC colleagues and department heads appeared before the House Appropriations Subcommittee on Independent Offices to testify in support of the FCC budget for the 1945-46 fiscal year, which begins July 1. President Roosevelt had recommended an appropriation of $5,507,000, a reduction of approximately $1,165,000 under the 1944 appropriation [Broadcasting, Jan. 16].

Despite rumblings of opposition to Mr. Porter on partisan grounds, the Senate Committee reported the nomination last Monday after he had testified in executive session for about an hour. Chairman Wheeler (D-Mont.) reported the nomination the same day and the Senate confirmed it at the first executive session following the Committee action last Thursday.

Mr. Porter’s nomination was to have been considered by the Committee on Jan. 8 but Sen. Wheeler postponed action pending completion of the Democratic membership to fill four vacancies.

\[\text{Pres. Roosevelt's microphone was cut off and even another local newspaper added, according to an article by Walter Davenport in the Jan. 18 Colliers on "The President and the Press."} \]
With the advent of the twenties, wireless resolved itself into what is commonly known today as broadcasting. That was twenty-five years ago.

That same year of 1920 saw Arthur B. Church, youthful radio enthusiast, coming to Kansas City in June, undertaking the building of a transmitter for another pioneer station—widely known today as KMBC of Kansas City.

It is not surprising that broadcasting in only twenty-five years has become such a vital factor in our way of life. The wide-awake management of WWJ and such other pioneer Detroit broadcasters as WJR (1922); WXYZ (1925); WJLB and WJBK (1926) have through community consciousness and an awareness of responsibility given to broadcasting an enviable position in the everyday life of that automobile manufacturing center of the world.

That like management has built for KMBC a similar position in the Heart of America can best be shown by the hearty welcome that the Arthur B. Church station receives, day and night, over the thresholds into the homes of its inhabitants.

*From Broadcasting Magazine's, "Chronology of the Development of Radio and Broadcasting."

**1920 (Aug. 20)—Station WWJ, Detroit, (Then SMK; later WBL; WWJ, July 7, 1922), owned by Detroit News and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920.**"
Service to Colorado's Farmers and Stockmen

One of Colorado's greatest contributions to the war effort has been its production of food and meat. And among KLZ's major wartime services has been its effort to serve the people who are producing Colorado's record quantities of food.

Morning, afternoon and night, KLZ has been helping the producers of food by helping them find out what the farmers and stockmen need to know. The direct results of this service have been many and KLZ's sides are fat with the thank-you's of local, state and federal agricultural officials.

KLZ does everything with equal thoroughness. The extra enthusiasm, the extra know-how which KLZ puts into every effort results in doing a better job of serving Colorado listeners. And because KLZ does a better job in this respect, it does a better job for advertisers.

More advertisers—local and national—buy more time on KLZ than on any other Denver station.

Highest award in the Farm Service program classification at the Ohio State Institute in 1944 went to a KLZ program entitled, "A Is for Beans", a tribute to the farmers of Montezuma county which was awarded the agriculture "A" by the War Food Administration for record pinto bean production in 1944.

More advertisers—local and national—buy more time on KLZ than on any other Denver station.