15 Million in 15 Years

There must be some new way to tell advertising people that WLS received over a million letters again this year!

BUT AFTER ALL, the important thing really is that again in 1944, WLS received 1,046,929 letters, for a total of 15,943,633 in the fifteen years of the present ownership. For it tells in hard figures what advertisers need to know: In the broad four-state area surrounding (and including) Metropolitan Chicago, WLS is listened to and listeners respond. We repeat: WLS is a half-time station doing a full-time job.

WLS Does Get Results!

890 KILOCYCLES 50,000 WATTS BLUE NETWORK

REPRESENTED BY JOHNNY BLAIR & COMPANY

CHICAGO 7

MANAGEMENT AFFILIATED WITH Koy, PHOENIX, AND THE ARIZONA NETWORK, Koy PHOENIX * KTUC TUCSON * KSUN BISBEE-LOWELL-DOUGLAS
SHARING the spotlight in 19 Oklahoma towns during WKY’s recent 23-day Television tour was a model of a new WKY transmitter from which Oklahomans will, before long, be hearing a great deal more.

No model, however, could visualize adequately the startling height of WKY’s 915-foot antenna, the sixth highest man-made structure in the Western Hemisphere; nor the care and thought behind the construction of this ultramodern transmission plant.

No model could picture to the layman what this new transmitter will do for him in operation. He will discover this for himself when, one day soon, he becomes conscious of a new clarity and fidelity in WKY program reception.

WKY has always kept itself in the forefront of listeners’ preference in Oklahoma by keeping itself in the spotlight through continuously improving its service and facilities and providing the most comprehensive and beneficial radio service in the state.

This is particularly apparent in the way WKY gets results for advertisers.
EXECUTIVES OF LARGE NASHVILLE BAKERY SIGN FOR NINTH YEAR ADVERTISING ON WSIX

Shown from left to right seated are F. B. Evers, president; H. D. Sparks, sales manager; standing: R. L. Pettigrew, assistant manager, all of the American Bread Company and E. S. Tanner, commercial manager of WSIX.

The American Bread Company, bakers of HOLSUM BREAD AND CAKES for the ninth consecutive year, signed contracts to advertise these products over WSIX.

During the past eight years and including the coming ninth, its radio activities on WSIX include the sponsorship of Southern League Base Ball Games, High School and Prep School Football Games, Co-operative Network Programs, News and various Live Talent programs, plus many daily announcements.

On signing these ninth year contracts Mr. Evers said, "WSIX reaches our entire territory and produces satisfactory results for us. The type of human interest programs carried and the co-operation and service of the WSIX organization deserve our continuous support. We are glad to renew our contracts."

Facts to back up the judgment of shrewd time buyers located in Nashville and advertising to the Nashville Market, are available for those who like upward sales curves and downward sales cost.

5000 WATTS • 980 K. C.
BLUE and MUTUAL

THE KATZ AGENCY, National Representatives
Thanks!
Here are some of the advertisers who have helped to make 1944 the biggest year in the history of WAAT.

NATIONAL & REGIONAL
American Express
A & P Stores
Bryl Hair Cream
Bulova Watch Co.
Carter's Little Liver Pills
Colgate Dental Cream
Crucible Steel Co.
Curtiss-Wright Corp.
Cuticura
Ex-Lax, Inc.
Federal Shipbuilding & Drydock Co.
J. H. Filbert, Inc.
Florida Citrus Fruits
G & D Vermouth
General Motors
Hennafoam Co.
Kay Preparations
Kerr's Butterscotch
Walter Kidde Co.
Longines-Wittnauer Watch Co.
My-T-Fine Co.
National Biscuit Co.
National Union & Radio Corp.
New Jersey Bell Telephone Co.
Pirrone Wineries
Ranger Joe, Inc.
Republic Pictures
R. K. O.
Royal Crown Cola
Seaman Bros.
Super Suds
Venida Hair and Leg Lacquer
Ward Baking Co.
Wildroot Co., Inc.

RETAIL
Abelson's Inc., Jewelers
Simon Ackerman Clothes
A. S. Beck Shoe Co., Inc.
Broadway Hosiery Shops
Jack Dempsey Restaurant
I. J. Fox, Inc., Furs
Hotel St. George, Brooklyn
Howard Company, Jewelers
Janet Shop
Kresge Dept. Store
Michaels Dept. Store
Prentis Clothes
Schwarz Drug Stores
Tappins, Inc., Jewelers
Albert Turner Factory
Clothing Co.

73% INCREASE OVER 1943!
This impressive increase was achieved in spite of the fact that 27% of all the available time on WAAT during 1944 was gladly contributed to the war effort!
Now! At All Times*

Between 8 A.M. and 6 P.M.

WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station—cluding all 50,000 watters!

*See Latest Surveys! Check Availabilities!

National Representatives: Radio Advertising Co.

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

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Starting at 5 a.m. with WWL's Farm Program

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

Folks turn first to -

WWL

NEW ORLEANS

A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
FOR SALE

The most talked-about program in West Virginia. "Washington Report". Sponsored since its inception April 1, 1944 by West Virginia's largest furniture store. Sponsor dropping program for reasons easily explained. "Washington Report" during past year has evoked more response and created more comment than any other program on this station. It chronicles political and social activities of West Virginians in the nation's capitol. The only program of its kind in the state. Our Washington Bureau is headed by Ray Henle, Blue network commentator and well-known Washington correspondent for the past 20 years. He is assisted by Malvina Stephenson, one of the most prominent women writers in Washington. Time magazine gave it a column! For more details and further information contact WCHS, Charleston, W. Va. (5,000 on 580), or call a Branham man.
Before the war, RCA engineers had designed a complete line of equipment for FM broadcast stations. A considerable number of RCA-built, FM broadcast transmitters were installed and are on the air today. In the important (because it is chiefly used in New York, Chicago and other metropolitan centers) 10KW category, for instance, five RCA 10KW, FM transmitters have been installed. More than of any other make. An additional quantity of these transmitters was built but was diverted for war purposes.

1. **HIGH FIDELITY MICROPHONES**—The RCA 44-BX Microphone is the standard of the industry. After the war, RCA will have even better microphones, insuring maximum FM response characteristics.

2. **STUDIO CONSOLETTES**—The RCA 76-B2 Consolette is well-suited for small and medium-sized FM stations and the individual studio booths of larger stations. Complete facilities for two studios, booth announcements, turntables, remotes, etc.

3. **STUDIO CONSOLES**—RCA, custom-built studio consoles are ideal for the high-quality requirements of FM. Shown here is the control console of FM Station WBR, Baton Rouge, La.

7. **HIGH-QUALITY AMPLIFIERS**—The several types of standard, RCA studio amplifiers are well-suited for FM use. All amplifiers have a flat frequency response, which may be compensated, when desired, for particular installations.

8. **1 KW FM TRANSMITTER**—This is the RCA FM-1-B Transmitter, built before the war, a number of which were installed and are in operation. After the war, RCA will offer a complete new line of FM transmitters of all powers.

9. **3 KW FM TRANSMITTER**—This is the RCA FM-3-B Transmitter, built and sold before the war. The same exciter is used in all RCA FM Transmitters from 1 KW to 50 KW.

13. **FM FIELD-INTENSITY METER**—The RCA 301-B Field Intensity Meter, which has a frequency range of 20 to 125 megacycles—and a built-in discriminator circuit—is the only commercially produced unit suitable for FM use.

14. **FM MONITORS**—RCA FM frequency monitors and FM modulation monitors are the finest built for this specific purpose—are fully approved by the FCC for FM station use.

15. **MEASURING EQUIPMENT**—For making "proof-of-performance" measurements of AM noise level, FM noise level, frequency response and distortion, the RCA 68-B Oscillator and 69-C Distortion Meter are recommended.
RCA FM transmitters were designed and built along the lines of the exceedingly successful RCA AM transmitters. They are built that way because it is felt that station engineers want in their FM transmitters the same qualities of convenience, reliability and appearance that they have come to expect in AM equipment.

After the war, RCA will offer a complete new FM line which will incorporate the much superior, RCA-developed locked-in oscillator circuit and other improved features which have become available through RCA's advanced war work.

4. STUDIO EQUIPMENT RACKS — RCA studio assemblies for use with or without custom-built consoles are also well-adapted for FM — can be built to incorporate any facilities desired. These are the studio equipment racks at WBRL.

5. RELAY TRANSMITTER — RCA has built many types of relay transmitters, including the television transmitter shown here. After the war, RCA will have a new, simplified relay transmitter especially designed for FM stations.

6. RELAY ANTENNAS — The directional or beam antenna, such as that shown here, is largely based on RCA research. After the war, RCA will offer a special type for FM relay service.

10. 10 KW FM TRANSMITTER — This RCA FM-10-A Transmitter at NBC, New York is one of five in this power size which were installed before the war.

11. 50 KW FM TRANSMITTER — This is the RCA FM-50-A Transmitter which was under construction when the war began. After the war, RCA will have a new 50 KW design incorporating many unique features.

12. FM ANTENNAS — The turnstile antenna — symbol of FM broadcasting — was developed by Dr. G. H. Brown of the RCA Laboratories. After the war, RCA will sell directly a new and improved design — much easier to install and requiring no tuning in the field.
At Deadline . . .

UNITED DRUG Co., Boston, for Rexall products signed a four-year contract with Joan Davis for a series starting in the fall to cost $4,000,000, according to N. W. Ayer & Son. A record advertising and exploitation budget is planned. Either CBS or NBC will be used, depending on availabilities. Sealtest, with whom Miss Davis has a contract until July 1, was reportedly unwilling to meet higher salary demands ($17,500 is mentioned), but will continue Village Store show on NBC.

JOHN K. CHURCHILL, CBS director of research, late Friday announced creation of a television audience research institute as a division of the CBS research department. Dr. Donald Horton, research psychologist with CBS since last September, will be in charge. The institute will study the television audience; evaluate programs and program ideas through audience reactions, and maintain records and program data.

BY 5 o'clock last Friday, Bobby Riggio, 10-year-old infantile paralysis victim, had received from listeners a total of $40,700 representing dimes (about four to a letter) plus a few checks, or 155,000 malling pieces, for the March of Dimes campaign, as a result of his appearance the previous Saturday on P&G's Truth or Consequences on NBC.


BRIEF was to be filed Saturday by Local 802, AFM, in reply to recommendations of Herbert L. Northrop, War Labor Board hearing officer, reducing musicians quota from 12 to 5 at WOV New York.

GUM LABS, Inc., Clifton Heights, Pa. on March 18 for 52 weeks starts Hello Sweetheart Hello on 60 MBS stations Sun. 1:30-2 p.m. for Ivoyrne chewing gum. Agency is McJunkin Adv., Chicago.

SELLERS of SALES

COMPLICATED rate structures are the perennial headache of timebuyers, Bergi-ette (Bergi) Roe of MacFarland-Aveyard maintains, and the unnecessary details figuring involved make it difficult for the client and agency as well. Her favorite business gripe and topic of shop talk is proving with all the facts, figures and logic at her command after years in the field, that stations could gross the same amount of revenue with uniform rate structures.

A former photographic model, Bergi is a gray-eyed blonde with a poised, quiet charm and subtle sense of humor. Chicago born, she took a two-year liberal arts course at Northwestern U. and acquired her first agency experience in the New York office of J. Stirling Getchell Inc.

Returning to Chicago sometime later, she joined McCann-Erickson as timebuyer on Pillsbury Flour, Ford Dealers, Standard Oil, the National Dairy Council and other accounts. H. W. Kastor & Sons Adv. Co., Chicago, was Bergi's next step before joining MacFarland-Aveyard in that city two years ago. Last summer Bergi transferred from that agency's Chicago office to New York. Her main responsibility is "keeping posted" on the complexities of the Saturday Evening Post's radio time. The magazine uses announcements on about 70 stations and a quarter-hour four-times-weekly program on the Blue, The Listening Post. She also buys time for the National Board of Fire Underwriters.

Together with her interest in radio which includes all its phases besides timebuying, Bergi has an insatiable fondness for the theatre and music, from symphonies to boogie-woogie. To facilitate indulgence in these interests she lives in the Sutton Place area of Manhattan, a matter of minutes from the office, the theatre, 52nd St. Swing Row, Carnegie Hall and a plethora of similar spots.

IN PENNSYLVANIA THE

COMMERCIAL RADIO MARKETS

COMES TO YOU FROM THE STUDIO IN LINCOLN, NEBRASKA

COMES TO YOU FROM THE STUDIO IN LINCOLN, NEBRASKA
The memo pad of a Washington newsman is solid evidence that today Washington is the news capital of the world. WOL newsmen like Fulton Lewis, Jr.,* Billy Repaid and Walter Compton (all originating daily for Mutual from the studios of WOL) get their news even before it's put on the teletypes ... get their stories personally from the capital conference tables where significant news is made. These men broadcast what they actually see and hear. They're eye-witnesses to history.

WOL's daily log—with news every hour on the hour, with names like Lewis and Compton and Repaid (and Heatter and Singiser and Cecil Brown)—testifies that WOL is the news station in the news capital of the world.

But neither deskpad nor log shows fully all the authoritative sources from which WOL news is compiled. From AP, UP, the Washington news wire, and the front-line correspondents of MBS and Cowles publications comes foreign and battle news to supplement the first-hand reporting of WOL's own commentators.

If you'd like to sponsor a news program that may well make sales history for you, make a memo to call WOL or The Katz Agency — today.

* Heard on more stations, with more sponsors, than any other news reporter.
“Sorry, dear, but Mr. F&P is here with those availabilities!”

Spot broadcasting waits for no man—or girl! Spot broadcasting demands more of its users than any other advertising technique—more work, more thinking, more rapid decisions, more real ability.

The only compensation is that it gives bigger results per dollar expended. So when your agency or advertising manager recommends spot broadcasting, thank the Lord for his conscientiousness—and say “Okay!”

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
WPB Program May Suspend All Projects

FCC Clarifies Its Statement of Policy

Text of freeze procedure page 61

FAST ON THE heels of procedure adopted by the FCC to protect applications for broadcast stations under its Jan. 16 freeze order, BROADCASTING learned last Friday that all station construction now under way as well as new projects which have received approval may be suspended under a five-point program to be put into effect by the War Production Board to conserve manpower for war production.

Although an announcement by J. A. Krug, WPB chairman, stated simply that “restrictions on construction will be strengthened,” with details to be worked out, it developed that within the next two weeks one of the following actions will be taken:

1. The WPB will call a halt to all construction underway regardless of state of completion.

2. The Board will review all outstanding authorizations, permitting certain critical projects to be completed but revoking those not absolutely essential to the war.

A WPB official said that commercial radio station construction would undoubtedly be stopped under the restrictions to be applied. It was estimated that 8 to 10 stations are now being built.

Protective Procedure

The WPB action was taken simultaneously with establishment of procedure by the FCC designed to protect fully applications for broadcast facilities filed prior to Jan. 26, 1945 which have not yet been acted upon, which have been designated for hearings, which have not been fully heard, and in which hearings have been concluded. Provision is also made for handling applications filed subsequent to Jan. 26, 1945.

In an effort to clear up confusion resulting from the Jan. 15 statement of policy, the Commission announced a detailed statement of procedure to be followed in the handling of all broadcast applications under the new freeze policy. The procedure was interpreted as one plugging up possible “leaks” in the freeze to avoid unfair or prejudicial handling of applications filed before the new policy was announced.

Implicit in the new procedure was the determination that by “primary service” the FCC means lack of acceptable service in a given community, whether from a station in the community or a nearby station.

The new procedure, permitting “pre-freeze” applications to be preserved in the pending file as against automatic dismissal or denial following hearing on petition, will result in economies both to the applicants and to the Government, it was pointed out. Once the freeze is lifted, applications will be restored to their original status without necessity of reprocessing or rehearing.

To Prevent Inequity

A hiatus of 60 days, following lifting of the freezes on manpower and materials, is provided in the new procedure. During that period new applications could be filed for processing prior to action on any cases retained in the pending file during the freeze. Provision also would be made for the bringing up to date of all pending applications.

“These procedures, it is believed,” said the Commission, “will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force.”

Legal and engineering observers in Washington accepted the procedure as a vast improvement over that effected under the former freeze order issued Jan. 26, 1944.

The old order, it was felt, encouraged something tantamount to “black market” dealings by prospective applicants to acquire all of the necessary equipment, haywire and otherwise, to qualify under the WPB-FCC requirements for conditional grants.

There were instances, it was pointed out, where as many as a half-dozen different composite units had been assembled by competitive applicants for the same area, resulting in what was regarded as an unhealthy condition, tending toward stripping the market of equipment needed for maintenance and repair of existing stations. In such cases, where one applicant proved successful, the balance found themselves with equipment on their hands which probably would be worthless when the freeze is lifted.

265 Applications Pend

As of last week, the Commission had before it a total of approximately 265 applications for new standard broadcast stations and expansion of facilities. There were 75 applications for new stations which had been designated for hearing and 95 in which no action had been taken. Applications for additional facilities included 35 designated for hearing and 60 for which there had been no action.

As of Jan. 1, 1945, there were 159 broadcast applications (including FM) in which no action had been taken. These included 89 which had been designated for hearing, 12 in which hearings had begun but in which the record was not completed, and 62 in which hearings had been concluded.

WINS Sold to Crosley for $1,700,000

Approval by FCC Will Be Requested

This Week

SALE OF WINS New York by Hearst Radio Inc. to Crosley Corp., licensee of WLW Cincinnati, for a purported price of $1,700,000, was reported last week subject to customary FCC approval.

While formal confirmation was not forthcoming either in Cincinnati or New York, it was learned reliably that the contract had been signed in New York last Wednesday by principals for the two companies. Notice of intent to complete the sale, it is expected, will be filed with the FCC this week.

Hold 50 kw CP

James D. Shouse, Crosley vice-president in charge of broadcast operations, was in New York last week for conferences with Hearst officials and members of the Hearst Radio Committee. He returned to Cincinnati last Friday but declined to comment either for himself or his company.

WINS operates on 1010 kc with 10,000 w, but the station holds a construction permit for 50,000 w. It would have been using that power in 1942, but the Government took over its 60,000 w transmitter for psychological warfare, and it is understood to be in service in one of the war theatres.

Powel Crosley Jr., president of the Crosley Corp., long has been interested in a New York outlet, not only from the standpoint of operation in that market but also to function as a New York programming and talent subsidiary for WLW, enabling that station to improve its service. Mr. Shouse, one of radios best-known operators, last year detached himself from active management of WLW to devote his energies to expansion of Crosley operations in the broadcast field, including its extensive international broadcast service, television and FM.

With the sale of WSAI Cincinnati by Crosley to Marshall Field and Industrialist, last August for $550,000, under the FCC's duopoly regulations, it was presumed Crosley would seek a replacement station in another market. The WSAI transaction, by virtue of having been a "forced sale" under the multiple ownership rule, was tax-free. Mr. Shouse had investigated a number of stations before reaching the agreement on WINS.

With Robert E. Dunville, vice-president and general manager of WLW, directing that station, Mr. Shouse, it is presumed, would be free to reorganize WINS under FCC approval. Mr. Dunville, it is expected, also would assist in the direction of the station until a permanent organization is set up.

While a price of $1,700,000 would establish a new high for an individual station, a number of transactions in recent months have (Continued on page 66).
WJZ Bans Transcribed Shows
In 8:30 a.m.-Midnight Period

TRANSCRIBED programs will not be accepted for broadcast by WJZ New York between 8:30 a.m. and 12 midnight, effective Feb. 1, John E. McNeil, WJZ director of business affairs, announced last Wednesday, marking the station’s second restrictive move within eight weeks on the type of material it will put on the air.

Feb. 1 is also the effective date for the station’s ban on chainbreak announcements between the hours of 8 and 10 p.m., announced last December [BROADCASTING, Dec. 4] and with the word that new and higher standards would be applied in the acceptance of chainbreaks throughout the day.

For Program Improvement

The first of the month also will mark the beginning of Detroit station WWJ’s edict against transcribed programs, a move which is in effect the opening gun of what has turned out to be an industry “clean-up” campaign on advertising, although several stations, such as WABC New York and WQXR New York, had already placed limitations on acceptable commercial spots. WJZ spokesman emphasized that the station has no objections to recorded programs as naturally needed, it was pointed out.

Mr. McNeil attributed the move to a desire “to improve program structure”. New policy will in no way affect announcements, nor the recorded music used in a live studio show. Current transcribed shows will be allowed to continue until their contracts expire.

Only current programs affected are two commercial five-minute series—Curtis Publishing Co.’s Story Drama heard Wednesday, Thursday and Friday, 12:15-12:40 a.m., placed through MacFarland-Avery Yard Co., New York; and Piso Singers, sponsored Monday, Tuesday and Wednesday, 11:15-11:20 p.m. through Spade-Shuford, Memphis, for the Piso Co. contract. Also is scheduled to run out shortly. Station also decided to spot announcements for Curtis.

There are no delayed broadcasts or playsbacks of Blue Network shows on the station at the moment, but they would be used if the occasion should arise, it was explained. Insofar as network commercial programs go, for example, WJZ might have to carry a transcription of whichever network would be unable to broadcast at its regular time because of special circumstance.

The policy is essentially that the station will not sell time for transcribed programs. Discs tied in with the war effort, such as those supplied occasionally by the War Dept. will continue to be carried. Use of other recorded public service will be considered on the basis of merit and circumstances in each case.

Other Stations

K. R. Smith, Muzak Corp., New York, transcription division, expressing the belief that other stations would not adopt the policy, said ‘oldest dependent on network feeding in other cities, few of which can match New York’s live talent sources, wouldn’t be likely to knock the transcriptions off. Bringing up the question of difference in reception quality when tape-transcribed music, he pointed out that “high quality vertical recording and with the right kind of vertical reproduction, listeners are no longer able to tell the difference between the two methods of presentation. Stations, many of which might not have fine-quality transcriptions and the equipment to put on fine quality programs mechanically speaking because of wartime circumstances, might find live shows preferable however, he inferred.

Egner Comments

C. Lloyd Egner, NBC radio recording division, ventured that the WJZ policy appeared to be a program matter “government more by what is in the program than whether live or transcribed. One shouldn’t ban a program just because it is transcribed—it should be judged on content and quality,” not on the mechanical method of presentation, he suggested.

Robert M.Clarkson, Columbia

NOBEL CENTER PLAN TO HONOR SARNOFF

GEN. DAVID SARNOFF, RCA president, has been selected to receive an award from the Nobel Center, New York, for having contributed most in the radio field to the cause of peace and understanding between nations.

Award, in the form of a silver plaque depicting Marconi, will be conferred on WJZ in a program at the “One World Dinner”, to be given Feb. 18 at the Hotel Astor, New York, in honor of the birth-anniversary of the late Mr. Willkie.

Kent Cooper, AP general director, and Darryl F. Zanuck, vice-president, Twentieth Century-Fox Film Corp. will receive similar awards. The three awards will be made annually by the American Nobel Center, recently formed from the American Nobel American Anniversary Dinner Committee, has held dinners for the past four years in honor of Nobel Laureates.

Jacques Ferrand, press and radio director, Common Council for American Unity, is executive secretary of the Center.

Recording Corp., New York, when asked to comment on the move, said, “We will probably end up the year with half a dozen stations in the country adopting a similar policy, including one or two in New York and one in Chicago,” but saw no cause for concern over reaction to recorded programs. A greater cost to both station and advertiser is involved, and, he added “A really good quarter-hour transcription, costing several thousand dollars will still give better entertainment that one (live) guitar player.”

Spokesman for Empire Broadcasting Corp., New York, informed for the first time of the action, said it would not have any comment to make.

WFBK Will Shift To Blue June 15

Replaces WCBM; WITH Also Eyes Mutual Affiliation

IN THE LATEST network affiliation move, WFBK Baltimore, 5,000 w on 1300 kc is shifting from Mutual to Blue effective June 15, replacing WCBM, 250 w on 1400 kc, as Blue outlet in that city. The announcement, made last week in a joint statement issued by Keith McCarty, Blue vice-president and general manager of Radio Show Inc., licensee of WFBK, follows on the heels of the Pittsburgh switch wherein MBS WCAE, 5,000 kw on 1250 kc, and Blue KQV, 1,000 w on 1410 kc, will exchange network affiliations on June 16.

Kobak Predictions

Edgar Kobak, president of Mutual, at a news conference last Monday predicted the Baltimore move, adding somewhat cryptically that he believed it the “Last of the Mutuals to make the shift.” Previously announced that WJHP Jacksonville, 250 w on 1320, will join MBS June 15 replacing WPDK, 5,000 w on 1270 which becomes the Blue outlet in that city on the same date [BROADCASTING, Dec. 18].

Both John Elmer, president of WCBM Baltimore, and Thomas G. Testley, manager of WFBK New York last week conferring with Mr. Kobak, who stated that MBS affiliation with one of these two stations would be announced within the next few days.

Moore on Blue

BENJAMIN MOORE & Co., New York’s, mainstay, WFBK Baltimore, is Blue, women’s home decorating commentator, about 90 Blue stations, including 0-11:40 a.m. Paint firm, a seasonal radio advertising, has presented Betty Moore on the network for the past 15 years. For the first time an agency is handling the account. St. Georges & Koyen Inc., New York, placed the business.

Capt. Kennedy Returns

CAPT. JOHN A. KENNEDY, USNR, on leave as president of the Westinghouse Electric Corp., last Thursday returned to the office of the Chief of Naval Operations in Washington, following a special mission in the European and Mediterranean war theatres. He left in mid-Oct.

‘Prairie Farmer’ Tests

THE PRAIRIE Farmer magazine, Chicago, on Jan. 31 began sponsorship of a two-week test campaign, five-minute spots, on nine stations in Wisconsin, Indiana and Illinois. Agency is Neal Advertising Agency, Chicago.

NBC Clients, Agencies Learn Net Is Banning Cross-Plugs

STEPS are being taken by NBC to eliminate “cross-plugging” of programs of that network’s sponsors scheduled on other networks, as a result of recommendations by members of the NBC Stations Planning & Advisory Committee at the last meeting in New York Jan. 9-10. The topic had been debated at various Committee sessions.

While no formal announcement has been forthcoming from the network, clients and their agencies are being notified of the network’s desire to eliminate cross-references between all programs. No effective date had been set and the matter is being handled informally and through direct contact.

It is understood Niles Trammell, NBC president, told the station group that the network had been considering the elimination of the cross-references for some time and that clients would be notified promptly of the desire of the network and its affiliates. It is presumed the cross-plugging will be eliminated by NBC sponsors peditiously as their scheduling permits.

All members of the Planning & Advisory Committee attended Jan.9-10 sessions with the NBC executive staff. G. Richard Shafto, WIS Columbia, S. C., was elected chairman [BROADCASTING, Jan. 16]. Other members present: C. J. Riegger, WGN, Chicago; WAGL, Lancaster, Pa.; Nathan Lord, WAVE Louisville; Harold Wheelahan, WSMB New Orleans; Stanley E. Hubbard, KSTP St. Paul; Gayle Green, representing Edgar T. Bell, WKY Oklahoma City; Richard Lewis, KTR Phoenix; Arden X. Pangborn, KGW Portland, Ore.
Allocation

RTPB to Protest FCC Proposal For FM
By BILL BAILEY

ORAL ARGUMENT in the FCC proposed allocation last week was postponed to Feb. 28 on request of the Radio Technical Planning Board. The Commission at the same time extended the date for filing briefs from Feb. 9 to Feb. 21, but left the deadline for oral argument requests at Jan. 29. (See IRE story, page 16.)

In a public notice Thursday the FCC precluded from oral argument any persons or organizations not participating in the allocation hearings (Sept. 28-Nov. 2) "except that upon a proper showing, requests for oral argument will be granted in special cases." (See text page 64.)

Chairmen to Appear
When the RTPB requested an extension of the oral argument date, to permit its members to prepare briefs and present the technical group also asked permission for every panel chairman and every committee chairman to file a brief and argue. Although it appears likely that the arguments would be consolidated, Dr. W. R. G. Baker, RTPB chairman, nevertheless felt that inasmuch as the advisory board represents the outstanding technical men in the industry, they should be heard.

Following a New York meeting on Wednesday the RTPB issued for the Saturday release a statement setting forth a resolution which affirmed that its members include the nation's outstanding engineers and that their arguments constitute a classified propagation data before the conclusions of Panel 2, submitted to the FCC on the closing day of hearings [Broadcasting, Nov. 6]. (Text of resolution on page 64.)

With the FM Broadcasters Inc. on record as opposed to the Commission's proposed allocation of FM to the 84-102 mc band, as against the present location (25-50 mc), and the RTPB understood to support the FMBI contentions, it appeared last week that the FCC's proposed allocations with reference to FM and television may be attacked as unsound.

Dr. Baker declined to comment beyond the RTPB statement issued following the Wednesday meeting, but it is learned there was a split in its conclusion to the FCC, now is ready to present a united front in its recommendations. Reports were heard in technical circles that Dr. Kenneth A. Norton, former engineer in the FCC technical information section, that FM should be moved above 120 mc will be challenged by several engineers at the oral arguments.

Dr. Norton calculated interference curves, based on previously classified propagation data below 100 mc and testified at the allocation hearings that data "clearly indicates that a band 30 mc below will not be expected for a negligible percentage of time on frequencies above 120 mc." (Broadcasting, Nov. 6.) Dr. Norton, on leave from the FCC Army Air Forces, a dedicated television would best serve above 500 mc.

Since the day his testimony threw a bombshell into the allocation, proponents of FM's present location and the "downstairs" television advocates have contended that Norton's curves were only calculated and therefore could not be accepted as final.

Not Unanimous
When Panel 2, through its chairman, RCA representative and former FCC chief engineer, presented its recommendations last Nov. 2, it was brought out that the panel was not unanimous in its conclusions. The FM panel, headed by C. M. Jansky Jr., agreed with Panel 2, however, to recommend that FM be allocated 75 channels 200 kc wide in the band from 84-102 mc, including 15 channels for noncommercial educational stations and 60 for commercial FM.

The Commission proposes that 90 channels be set aside between 84-102 mc, with 20 for noncommercial educational stations and 70 for commercial FM. (Broadcasting, Jan. 15.) FMBI and the RTPB contend, it was learned, that interference in the present band is not sufficient to warrant any great alarm, in spite of recordings made in Colorado by FCC engineers. On the other hand they point out that little, if any, experimental work has been carried out in the spectrum between 84-102 mc and to permanently allocate FM in that location might mean the future ruination of the service.

"Room to Grow"
Commissioner E. K. Jett, who has supervised the FCC's work on the proposed allocations, has emphatically contended that the proposed allocations from 25-30,000 mc are "proposals" and nothing permanent. "If the RTPB can show us that we're wrong, we're open to suggestions," he said.

Lt. Jett, former FCC chief engineer and for many years a Naval Communications officer, said he would not be averse to allocating FM to its present location, although it would necessarily limit the number of channels, and giving the industry opportunity to conduct FM on a wide scale in the proposed band, 84-102 mc. Then, if it were discovered that FM can perform a better service in the lower frequencies, the Commission could act accordingly.

He brought out, however, that for expansion, broadcast services must necessarily move upwards, "where there's room to grow." Aside from Dr. Norton's calculations, there is evidence indicating that at 40 mc there is too much interference to provide a satisfactory FM nationwide service, according to some engineers who favor the 84-102 band.

Among those favoring the FCC proposal is Philco Corp. In a letter to the Commission, Larry E. Grubb, chairman of the board, and John B. Wolfe, president, said: "We believe that the Commission's analysis of the whole allocations' problem and the resulting recommendations it has made represent a public service of great importance. The blueprint that the Commission has given us should make possible the development of all those services using the spectrum to a higher degree of perfection and general usefulness than ever before."

FCC Commended

Commending the FCC for a "splendid overall job" the Philco executives wrote: "While we should like to see a greater number of channels below 216 mc be reserved for television, we believe that the Commission adopted a sound, practical policy in making it possible to give a high-quality television service to the public where most of the presently available engineering and operating techniques exist, while at the same time encouraging research and development work to go ahead in the ultra-high frequencies. This action by the Commission offers great encouragement to all those who have pioneered in television."

"As Broadcasting went to press only one request, aside from those of the RTPB, had been filed for oral argument. Pierson & Ball, Washington counsel, on behalf of the Yankee Network, filed for oral argument and permission to present briefs.

"It now appears that the interests of the Yankee Network may be diverse from the interests of any other segment of the FMBI," wrote the counsel, opposing the proposed FM allocation.

Lester Cohen of Hogan & Hartson, Washington counsel, on behalf of Walter J. Domm, general manager of WMFM Milwaukee, requested permission to file a brief.

Following are RTPB panel chairmen, who plan to take part in the oral argument: Dr. Alfred N. Goldsmith, Panel 1, Spectrum Utilization; Dr. C. B. Joliffe, Panel 2, Frequency Assignment; Frazier, Panel 4, Standard Broadcasting; C. M. Jansky Jr., Panel 5, FM; D. B. Smith, Panel 6, Television; John B. Wolfe, Panel 7, Television; Haraden Pratt, Panel 8, Radio Communication; E. W. Engstrom, Panel 9, Relay Systems; D. W. Rentzel, Panel 11, Aeronautical Radio; Sensors Panel 12, Industrial, Scientific & Medical Equipment; Prof. D. E. Noble, Panel 13, Portable, Mobile & Emergency Service Communications.

Radio's $11,250,000
Again Tops List of

BROADCASTERS contributed $11,250,000 worth of time, talent and facilities to the much over-subscribed $21,601,900,000 Sixth War Loan Campaign—a gain nearing the total effort of all other media combined, according to a report issued last week by the War Finance Division. Total radio contribution is based on figures supplied by the NAB and includes OWI allocations and special assignments as well as the independent participation of individual stations and networks.

Contribution of daily and weekly newspapers totaled $7,709,603.44 with outdoor advertising computed at $3,419,573.48, general magazines $1,651,965, business publications $338,783 and farm magazines $387,400.

Total Up

Total dollar value of advertising for the Sixth Loan was $23,264,329.92 as against $24,998,283 for the Fifth Loan, a decline of 7%. If the $100,000,000 Fifth Loan figure was $11,000,000, the total value was up 16%. The radio tabulation was based on the War Ad. Council Standard Evaluation Plan adopted before the Fifth Loan.

Sixth Loan Effort

Advertising Media

No general breakdown as to talent involved, program type, sponsorship or number of programs and amount of advertising offset of the small NAB figure. The OWI had previously reported radio activity reports and likewise Treasury a brief survey of War Finance Division programs and announcements. (Broadcasting, Dec. 18, 1944.)

Final figures show that OWI during the past Loan scheduled 614 network commercial and sustaining programs—939 through the Network Allocation Plan and 221 through the Special Assignment Plan, 75,013 local transcribed and recorded and 203 network shows through National Spot and Regional Network facilities to acquire a total number of estimated listener impressions of 1,675,297,000.

The OWI was OWI Dorf and was above the average for all of the various OWI schedules during that period. Treasury was responsible for the OWI and 12,450 network shows plus hundreds of local programs in addition to the recorded series prepared by WFD and requested by 983 stations.
Armstrong Assails
Conclusions
By Norton

DEBATE over the merits of the FCC's proposed shift of FM, occurring at the Friday afternoon session of the annual winter technical meeting of the Institute of Radio Engineers, held Jan. 24-27 at the Hotel Commodore, New York, proved to be the highlight of the four-day meeting. Apollo, it is said, was not included in the convention program.

But following the announcement at the Friday morning session that Maj. E. H. Armstrong, inventor of FM, was being given time on the afternoon agenda to reply to a paper prepared by K. A. Norton of the War Dept. and F. W. Allen Jr. of the Navy and presented by Mr. Allen Thursday morning, the meeting place was filled.

Armstrong Disputes Norton

Titled "Very-High Frequency and Ultra-High Frequency Signal Ranges as Limited by Noise and Co-channel Interference," the Norton paper, which compared the theoretical service ranges of FM transmitters of equal power operating at 46 mc and 105 mc.

Termed this paper the most important one of the IRE meeting in its effect on the future of the industry, Maj. Armstrong said that practical experience did not back up the theoretical conclusions of that paper. Expressing general agreement with the conclusions as to Sporadic E interference, which he said would be a problem only for high-powered stations, he said that experience shows there is not much F2 interference above 80 mc, pointing to the fact that during the 1956-57 sunspot period when NBC was experimentally broad- casting FM at 46.5 mc, no interference was experienced, demonstrating that high-powered stations could operate without trouble in the 40-60 mc region.

Stating that their conclusions were based on actual tests during sunspot activity but on data from the Bureau of Standards whose accuracy had been proved over and over again, he declared the reception of English television signals on Long Island, over the "notoriously low frequency North Atlantic path," as proof that allocating FM to the world-wide band—"and he said any allocation must be made with world service in mind—would be "dealing with fire."

Proceeding the FM exchange at the Friday afternoon session, Capt. E. M. Webster, USCG, vice-chairman, Interdepartment Radio Advisory Committee, traced the history of IARAC, which he said, fore- saw the need to provide for war radio allocations early in 1943, and appointed a committee to study the problem, that study resulting in the proposals made by IARAC last fall.

Capt. Webster explained IARAC made recommendations for non-Government services because the overall allocations are interlocking. In addition, he asserted, knowledge of many parts of the spectrum is confined largely to Government personnel and not discussed publicly.

Postwar Plan

Dr. A. N. Goldsmith, vice-chairman of the Radio Technical Planning Board, took issue with Capt. Webster, declaring that the radio manufacturing industry, engaged almost exclusively in war production, naturally knows about developments, although they are not publicly discussed. He said RTTP based its allocation recommendations on general knowledge, including military developments.

Formation of Inter-American Telecommunications Union, "which would accomplish for this hemisphere what has been done on a world basis by the International Telecommunications Union at Bern," was revealed as one of the postwar communications plans now under consideration by the Government, in an address made Thursday evening by Francis C. de Wolf, chief of the Telecommunications Division, Dept. of State.

Speaking at the annual IRE banquet, Mr. de Wolf said that the FCC has prepared plans for the industry as well as other Federal agencies to join in the study of what position the United States should take, at forthcoming international communications meetings, beginning with the third Inte- rnational Radio Conference to be held in June in Rio de Janeiro. A contribution with representatives of the British Commonwealth of Nations is also anticipated, he said.

"We have in mind a moderniza- tion of our existing international communications bodies, bringing them more in line with the necessities of present day radio, particularly in the field of radio interference and radio regulation," Mr. de Wolf explained. "In this field and in others, we must determine whether we are prepared to surrender a certain modicum of sovereignty over radio to an international authority that knows no national boundaries."

William L. Everitt, 1945 IRE president, presented the Institute's medal of honor to H. H. Beerage, associate director, RCA Labs, and the Morris Liebmann Memorial Prize, income from a $10,000 fund, to Dr. W. R. Hansen of Stanford U. Mr. Beerage received the medal "for his achievements in radio research and invention, of his practical applications of engineering developments that greatly extended and increased the efficiency of domestic and worldwide radio communications, and of his devotion to the affairs of the IRE." The Liebmann prize was awarded to M. H. Hansen "for application of electromagnetic theory to radiation, antennas, resonators and electron bunching, and for the development and measurement techniques in the microwave field."


Expansion of Services

Retiring President Hubert M. Turner reported that the IRE now has an expansion program with a membership of 25,000 a possibility within a few years. He urged the membership to support the campaign to raise a building fund of $500,000, inaugurated at the meeting in antici pation of the IRE's postwar expansion of its services to the electronic and communications industries. In the next six months the A. IRE is chairman of the fund committee and I. S. Coggleshall, Western Union Telegraph Co., vice-chairman.

Development of the "disc-seal" tube for generating high-frequency radio waves of considerable power provides a new avenue for the progress of electronics, E. D. McArthur, of the GE Research Labs., told the meeting on vacuum tubes. The important wartime role already played by these tubes will be followed by one of equal importance in television, navigation, and other micro wave peacetime fields, he said.

R. L. Kelly, of RCA Victor Tube & Equipment Dept., described the development of miniature tubes which will permit the manufacture of horn and combination radio-television-record player units 20% to 40% smaller than at present. John D. Reid, research manager, Crosley Corp., discussed the development of a superheterodyne receiver tuned solely by push buttons and with no dial or tuning knob, reporting the performance of one in which a receiver of this type was superior to that of the conventional receiver, receiving interference-free signals on 40 of the 108 broadcast channels in tests conducted in suburban Cincinnati.

Need of Communications

"Present day warfare is wholly dependent upon communications and cannot be conducted successfully without adequate communications which provide security, accuracy and speed in transmission," Col. V. B. Bagnall, chief, Communications Branch, Signal Corps, USA, told the annual winter meeting Friday, in a talk describing some of the problems of maintaining military communications.

Representatives of the IRE's 33 sections met Wednesday. That (Continued on Page 66)
You know and we know that the way your commercial is read has a lot to do with the listeners’ approval of your program, and of the radio station itself.

Another of the ways in which WHO acquired (and keeps) the warm friendship of its enormous audience is by improving the quality of its commercial announcements.

Here at WHO our announcers constantly use a clever device called the Mirrophone. It instantly records their rehearsals of your commercials and does an immediate play-back, for self-checking and self-criticism. Result: A markedly superior delivery of commercials.

Every week, our “Announcers’ Clinic” reviews and compares the recorded samples of each announcer’s work with “Radio Salesmanship” written by B. J. Palmer, as a guide.

That’s just one thing we do to win friends and influence people in Iowa. But WHO takes the attitude that the sum of all things is the whole thing. We thought you’d be interested.

† WHO for Iowa PLUS †

Des Moines . . . 50,000 Watts
B. J. Palmer, President    J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
Early Rapid Pace Hits Conservative West Slowdown

SUNDAY CALIFORNIA, long the shady side of the street for progressive broadcasting in the West, was in fine shape Sunday. Three of its stations were: Arizona—KOY Phoenix; KTUC Tucson; California—FOX KGER Long Beach; KECA KFAC KPF KJH KTMX KNX Los Angeles; KJRH KPRC Houston and KXOX Sweetwater, Texas, received a similar upsurge.

Back up in the latter state, attending the 16th Annual Conference of NAB districts in Los Angeles and San Francisco by Rayleigh, featured by.

By Friday, 68% of the 22 stations attending the 16th District meeting in Los Angeles on Monday and Tuesday had signed for participation in the plan, which is designed to offer a standard audience measurement service. In San Francisco, following the BMB presentation but before the 16th District two-day parley was adjourned on Friday, only seven of 25 stations represented had signed.

Post-Meeting Signatures

The somewhat cool reception given the proposal on the West Coast followed the enthusiastic response (over 80%) accorded it in Memphis, at the Sixth District meeting, and in Dallas, at the 13th District meeting [BROADCASTING, Jan. 22].

Mr. Feltis said that most of the Los Angeles district contracts were received after the meeting had been adjourned on Friday, and that he expected a similar upsurge in the percentage signed following the San Francisco adjournment.

Meanwhile signed contracts were received from 12 other stations throughout the district, three of them in the 13th District. The latter included KTEM Temple; KTTR Houston and KXOX Sweetwater, all on the air by teletype and mail: WIBX Ulus; WOC Davenport; WTAG Worcester; KFOR Lincoln; WCAU Philadelphia; WICA Ashubabia; KOIL Omaha; WSBT South Bend.

LINCOLN; WCAU Houston and KXOX Sweetwater, similar upsurge received Monday and Tuesday by.

-6, but attending the 16th Annual Conference of NAB districts in Los Angeles and San Francisco by Rayleigh, featured by.

The Los Angeles district stations subscribing shows seven 250 w; nine 1 k w; six 5 k w; one 10 k w; four 50 k w. In San Francisco, one 250 w; two 1 k w; two 5 k w; one 7500 w.

131 New Signed

Total number of stations signed by noon Friday was 131.

The program of the Board, Foote, Cone & Belding, assisted Mr. Feltis in making the Los Angeles presentation. Mr. Blatterman, assistant to the AAAA which, with the AANS and the co-sponsors the plan, in San Francisco Burt Oliver, manager, Los Angeles, vice president of Foote, Cone & Belding, assisted Mr. Feltis. Luncheons for agency representatives in both cities were held, with 23 attending in each city.

Agency viewpoint on the BMB plan was to be explained at the Portland meeting (Jan. 29) and the Salt Lake City meeting (Feb. 1) by Miss Frankie Corden dall of Botsford, Constantinie & Gardner. Mr. Feltis was to speak before the Seattle Advertising Club Tuesday noon, where he was to be introduced by C. P. Constantine, president of the Washington State Chapter, AAAA.

Asks Cooperation

Plea for better and closer cooperation from stations to help solve industry labor problems was made by Raychurch. Our NAB executive counsel, when addressing broadcasters during the Los Angeles session, Biltmore Hotel Jan. 22-23. He told what NAB is doing in Washington for radio and pointed out that the only way these efforts can be brought to a successful conclusion is for stations to be "open," giving full and accurate information to the association when seeking advice.

He urged station operators to be more cooperative in answering questions sent to them. William B. Ryan, general manager of KFI Los Angeles and director of the 16th District, presided over the meeting. J. Harold Ryan, NAB president, opened the session briefly reviewed activities and objectives of the association.

Summarizing his annual report, C. E. Arney Jr., secretary-treasurer of NAB, pointed out that the major problems confronting the radio industry today are critical manpower shortage and platter turnover issue [BROADCASTING, Jan. 22]. He warned that revised Selective Service demands will make further its roads into station staffs during the next few months and urged managers to be more specific and accurate when seeking deferments. He said NAB is studying the question of extending emergency status to try to determine essentiality and to review same with local draft boards. He reviewed briefly the AFF and NABET controversy on platter and platter turnover.

Anniversary Plans

W. L. Gleeson, manager of KPRO Riverside, Ca., during his program director's report, urged a worldwide free radio and that such a plank be included in the program of the next annual conference. Patrick W. Campbell, executive assistant to the vice-president of Don Lee Broadcasting System, Hollywood, giving the public relations report, stressed greater emphasis among 16th District stations in observing radio's 25th anniversary for the entire year.

Small market stations and sales managers' problems were discussed by Lewis H. Avery, director of NAB Department of Broadcast Advertising, with Helen A. Cornelius, his assistant, collaborating.

Resolutions

Six resolutions were adopted at final business meeting. One, endorsing the BMB plan, suggested that other stations in the industry support and subscribe to same. Another was that the recommendation of Mr. Ryan as NAB president, with regrets that he would not be a candidate for reappointment. This resolution further urged that immediate consideration be given to appointment of another outstanding leader to that post. Other resolutions advocated: (1) creation of an NAB news service for pur-pose of informing the general public with importance of radio as a major factor perpetuating the American way of life; (2) opposition to the proposal for duplicate payment for single service known as pay-with-pay, as allocated by American Federation of Radio Artists; (3) continuation of Petillo's platter-turnover demands; (4) continuation of NAB efforts toward training newcomers for broadcasting.

REGISTRATION

16th District

ARIZONA: Byrdridge D. Butler, Albert John Weitz, Jr., KOY Phoenix; Lee Little, KTUC Tucson; CALIFORNIA: L. A. Schamblin, KFMC Balboa; Sr. Michael, KFPG San Jose; B. C. Merwin Dow, Ronald Oakley, Las Angeles; KJH KTMX KNX Los Angeles; KJRH KPRC Houston; KXOX Sweetwater; KOH San Diego.

REP. LEA TO CALL RADIO CONFERENCE

RADIO LEGISLATION satisfactory to the art and the Government regulatory body is sought by Rep. Clarence G. Lea (D-Cali.), chairman of the House Interstate & Foreign Commerce Committee, who will shortly invite the FCC, NAB and American Broadcasting Co. to appear before him on a further legislative session to get together on recommendations for revision of the Communications Act of 1934.

Rep. Lea announced in a follow-up conference with Paul A. Porter, FCC chairman, that within a short time he will address letters to the Commerce Committee, the Federal Communications Bar Asso., FM Broadcasters Inc., Tele-}
Here lived the nation's greatest jurist...

For a man of such stature, the Marshall House (a stone's throw from WRVA's Richmond Studios) seems a most modest structure. But the austere dignity and severely simple beauty of its exterior and interior, are index to a character which shed much lustre upon the history of our nation. It was designed and lived in by Chief Justice John Marshall, whose brilliant and beautifully written decisions still live in usefulness among the documents of the Supreme Court of the United States...final seat of justice in our country. Just as many of his decisions still illumine questions of today, so the traditions and culture of the Old South blend with contemporary thought and needs in the New South, in which WRVA is symbolic, integral, unique.

50,000 watts...night and day
Studios in Richmond and Norfolk

WRVA
A Decade with WRVA

Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
OWI Increases Japanese Operations; Six New West Coast 50 kw Stations

CARRYING the Voice of America stronger and farther into the Orient, the OWI has stepped up its radio psychological warfare operations against the Japanese by broadcasting simultaneously from six new 50 kw shortwave transmitters on the West Coast.

New transmitters include four operated for OWI by NBC in the Sacramento Valley at Dixon (KNBA KNBC KNBI KNBX) and two operated by CBS in the San Joaquin Valley at Delano (KCBF KCBA). Use of dual transmitters permits same programs to be broadcast simultaneously on different frequencies to reach different parts of the Far East.

Other Transmitters

In addition, OWI continues to broadcast from four shortwave stations in and near San Francisco: two operated by General Electric Co. (KGEX KGEI) at Belmont and two operated by Associated Broadcasters (KWID KWIX) in South San Francisco. This growing network of facilities, OWI said, was strengthened on Dec. 26 by a new 100 kw shortwave station in Honolulu and a 50 kw medium wave station on the island of Saipan which also serves as a relay system for the West Coast broadcasts. The two island stations were subjected to jamming by the Japanese within 30 minutes after they began operations but only the medium wave Saipan station was affected while the shortwave Honolulu station went through without interference, OWI having instituted countermeasures in advance.

With the new transmitters, OWI will increase Japanese programs to nine hours a day and Chinese programs to six hours daily during favorable evening listening hours on three different wave lengths and five hours daily during favorable morning hours. Ten hours of programs will be sent to the Philippines instead of the present 6½ hours. Service also will be continued to Australia, East Asia and Indonesia.

The new transmitters will increase operations by the Office of Coordinator of Inter-American Affairs by 13 hours daily and will provide an additional 3½ hours a day of broadcasting to troops by the Armed Forces Radio Service.

Don Juan Extends

DON JUAN Lipstick Co., New York, in February extends its spot radio campaign for Don Juan lipstick to Canada, with a series of thrice-weekly one-minute transcribed and live one-minute announcements. Station schedule includes CFRB CKAC CFCF CKCO, with possible expansion to other outlets. Agency is J. M. Korn & Co., Philadelphia.

"BUSY KEEPING UP with the tanks and taking over towns and keeping their troubles out of the way of the rest of the Army," writes Lt. Col. Douglas W. Meservy, shown here in a town somewhere in France, Col. Meservy, former deputy director of the OWI Radio Branch, is now commanding officer of a Civil Affairs team in charge of one of the larger French towns. He has been overseas about 16 months, and was in Italy prior to his ETO assignment.

Army Radio Guide

WAR DEPT. Bureau of Public Relations has issued a revised "Radio Guide for Public Relations Officers," superseding the guide of Jan. 1, 1943. Copies have been sent to public relations officers in all theatres of war, to agencies and networks. The book deals with objectives, restrictions, net and local broadcasts, radio branch services available, and information on various other problems dealing with Army broadcasts in the States and overseas.

Kellogg Returns Portion Of Account to N. W. Ayer

KELLOGG Co., Battle Creek, Mich., cereal manufacturer, which placed advertising through N. W. Ayer & Son, for nearly two decades, is returning a portion of its account to the agency, it was announced last week. Appointment covers new product development only, Kenyon & Eckhardt, New York and Chicago, continuing as agency on all established product domestic advertising, and J. Walter Thompson Co., New York as agency on export and a portion of Canadian promotion.

Ayer's work for the account will be confined for the immediate present to new product development, enticing study of markets and operations. Agency serviced the account from 1921 to 1935 when, with a change in client management, advertising was distributed to Hays MacFarland Co., J. Walter Thompson Co. and Kenyon & Eckhardt, named to handle Gro-Pup (U. S. and Canada), 1937; All-Bran, Canada, 1938; Raisin Bran Flakes, 1942; Rice Crispies, Shredded Wheat, Corn Flakes, Omaha Feed, Crumbles and (Canada) Hexite, 1944.

D-20 Mike

PROMOTION for the new D-20 microphone, first civilian product to be manufactured by Universal Microphone Co., Inglewood, Cal., since Pearl Harbor, will open in February. Spaced at intervals of a month releases will feature photographs and technical details of the new broadcasting station microphone.
Lonesome But Beautiful

The above pictured scene is one of the many beautiful spots in the Smoky Mountains near Knoxville, Tennessee. You will want to visit this great section when the Day of Victory comes and travel is resumed. From a standpoint of listeners, however, it is "lonesome," and that brings up the fact that it takes people, not acres, to make a market. WBIR reaches the populous part of the Knoxville market, assuring you of adequate coverage at a minimum cost. Let the John E. Pearson offices furnish you with current availabilities.

WBIR
A NUNN STATION
KNOXVILLE, TENN.

John P. Hart, Manager
Blue Network

REPRESENTED BY THE JOHN E. PEARSON CO.

Continuity Study

A PUBLIC SURVEY on commercial radio continuity is being made in principal cities of Canada by the Canadian Assn. of Broadcasters and the joint committee of broadcasters and advertisers on program continuity. Survey follows a questionnaire to station managers on improvement of commercial continuity and is being made by Canadian Pacific's Toronto, to be presented at the annual meeting of the CAB at Quebec next month by committee chairman Robert Jones, advertising manager of General Foods Ltd., Toronto. Reading sub-committees are Lloyd Moore, CFBR Toronto; Jack Slatter, Radio Representatives Ltd., Toronto; Edgar Stone, CBC Toronto; Phil Lalonde, CKAC Montreal; James Shaw, CFCF Montreal; and Arthur Dupont, CBC, Montreal.

Thrillers Criticized

IN A RESOLUTION presented to the Canadian Broadcasting Corp., the paediatricians section of the Canadian Medical Assn. has asked the CBC to prohibit the broadcasting of "thriller" stories, because in the "unanimous opinion of this section, it is decidedly detrimental to the mental and physical health of our Canadian children". The subject of this type of program is to be discussed at the forthcoming meeting of the CBC Board of Governors at Guelph Jan. 27-29. The Toronto Board of Education has also requested that the CBC take action to prevent stations from broadcasting murder dramas. The Canadian Assn. of Broadcasters is understood to be investigating the subject.

New Gas Purifier

BAKER & Co., refiner of precious metals, Newark, has announced development of a new gas purifier described as being particularly useful in the manufacture of radio and radar tubes. Unit is produced in two sizes, one, standing 20 in. high designed for laboratory and production use, has a capacity of 500 cu. ft. of gas per hour and is being produced to sell at $225. The other, for general plant operation, measures 40 in. high, is constructed for wall mounting and will sell for $475.

CHECK the list below to find the war message announcements you will broadcast during the week beginning Feb. 19. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 10-second chain breaks on each side of sides. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NEY. OF GROUP kW</th>
<th>WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<tbody>
<tr>
<td>The Job Ahead - Japan</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Conserve Cars, Gas, Tires</td>
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<td>Jack a Car Pool</td>
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<td>Army Nurses</td>
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<td>V-Mail</td>
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<tr>
<td>Support Rationing</td>
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See OWI Schedule of War Message 148 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WHOM ISSUES BOOK ON POLICY, PLANS

CRAG LAWRENCE, general manager, WHOM Jersey City, sets forth station policies and plans as a member of the Cowles group in a promotion booklet answering "Questions Most Frequently Asked About WHOM's New Ownership". Good portion of the copy is an analysis of the effects of the announced policy to devote only one half of its programs to foreign language programs for the duration, and eventually to broadcast entirely in English. Station concludes that most of its listeners understand English, as 47% of 16,613 responses to a recent map offer were written in English, coupled with the fact that more people can understand English than write it. "What is WHOM doing to help the foreign language advertiser make the transition to English?" Station points to a "trilingual announcement package" offering English, Italian and Polish spots, one each a day, six times weekly.

The booklet cites statement by Comdr. T. A. M. Craven, formerly FCC commissioner, now a Cowles Broadcasting Co. vice-president, that in 1945 WHOM will be operating with 5 kw for which it has applied to the FCC. Booklet issued by Katz Agency, New York also covers data on carriage rate policy, advertisers, and programming.

"HAVING" changed title Jan. 15 from Breakfast at Bardis to Breakfast in Hollywood, film rights to the Blue program, in a deal worked out, have been acquired by Golden Pictures.
Above the fog

That's the snow-blanketed volcano on Gareloi Island in the Aleutians. Almost unknown and unseen before Pearl Harbor ... it is now a landmark on the way to Attu for some 2,500 Navy Transport pilots, crews and their groundmen.

There's another landmark that in a few short years has become the safe guide for smart radio time buying. It's in the city of Baltimore. And the station is W-I-T-H, the successful independent.

In this five-station town the facts show that W-I-T-H delivers the greatest number of listeners at the lowest cost.

Those facts are as obvious as that volcano peak above the fog. We're glad to show them to anybody with a sales problem in this, the 6th largest market.

WITH
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
January 29, 1945  Page 23
Mrs. Jones Bought These Groceries from Mr. Brown Last Week —

Lots of groceries are going "over the counter" out here in the vast KFAB area. Here's what Mrs. Jones...just an average midwestern housewife... purchased last week from Mr. Brown, her grocer.

If you're a food manufacturer interested in this rich 200 county area and its 340,808 listening families, let KFAB help to keep your product moving off the shelves and "over the counter."

1. There are over 9,000 retail grocery stores in the vast area served by KFAB.

2. Annual grocery sales in KFAB territory total over $177,000,000.

3. KFAB reaches 340,808 listening families in its vast 200 county area.

4. KFAB gives you tailor-made merchandising to help sell your product.

(All above figures from CBS Listening Areas, Series 6; 1944 Consumer Markets Edition, Market Data Book; 1944 Survey of Buying Power)

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA, NEBRASKA
Represented by PAUL H. RAYNER COMPANY
Radio Brussels Saved From Germans

Belgian Sacrifices Life In Foiling Nazis' Attempts

By JACK LEVY

THIS IS the story of a radio station the Nazis were unable to put into operation after four years of trying. They failed because of the heroism of the Belgians who prized it, particularly one Belgian who gave his life to save it from German destruction.

It is the story of Radio Brussels, largest station in Belgium, and it was told to Broadcasting by Herman Florez, formerly of WOR and Mutual and now with OWI, who returned to the States for a brief furlough after completing several engineering assignments in England and on the Continent.

Covers Country

Radio Brussels occupies the imposing modern structure known as Broadcasting House and sometimes called Brussels Radio City. The station is easily heard anywhere in the country and its voice overflows into France, Holland, Luxembourg and Germany. Prior to the war it was powered by two 15 kw transmitters located at Veltem, 12 miles from Brussels. One of these, originally used for broadcasting to the Flemish population, has apparently disappeared.

Determined the Nazis would not use the station, the Belgian government started preparations to dismantle the transmitters when England declared war against Germany in September, 1939. With appearance of German planes over Belgium in May 1940, a caravan of 30 trucks, under the direction of M. Marteaux, chief engineer of Radio Brussels, set out with the equipment and the technical personnel and their families—about 50 persons in all.

The convoy arrived in France in May and separated into two groups, one headed for Toulouse, another for Rouen, and the third for Pointiers. At isolated places, they hid the components and returned to Brussels three months later, leaving a few of their members behind to guard the quarry.

Some of the technicians were recalled to "assist" the Germans in reestablishing normal operations of the station, but instead carried on delaying sabotage. The Nazis made limited use of Radio Brussels by using mobile equipment and collapsible masts but their efforts to operate the station at full capacity were always frustrated.

Three years later, through a collaborator, the Germans discovered the approximate whereabouts of the equipment and proceeded to haul it back from France. But the effort to locate the components and to reassemble them piece-by-piece took months and months. The Belgians saw to that.

However, by the midsummer of 1944 the transmitter formerly used for broadcasting to the Flemish-speaking Belgians was about ready for operation when the underground (White Army) raided the station, seized strategic components and concealed them in homes of the loyalists.

In the meantime, France had been invaded and the armies of liberation approached Brussels. The Germans prepared to leave Broadcasting House, turning on the elaborate sprinkler system and hydrants to flood the master control and the dial relay and switching rooms and the air conditioning plant. To make doubly sure the station would be still, they opened the oil valves of the power transformers which supply electricity for the studios.

Germans Foiled

They might have succeeded had it not been for Joseph Van Gaalen, a technician, who, in anticipation of their plans, had constructed a trap door to gain entrance from the cellar. As soon as the last German had departed, he entered the building, waded through three feet of water to shut off the hydrants and managed to stop the flow of oil in time to avert serious damage. On September 3, the day of the liberation of Brussels, a bullet fired by a German sniper struck him while he was fulfilling a mission for the station and he died on the way to a hospital. Van Gaalen's name is revered throughout Belgium.

When British troops reached Veltem, they found the transmitter plant seriously damaged, the exciter and low power stages destroyed by a charge of TNT. A PWD-SHAEF team composed of Mr. Florez and Capt. Ed Schacht and Lt. Felix Bonvolour of the U. S. Signal Corps arrived by truck and trailer on Sept. 15 from England with the equipment to replace missing units. It had taken them two weeks to get through the war-ravaged roads of France and Belgium and the delays caused by higher priority military traffic.

Returns to Air

Radio Brussels returned to the air under Allied control on Oct. 21 with 2 kw power and was officially dedicated a short time later by M. Rongvaux, Belgian Minister of Communications, when it began broadcasting with full power of 15 kW.

(Continued on page 30)
ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ

MAKE HASTE SLOWLY
From where we stand, we're aware of a challenging spotlight beamed on Mutual from all of Radio Row. The situation seems to call for a statement, so we dip into the classics to give you ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ. That's Greek to us, too, but in English it serves this network as a highly suitable text: “make haste slowly...”

In any field of endeavor, to make haste slowly means to make no premature promises of brave new worlds to come. For a radio network, it means building—soundly ...firmly...solidly—carefully deliberating every move.

Here at Mutual, we interpret ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ to mean an honest, searching inventory of all we have to offer. A close scrutiny of those factors which are good but which can be improved; an even closer scrutiny of those that are not-so-good and which must be improved. And a frank realization that both exist in Mutual. To make haste slowly also means the application of tested radio and advertising judgment to the practical problems of programs and stations and clients and listeners.

We think we've made a start. To the veteran minds at Mutual have lately been added other veteran talents new to this network. Working together in close harmony, this strengthened manpower is striving toward full and intelligent cooperation with advertisers ... agencies ... station operators ... radio artists ... program producers. Always, of course, in the interest of the listening public.

We'll keep you posted on our progress toward these goals, as we continue meantime to ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ.
luxembourg shortwave radio tribulations told by mueller

by helena house

how the army signal corps spent 2 1/2 months painstakingly rebuilding the nazi-wrecked shortwave station in luxembourg, companion station to radio luxembourg, and then was nearly forced to destroy the entire installation when threatened by the german counter-offensive in december, was told last week by merrill mueller, nbc war correspondent.

mr. mueller, who will return overseas early in march for the duration of european hostilities, was the first network man to broadcast to the u.s. from the station when it first started direct regular transmission dec. 28.

demolition charges

broadcasts from the permanent shortwave station probably were closer to actual battle activity than any commercial station in europe heretofore with the exception of those from paris during the first days of its fall to the allies, mr. mueller said. area surrounding the 75 kw station was known to be the first objective of german attacks, which first broke through into luxembourg around dec. 17. from an initial test dec. 19, the station had been within firing range of the enemy almost continuously, according to mr. mueller.

with the germans only 4 miles from the transmitter following the initial test, the station ceased operation until dec. 28. all fragile equipment was removed and demolition charges were laid. radio luxembourg also went off the air [broadcasting, jan. 1]. at one time, after the americans had fallen back towards the transmitter, tanks were operating on the very grounds of the shortwave transmitter, he said. one night before the station went off the air, a german patrol killed an officer and five enlisted men assigned as protection.

the allies captured the station in september with the same armored force which seized radio luxembourg. although the germans had left the panel intact, tubes had been broken and the towers blown up. probable explanation of the germans' failure to destroy the longwave station, and the havoc they wreaked on the shortwave outlet is that the enemy crew of the latter station was more efficient in carrying out their orders prior to retreat, mr. mueller suggested.

the signal corps took over and started rebuilding with parts gathered from the two holland plants of philips co., dutch equipment manufacturer, and from rca's french affiliate. one of the reconstructed antennas, ten feet shorter than the three others because of lack of material, has been dubbed "the cockeyed beam." technical operation is under the supervision of maj. walter r. brown, former

NOTE WORK-CLOTHES of the radio executive near the line, writes lt. col. samuel r. rosenbaum, army officer in charge of radio luxembourg. the former president of wfil philadelphia, gave this picture to hermann florez, owi engineer who returned to this country on furlough a few days ago, and delivered it to broadcasting. it was made in november, shortly after col. rosenbaum took over the station operation.

nbc engineer, and studio operation under lt. col. howard nussbaum, former nbc producer in new york, now with the press-radio section of the 12th army group.

one of three allied stations reaching the u.s. direct from europe (there are now 15 transmitters in all on the continent including army, bbc, and commercial), the shortwave outlet is used by networks, with a priority; for owi traffic, b priority; and for press-voice, c priority.

razor latin drive

american safety razor corp., new york, on behalf of star razor blades, is conducting a campaign on some 40 stations in 26 cities of six latin american countries, using one-minute transcribed musical announcements. campaign started last october, and will be extended gradually to additional stations. agency is dorland international-pettingell & fenton, new york.
If the ball doesn't land securely into the hands of the end, it's an incompletely passed ball. And no team can move forward on incompletely passed balls.

In radio, the same thought applies. Unless the listener is in position to catch your sales story by being tuned to the station you're using, it's another "incompletely pass." And no product can move under those conditions.

Your program, broadcast over WCBM will score a touchdown. Your sales message will be "caught" by your market, because listening to WCBM has become a habit in Baltimore.

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer
President

George H. Roeder
General Manager

Free & Peters, Inc.
Exclusive National Representatives
Radio Brussels
(Continued from page 25)
kw. It is contemplated that equipment necessary to replace the original 15 kw Flemish transmitter will be provided by OWI in the very near future.

The station, now operated by FWDAHAF under the military supervision of Capt. Schacht, is being used intensively for propaganda warfare, directing programs to Germany, unoccupied Belgium and Holland. PWD operations in Belgium are under the supervision of Maj. George W. Hargreaves, in charge of press, radio, publications and intelligence operations for Gen. Erskine, Commanding Officer for Belgium.

Worked in ABSIE
Prior to his work in the reconstruction of Radio Brussels, Mr. Flores had been assigned by Richard Condon, chief engineer for OWI in the ETO, to work on the design and construction of the network of the American Broadcasting Station in Europe (ABSIE) in London. He also undertook assignments for PWD in the liberated areas of France and Luxembourg.

Assistant manager, XSL Salt Lake City, 1.66%, and Radio Service Corp. of Utah, operator of KSL, 25%.

The Wm. H. Block Co., Indianapolis department store, is applicant for a new FM station on 48.7 mc with 2,316 square miles coverage and $59,000 estimated cost.

Other FM requests: Harrisburg, Pa., WHP Inc., 14.3 mc to cover 27,460 square miles, estimated cost $137,250; Wilmington (N. C.) Star-News Co., 44.9 mc to cover 5,300 square miles, estimated cost $53,340; Miami, Fla., WIOD, 47.7 mc to cover 5,689 square miles, estimated cost $54,756; East St. Louis, Ill., WTMV, 47.1 mc to cover 10,727 square miles, estimated cost $39,500; Memphis, Tenn., Heritage, auto dealer, 45.3 mc to cover 15,400 square miles, estimated cost $42,800; Peoria, Ill., WSOY, 48.1 mc to cover 14,130 square miles, estimated cost $69,060; Athens, O., Messenger Pub. Co., 49, 49.1 mc to cover 8,640 square miles, estimated cost $26,500.

Mrs. Thackrey Files
WLTV, owned by Mrs. Dorothy Shiff Thackrey, publisher of the New York Post, has applied for a new FM station on channel 17.

Sewenaha High School, Floral Park, N. Y., requests a noncommercial educational station to operate with 20 w and special emission for FM.

Sherron Metallic Corp., Brooklyn, has applied for a new experimental television station to operate with 10,000 w on any or all channels between Channel 6 to 18.

KANSAS CITY is a KOMOY MARKET
PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area
Ask for Rate Card 3

7 AM, 8 FM, Tele CPs Sought of FCC
Pensacola Station Would Use
Former Police Equipment

Among nearly a score of new applications filed with the FCC during the past two weeks are requests for seven standard stations, eight FM outlets, a noncommercial educational station, an experimental television station and one—WLIB New York—for a commercial television outlet.

Ruth Braden Weber, wife of Fred Weber, manager of WDSU New Orleans, and former MBS general manager, is the principal partner in an application for a new station at Pensacola, Fla., on 1450 kc with 250 w. She would hold half interest with four other individuals dividing the balance. The station, understood to be ready for operation, would use the former police radio system of Pensacola, with the transmitter reconverted.

Construction permit for a new local standard station on 1400 kc with 250 w unlimited time at Savannah, Ga., is sought by Atlantic Broad. Co. J. W. Woodruff Sr. and J. W. Woodruff Jr., vice-president, each owner of 67% shares in the new company, are joint operators of WGPC Albany and WRLB Columbus, Ga., with the elder Woodruff also sole owner of WATL Atlanta. G. Phillip Morgan, president, holds 60 shares; S. H. Morgan, 160 shares; estate of W. Morgan, deceased, 60 shares; and Charles S. Atwell, 50 shares. The three individuals all hold local business interests. R. Basil Morris, attorney, is secretary-treasurer.

Idaho CP Sought
Charlotte Broadcasting Corp., Charlotte, N. C., requests new standard facilities of 1,000 w unlimited time on 1980 kc with directional. Company is composed of Herbert A. Moore, president; major owner and president of Auto Finance Corp., Charlotte; Hugh A. Deadwood, vice-president (50% shares), owner of Charlotte advertising agency under his name and ex-manager of WCOS Columbia, WCSC Charleston and WRDW Augusta; Lucius V. Wells, vice-president 13%, executive secretary of Charlotte Merchants Assn.; J. Murrey Atkins, secretary 13%; vice-president of R. S. Dickerson & Co.; Hugh A. Cathey, treasurer 13%, secretary-treasurer of Auto Finance which holds 48% interest in the new company.

Other standard broadcast applications include: Charleston, W. Va., 1240 kc, 250 w fulltime, filled by Gus and Penelope Zahrac; Lake Charles, La., 1890 kc, 1,000 w fulltime directional, by Frank E. Gibson; Flint, Mich., 1500 kc 250 w daytime, Methodist Radio Parish Inc., non-profit corporation of Oak Park Methodist Church; Idaho Falls, 1490 kc, 250 w fulltime, in name of Idaho Radio Corp.—David Smith, automobile dealer, 25%; Joseph E. Williams, livestock business, 18.32%; Arch L. Madsen, assistant manager, KSL Salt Lake City, 1.66%, and Radio Service Corp. of Utah, operator of KSL, 25%.

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HALF-A-MILLION BUSINESSMEN WILL READ THIS BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

Now You Can Sponsor Radio's Famous JOHN B. KENNEDY in Local Live Broadcasts!

Famed writer, editor, and newsmag commentator known to millions—top-ranking radio analyst John B. Kennedy can help build your sales right in your own back yard! Newest of the Blue Network's coast-to-coast Co-operative Radio Programs, John B. Kennedy is now available for local sponsorship daily from Monday through Friday. Here's how he can help sell your products or services:

Kennedy gives his concise, thought-provoking broadcasts on the day's news from the Blue newsroom in New York—and the commercials are given by your own local Blue station announcer during the broadcast, telling your audience that this is your program! John B. Kennedy's astute commentaries are authoritative. His predictions have won the confidence of America. Your own selling story will take on added authority and inspire added confidence through your local sponsorship of this outstanding Blue Network program!

And you will find that the cost of Blue Network Co-operative Programs is surprisingly low, since you pay only your own local share! Here's a great opportunity to sponsor locally a big-name network program.

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

The Blue Network
30 Rockefeller Plaza, New York, N.Y.
"The Network Most People

NBC Winners in Eighth Annual Poll

Favorite Commercial Program . . . . Information Please
Favorite Entertainer . . . . . . . . Bob Hope
Favorite Male Vocalist (Classical) . . John Charles Thomas
Favorite Male Vocalist (Popular) . . Bing Crosby
Favorite Feminine Vocalist (Popular) . . Dinah Shore
Favorite Symphonic Conductor . . Arturo Toscanini
Favorite Comedian . . . . . . . . Bob Hope
Favorite News Commentator . . Lowell Thomas
Favorite Dramatic Serial . . One Man's Family
Favorite Sports Commentator . . Bill Stern
Favorite Quiz Show . . . . Information Please
Favorite Announcer . . . . . Don Wilson
Favorite Comedienne . . . . Joan Davis
Star of Tomorrow (Female) . . . . . . Jo Stafford
Favorite Comedy Team . . . . . . . Fibber McGee & Molly

Highlights of Survey Sidelights (from Radio Daily)

Bing Crosby . . with the largest individual vote of any artist or program . . piled up a staggering plurality
Joan Davis never in danger as favorite comedienne
Information Please received many votes in the favorite educational classification
Lowell Thomas . . heading the commentators . .

. . . . Dinah Shore outdistancing her competitors . . by a margin leaving no doubt as to her popularity
Toscanini a tower of strength
Fibber McGee and Molly ran strongly ahead as a favorite comedy team . .

. . . . Jo Stafford headed the gal starlets . .
Listen to Most" is
Radio's radio, too

15 out of 26 places in Radio Daily
Poll go to NBC stars and shows

The National Broadcasting Company
wishes to express its appreciation
to the nation's radio editors and
writers who again this year cast
their votes overwhelmingly in favor
of NBC programs and stars in the
poll conducted by Radio Daily.

In voting NBC 15 out of 26
places, radio critics gave NBC stars
and shows three times as many
firsts as any other network.

As these results indicate, "The
Network Most People Listen to
Most" is America's No. 1 Network
with critics and reporters as well
as with the millions of Americans
who listen solely for entertainment,
education and information.

National Broadcasting Company
America's No. 1 Network
BBM to Highlight Canadian Meeting
Luncheon Sessions Cancelled By the CAB at Quebec

COMMERCIAL continuity, postwar technical planning and the first year's operations of the Bureau of Broadcast Measurement (BBM) will be highlights of the annual meeting of Canadian broadcasters at Quebec, Feb. 12-14. There has been no ban on conventions as yet in Canada, largely because Canadian trade meetings are not as large as those of the U. S., and railway conditions are not as tight as south of the international border. Canada has long had more railway accommodation per capita of population than any other country, a factor which has been of importance in the more than five years that Canada has been at war.

Full Agenda

The proposed agenda of the annual meeting of the Canadian Assn. of Broadcasters shows that Canadian broadcasters will discuss numerous industry problems including the CAB code of ethics, programming, public relations, public service activities, performing rights fees, standardization of the rate structure, music, and the past year's Parliamentary Committee report on Canadian broadcasting.

In addition business sessions dealing with the association's finances are on the programs.

Luncheon meetings with speakers have been dispensed with this year, and there will be only one guest speaker, Peter Stursberg, CBS war correspondent who is home on a short leave from the Mediterranean front.

Advance registrations show that many U. S. broadcasters and NAB officials will attend, as well as representatives of all phases of the equipment, recording, agency and representative sections of the industry.

Canada Listening Up

CANADIAN sets-in-use figures revealed winter weather conditions during the first week of January when Elliott-Haynes Ltd., Toronto research firm, made its January national evening rating report, issued Jan. 22. Sets-in-use reached 52.9 for Edgar Bergen & Charlie McCarthy, which led the First Fifteen with a 41.6 rating, followed by Radio Theatre with 39, Fibber McGee & Molly, with 35.4; Bing Crosby Music Hall, 25.4; Album of Familiar Music; Bob Hope, Treasure Trail (Canadian quiz show), N. L. H. L. Hockey, Waltz Time, Aldrich Family, Blind Date, John & Joey (Canadian program), Frank Morgan, Adventures of the Thin Man, and L. F. for Lankey. French language evening programs were led by Secrets of Dr. Morhanes with 34.5, followed by C'est qu'on Aime with 34.3, La Mine d'Or, Metropole and Le Raillen du Rire, these being the five leading shows.

RECORDING radio interview for WLS Chicago in Paris are WLS War Correspondent Ervin Lewis (r) and French Minister of Agriculture Tangy Prigent. Broadcast was shortwaved to Chicago station.

SAM O'NEAL NAMED PORTER SUCCESSOR

SAM A. O'NEAL, member of the Washington Bureau of the Chicago Sun and immediate past president of the National Press Club, on Feb. 1 becomes publicity director of the Democratic National Committee, succeeding Paul A. Porter, new FCC chairman.

Following his appointment last week by the Democratic Executive Committee, Mr. O'Neal declined to comment on the possibility of adding a radio director until he takes the new post. He added, however, that "radio is a most important medium and certainly we're not going to overlook it." During the 1944 campaign J. Leonard Reinsch, managing director of the James M. Cox stations (WBB WIOD WHIO) was radio director of the Democratic National Committee.

A native of Boonville, Mo., Mr. O'Neal was a reporter on the St. Louis Post-Dispatch from 1922-27 and on the Tulsa Tribune and World the next two years, joining the St. Louis Star-Telegram in 1938. In 1936 he opened the Star-Times Washington bureau and headed it until August 1945, when he became a member of the Chicago Sun Washington bureau, covering the Senate. He covered Dewey's Presidential Campaign for the Su and last spring received the Sigma Delta Chi award for outstanding Washington correspondence.

Health aids Order

CEASE and desist order was issued last week by the Federal Trade Commission against Health Aids Inc., Jersey City, N. J., The Journal of Living Publishing Corp., and Victor H. Lindlahr, editor of the Journal of Living and radio lecturer for Health Aids, prohibiting misrepresentations in the advertising of Serutan. The Commission's findings declare that through Health Aids' radio programs and Lindlahr's broadcasts and writings the Corporation promotes the sale of its product "in an indirect and apparently disinterested guise as possible". The order forbids representations, that a cure or through inference, that Serutan is a cure or remedy for constipation or that it will strengthen or stimulate the digestive organs.
People Are Curious

People's curiosity is a characteristic which makes it possible for a progressive station, such as WAGA, to do more than is expected of it.

Audience-building promotion — creating interest by making people curious about programs, through 24-sheet posters, car cards, daily and weekly newspaper advertising and publicity, announcements, dealer tie-ins, etc. — is an important part of WAGA's operation, because we believe our business is not just broadcasting — but producing maximum response.

WAGA
ATLANTA
5000 Watts on 590 Kcs. · Blue Network · Represented by Headley-Reed
WOMEN DIRECTORS TO MEET FEB. 17

ASSN. of Women Directors of the National Assn. of Broadcasters, will open its second annual informational campaign, keyed this year to the theme "Women of the United Nations" at a conference Feb. 17 at the Hotel Roosevelt, New York. Members will attempt to create through their radio programs an international outlook among women listeners. Cooperating in the project, mainly through supplying material for radio messages, will be the United Nations Information Office, and the Inter-American Commission of Women, also the Canadian Assn. of Broadcasters, the Canadian Broadcasting Corp. and a group of 18 civic and cultural groups.

Speakers at the morning session will include Col. Edward M. Kirby, chief, Radio Branch, Bureau of Information, War Dept.; Elizabeth Long, director of women's activities, Canadian Broadcasting Corp.; Mrs. William Sproborg, chairman, international affairs, General Federation of Women's Clubs; Mrs. Minerva Berardino, director, Inter-American Commission of Women; and Mrs. Eleanor Stevenson, author.

A panel discussion by women commentators will follow. Participating will be Mary Margaret McBride, WGBF, Rochester, N.Y.; Mrs. Alva K. Pyle, Blue; Beatrice Fanning, WOR New York; Ruth Crane, WMAL Washington; Alice S. Feinberg, WTAF, Philadelphia; Helen Sloushan, CBS; Jane Warner, NBC; Hazel Cowley, WHAM Rochester; Ruth Chilton, WABD, president, of WCAU Philadelphia will preside at both meetings.

Dorothy Lewis, NAB Coordinator of Listener Activity, will preside at a luncheon when an award will be presented to Mrs. Franklin D. Roosevelt, who will introduce from the meeting, on CBS. Luncheon speakers will include Herbert Lehman, director-general United Nations Relief & Rehabilitation; Hon. Emily Taylor, of Illinois, and Mrs. Edgar D. Hardy, president, Canadian Council of Women.

Luft Moves to Blue

GEORGE W. LUFT Co., New York (cosmetics), on Feb. 28 shifts the Sammy Kaye Tangier Variety Show from CBS to the Blue Network, Friday 10-10:30 p.m. expanding the program's network from 62 to 173 stations. Cosmetic firm continues to sponsor Sammy Kaye's Tangier Variety Show on Blue, Sunday 1-1:30 p.m. According to the agency, Warwick & Engineering, New York, change was made because more stations and better time were available on the Blue, with no delayed broadcast. Program features Mr. Kaye and his orchestra, Paul Winchell, ventriloquist, and Jerry Mahoney, dummy.

WGBK Transfer

APPLICATIONS were filed with the FCC last week requesting voluntary assignment of the licenses of WGBK and WMML Evansville, Ind., from Evansville on the Air Inc. to Curtis Broadcasting Corp., parent company. Also included in WGBK, developmental station, and relay stations WEOY and WAGY. No money is involved in the transfer which will eliminate the holding company.

NEW TIME has been scheduled for Blue Correspondents' bread, the Blue Network's Monday-through-Friday presentation of war news. Starting Feb. 5 the quarter-hour program will be heard Monday through Friday at 8 p.m.

Spadea's System Favored for Video

Movie Reel Lengths Adaptable To Revised Time Schedule

By RALPH B. AUSTRIAN

Executive Vice-President

KBO Television Corp.

I READ the article by Mr. Joseph Spadea entitled "Shorter Air Time Periods Suggested" with a great deal of interest. I do not wish to make any comment about his plan as it might affect radio, but I do feel he has something when one considers television.

The average one-reel movie short runs 8½ minutes or, if it's a two-reeler, about 18 minutes. That leaves plenty of time for the necessary commercials. Of course these subjects could be made longer. The "new standard" reel holds 2000 feet of 35 mm which is a running time of 22 minutes. But why make them longer? I for one feel that television programs can and should be much more compact than radio programs. Remember the Chinese proverb, "A picture is worth a thousand words!"

Sponsor Benefits

I am not advocating shorter time periods so that the station operator can make more money by "stretching the clock". Quite the contrary, I am advocating in saving money for the sponsor—the man who pays all the bills!

We all know it's going to cost plenty more to program a television station. Transmission time will cost more, too. How much more? No one knows yet. But whatever the cost per hour is—if we can build programs which will reduce the necessary time (and production cost) 30½%, we are making a real offset against the higher per hour operating costs.

TPA Hears Halpin

In a prewar year, according to an RCA survey, the New York area had 3,441 sports and other spectator events which might have served as television program material according to Halpin, RCA Victor Division, RCA, who discussed program material for television at a meeting of the Television Producers Assn. at the Pennsylvania Hotel, New York, Jan. 22.Howard Bettinger, program manager of WRGB Schenectady, GE video station, told of television commercials, emphasizing that video delivers the sales message with stronger emotional impact than radio, and hence responsibilities of television are proportionately heavier. There was a showing of the GE "Sightseeing at Home", which followed telecasting operation from studio to home.
THE PACIFIC COAST HAS 2 MARKETS

INSIDE MARKET. This represents counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.
50% OF ALL RETAIL SALES MADE HERE

OUTSIDE MARKET. This represents 126 counties outside those in which the 7 principal Pacific Coast cities are located.
50% OF ALL RETAIL SALES MADE HERE

ONLY DON LEE COVERS BOTH MARKETS COMPLETELY*

* Regular Hooper reports of the "inside" market reveal that during the past year, all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks.

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

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

The Nation's Greatest Regional Network

Mutual DON LEE

THOMAS E. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.
Purely Programs

START of drive to place 8,700 people in Cleveland area war plants was a roundtable discussion last Sunday on WJW Cleveland between American Forces officers and civilians responsible for war production. Major Thomas Burke was moderator of the program which included Col. E. A. Lynn, chief, Cleveland ordnance district; Capt. R. T. Hanson, director of inspection of Navy materials; Lt. Col. Wm. Walter Phelps, Cleveland area representative, central district AFSC; Robert C. Goodwin, regional director, WMCO; John Virden, regional director, WPH.

WOOI Recordings
WOOI San Antonio is recording a half-hour program titled "Let's Go to Town," for and about South Texas men in the service overseas. Format of the show is a figurative trip through San Antonio. News from the home front is presented. Distribution of the recordings is through facilities of the Armed Forces Radio Service and is presented by WOOI KBSA KABC KONO.

Forum Talks
A SERIES of weekly talks, "Family Forum," has been started on the prairie networks of the Canadian Broadcasting Corp. Talks cover medical, housing, planning, safety and parental problems for listeners in rural as well as urban communities, with authorities from universities and provincial governments as speakers.

MBS Bond Series
MEN AND WOMEN over 70 appear as featured guests in "Never Too Old," weekly half-hour program presented on Mutual in cooperation with the Treasury Department, with the express purpose of encouraging buyers of War Bonds to save for their late years. Each older reminisces briefly about the past, a device to bring in historical facts. They participate in an "experience quiz" competing to give the best answers on human problems and concluding with a word of advice on a question of human interest. Prizes are awarded on the basis of audience vote, with a first prize of War Bonds, and three $10 cash awards. Prizes will also be awarded to those giving the best account of their native state. Talent will include Art Baker as m.c. and a quartet. Series originates in Hollywood and starts Jan. 29.

A THIRD star for continued outstanding achievement in the war effort has been added to the Army-Navy "E" flag won in 1943 by RCA laboratories at Princeton, N. J.

KPO-KGO Cupid
A DOUBLE marital merger affecting staff members of KPO and KGO San Francisco has been announced. On Jan. 7 Darryl Hutchins, KPO announcer, married Marian Twomey, KGO receptionist. The second wedding will take place Feb. 9. When Art McDermott, KPO engineer, marries Virginia Jeffries of the KGO staff.

Levy to WFD Post
LT. DAVID LEVY (jg), USNR, former producer and writer for Young & Rubicam, New York, has been assigned special radio consultant to the Treasury War Finance Division, it was announced last week by Thomas L. Lane, WFD director of radio, press and advertising. The special assignment was made possible by Adm. De Witt Ramsey, head of the Bureau of Aeronautics. At Treasury Lt. Levy will be in charge of programming WFD shows such as radio appearances by Secretary Morgenthau and similar special broadcasts and he will handle supervision of all transcripts and other material being sent to stations. In addition he will be available to work with networks and other groups in their War Bond programs. While with Young & Rubicam, Lt. Levy directed "We the People, Manhattan at Midnight and similar programs. He has been a writer with the Navy Training Film branch.

Hymn Sing
MILWAUKEE County Council of Churches for the second consecutive year in cooperation with WTMJ-WMFM Milwaukee is presenting "The Old Fashioned Hymn Sing," Sunday evening series of religious programs with a different church and congregation participating each week. Program is aired immediately by WMFM, WM outlet, and is later rebroadcast over WTMJ so that participants may hear their own performance.

WAC Call
A NEW call to action was sounded last week by the War Advertising Council in a dramatically illustrated bulletin urging that the full power of advertising be continued undiminished in support of war themes "until the war is really won." Written by one of advertising's leading creative men following a tour of the battle fronts, the bulletin warns that "there will be no postwar until the last gun is fired" and declares that "the time has not yet come when we can safely turn all of our advertising dollars to the pursuit of sales."
Maybe you're interested in sponsoring a fifteen minute newscast—or an hour long musical. Whichever it is, you'll be way ahead when you buy spot programs that are already well established on the air. For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

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

The strong uncompromising light of public opinion reveals Fort Industry Company stations as faithful servants to the communities they serve by presenting—

Broadcasting at its best.
FORT INDUSTRY COMPANY
STATIONS

WWVA
50,000 Watts
Wheeling, West Va.

WAGA
5,000 Watts
Atlanta, Georgia

WHIZ
250 Watts
Zanesville, Ohio

WSPD
5,000 Watts
Toledo, Ohio

WFTL
10,000 Watts
Miami, Florida

WLOK
250 Watts
Lima, Ohio

WMMN
5,000 Watts
Fairmont, West Va.

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT!
WHY, we are often asked, are radio's chronic headache boys—the likes of Winchell and Pearson—no headache to the newspapers for which they write?

To give a categorical answer would take a volume in 6 pt. type. But there are self-evident reasons, such as radio's terrific impact upon the public, and the sharper dramatic incisiveness of the spoken word over the written word. Add to these the factors of time. A syndicated column, usually distributed for advance release, gets the attention of a copy desk, or several of them. There's the opportunity to edit fancy flights of writing.

And perhaps it's true that, overnight, these radio pundits become celebrities, by dint of a 200-station network, high audience ratings garnered by sharp and flamboyant mouthings. All too often these reporters riding radio's crest carry on their own political and personal vendettas, upbraiding those they don't like, while showering glory upon their favorites.

The problem has been met by certain networks and stations; others prefer the ratings, despise the wrath. Radio, as a whole, should recognize certain minimum standards on news reporting. There should be proper safeguards voluntarily invoked by radio as an entity.

**Time (to) Change**

ADDING confusion to the already muddled shape of things, some of our leading legislative thinkers are musing around with the clock again. From California comes word that a movement is on for "double daylight savings time", while some States want to return to Standard Time and others prefer War Time.

The California report has ominous implications. What California does, Florida will want to double. Farmers and their stock live and work by the sun, not by time signals.

All these efforts to speed up or slow down the clock have some plausible bases for the particular community in the interest of speeding war activity. But do they benefit the people? In both Houses of Congress bills have been introduced to restore Standard Time. Sen. Clyde M. Reed (R-Tenn.) last week introduced a bill (S-355) to amend the Daylight Saving law by terminating War Time "in the month of February 1945". Rep. Joseph P. O'Hara (R-Minn.) has introduced a similar bill (HR-1446) to abolish War Time effective March 1. Then there's the proposal by Sen. Taft (R-O.) to authorize the ICC to restore Standard Time in zones where Daylight Saving is no longer necessary for the war effort. Such a plan would plunge disorder into chaos.

Aside from the farmer, the munitions maker and the baker, consider the plight of the broadcaster. The war worker—and everybody is affected—has already been forced into a sort of topsy-turvy schedule. His radio is his primary means of relaxation. The network outlet's schedule is controlled by its key station, not by his local time. It's tough enough for the listener to keep up with his radio fare because of the time-zone jumps. But with the interlarding of a half-dozen different methods of keeping time he's faced with planning an entirely new schedule.

Whether it be War Time or Standard Time, let's have it universal time, with the same method observed by everyone in the nation.
The mighty Columbia is the setting for some of the most dramatic chapters in the history of America. The stories of this river, and the empire it has mothered, are broadcast by KOIN in the most authentic radio chronicle of Oregon yet produced...

"SONG OF THE COLUMBIA"

The series is in its fourth month as an exciting adventure among the sagas of Oregon’s yesterday. How portrayed? In breathless dramatic sketches by Robert Ormond Case, distinguished Northwest author... and in the brilliant music of The Duncan Singers (21 voices you’ll hear more of) and the KOIN Orchestra... a cast of over 50 in all. Each episode offers a contrast with the present, and projects the challenge of tomorrow. In reliving Oregon’s past, “Song of the Columbia” opens the door on Oregon’s expanding future.
It takes exactly the same kind of earth-moving machinery to reconstruct bombed air fields as it does to build new ones for postwar. That's why Peoria's reconversion problems consist largely of changing the paint color of the products from army drab to commercial glow . . . nothing more!

This means that reconversion won't throw a monkey-wrench into Peoria's prosperous inner-workings. You can depend on Peoria's potent buying population of over 600,000 to continue supplying the material from which sales records are made. Advertisers who are cultivating this hi-spot market today are insuring increased sales tomorrow.

WMBD's listening audience in Peoria is greater than all other stations combined.

OPERATIONAL and program plans were under heavy discussion by this Mutual-Don Lee network trio when Edgar Kobak (center), Mutual president, conferred with Don Lee executives during a 10-day Hollywood visit in early January. Pro and con (1 to 2) are Lewis Allen Weiss, vice-president and general manager of Don Lee Network; Mr. Kobak; and Willet H. Brown, network vice-president and assistant general manager.

JOHN A. TAPPIN, former director of grocery trade relations at WIL Chicago, has been appointed merchandise and research department of<br />WIL, Baltimore.

C. W. DOEBLER has been appointed di-<br />
rector of advertising and sales promotion of<br />KMOX St. Louis.

FORREST W. CLOUGH, traffic manager of<br />KEZI Pl. Worth, and the Texas State Network, is the father of a boy.

JAY STANYWICK, former service man-<br />ager and member of the editorial board of<br />the Chicago Tribune, has joined the company of C. E. Hooper Inc., New York, has joined the Cooperative Analysis of Broadcasting, as editor of all CAB reports, a new post.

FLIGHT LT. W. RONALD JOHNSTON, KIAL administrative officer for two years, has been called to service and has been named to the Armed Forces Radio Service as.<br />
PLIGHTER AT THE BARCLAY PLAZA HOTEL<br />

SANGSTON (Sack) HELLER, account executive of CBS Chicago, is the father of a boy.

JOHN W. ELMWOOD, manager of KPO-<br />
NBC San Francisco, has been elected first vice-president of the San Francisco Downtown Assn.

A. N. ARMSTRONG JR., general manager of WOCF Boston, is serving on the Radio Advisory Board of the 1945 Red Cross War Fund campaign as the Boston Metropolitan Chamber of ABC.

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The Words that Guide One of America's Leading FM Stations

WMFM Credo

Distinctive Quality Programs Keyed to the Wants and Needs of the People of Wisconsin

WMFM THE MILWAUKEE JOURNAL FM STATION
Sometimes we all feel as though that were the place for us, but why spend good radio dough for the visit? Let such hamlets drowse on, say we, and concentrate on the rich market of prosperous city or near-city people in the Louisville Trading Areas where WAVE goes into practically every radio home. We don't even know exactly how many Loony houses have receiving sets!

LINDA CALMER, CBS correspondent, returned to this country last Monday from Europe where she has been reporting for CBS since last August. She resumed last week his morning spot on CBS and more recently secretary to G. W. (Johnny) JOHNSTONE, in London. She is a new member of the news sta of WCPQ Boston.

MRS. REES DAUHYRT, director of women's activities, WSBR Stamford, Conn., has been named chairperson of the State of Connecticut Woman's National Defense Project under the name ANN DAVENPORT.

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Back in the thirties when radio business was hard to get, the GEORGE P. HOLLINGBERY organization showed consistent increases for WWJ, year after year.

Now when business is easy to get but hard to place, this elite, hard-hitting outfit continues to meet every requirement of capable, ethical station representation.

In New York, it's ED SPENCER, PAUL SENFT, NOEL BREault, GEORGE KLAYER, DON DONA-HUE*

In Chicago, it's GEORGE HOLLINGBERY, FRANK MCCARTHY, CHARLEY COMPTON, FRED HAGUE*

In Los Angeles, it's JIM FISLER; in San Francisco, it's RUSS BIRCH, and in Atlanta, it's "MP" MARTIN.

*on foreign service with the Armed Forces of the United States.
NEW EXECUTIVE STAFF of WCOP Boston, recently purchased by the Cowles brothers posed for this picture. Seated is A. N. (Bud) Armstrong Jr., general manager. Standing are: (1 to r) Paul Belaire, commercial manager; Roland C. Hale, chief engineer; Frank J. Brinkley, program manager; John D. Mann, chief assistant; Harry D. Goodwin, promotion and merchandising manager. WCOP will become the Boston outlet for the Blue Network on June 15 this year.

Time Change Action By Congress Held Unlikely

DESPITE PRESSURE from various farm groups to return the nation to Standard Time, there appeared little likelihood last week that any immediate future action would be taken by Congress to disturb the War Time setup fostered by various war agencies and the Administration. Sen. Taft (R-O.) introduced a bill to authorize the ICC to discontinue War Time in zones where it is no longer necessary for war production. Sen. Reed (R-Mt.) introduced a bill (H-1446) to restore Standard Time March 1.

Meantime South Dakota broadcasters face the possibility of up-set schedules following passage by a 71-2 vote in the House of a bill to return to Standard Time. The bill, now pending in Senate, was sponsored by farm organizations. During the last Congress hearings were held by a subcommittee of the House Interstate & Foreign Commerce Committee on several bills and resolutions to repeal War Time, but they died in that era. At the same time farm organizations urged repeal of War Time, while Government agencies pleaded for retention of the fast time for the duration.
Little Elmer says: "You don't need to dig very deep to find out why WGN leads all major Chicago stations in volume of local and national spot business."

A Clear Channel Station

CHICAGO 11
50,000 WATTS
720 Kilocycles

ILLINOIS

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.

WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
FM does it—
THROUGH STORM
AND NOISE
with clear reception that will build
and hold greater audiences

Over a period of a year, more radio receivers are turned off
during programs because of man-made and natural elec-
trical disturbances than for any other cause. If your station
serves areas where electrical devices produce high noise-
levels, if you are geographically located where static is a
problem, consider FM. Frequency Modulation will give
your listeners vastly improved reception, virtually free
from noise—and do it with less transmitter power and
reductions in operating costs. Or, with the same power and
the same cost, it will enlarge your primary service area.

In order to provide radio reception with low background
noise level, the signal strength of an AM broadcast station
should be about 100 times stronger than that of the inter-
fering noise or signal. By comparison, an FM broadcast
station can provide reception with the same low back-
ground noise level but with a signal strength only about
twice that of the noise level itself.

Consider, for example, the case of the 1-kw AM station
on 1200 kc. With a 400-ft half-wave antenna overlooking
flat country and where conditions of ground conductivity
are average (3 x 10^-14 EMU) this station can generally
provide its radio audience with satisfactory noise-free
service over the following approximate effective areas:

<table>
<thead>
<tr>
<th>AM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>22</td>
<td>1520</td>
</tr>
<tr>
<td>Night</td>
<td>10.5</td>
<td>346</td>
</tr>
</tbody>
</table>

Compare this performance with the virtually interfer-
ence-free reception that a 1-kw FM station can provide
over the same terrain, using a 3-bay circular antenna
400 feet high:

<table>
<thead>
<tr>
<th>FM Service</th>
<th>Range</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day and Night</td>
<td>43</td>
<td>1800</td>
</tr>
</tbody>
</table>

Performance like this provides better service. Service like
this builds larger audience and greater advertiser interest.
The G-E pre-war 3-kw FM Transmitter

FM broadcasting is unaffected by natural and man-made electrical disturbances because the waveform of frequency modulation is unlike that of noise.

Look to General Electric when you plan your FM station. G.E. is the one radio manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of today's half-million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their credit. G.E. operates its own FM proving-ground, station WGF, at Schenectady. For information on General Electric FM broadcast equipment, write: Electronics Department, General Electric, Schenectady 5, N. Y.

ESTABLISH A PRIORITY ON DELIVERY OF YOUR FM EQUIPMENT. Write for your copy of the “G-E Equipment Reservation Plan” which tells you about General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

50 FM BROADCAST STATIONS ON THE AIR OVER 300 APPLICATIONS PENDING

FM DOES IT—
FM multiplies your effective coverage day and night.
FM gives your audience programs with lower background noise.
FM minimizes station interference on your frequency.
FM contributes to the economy of your broadcasting system.

General Electric's FM equipment will include revolutionary circuit developments, new component designs, and improved layout features that will contribute directly to the quality and economy of your broadcasting system.

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

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM See G.E. for all three!
Agencies

ABBOTT KIMBALL, president of Abbott Kimball Co., New York agency, is in Los Angeles for conferences with Ral- deau Gates, vice-president, and to set up a west coast radio department. Firm services the Colonial Dames Corp., Los Angeles (cosmetics) account.

MCCANN-ERICKSON, New York, has opened an office in Rosetta, Colombia, under management of Renaldo D. Vernon, who joined the agency's foreign department last October.

PAUL PHILLIPS, producer for Ted Bates Inc., on NBC Ray Kaer's College of Adver- tising, has been appointed advertising manager of the Hollywood manager of the agency with temporary headquarters at 1587 N. Vine St. Ted Bates, agency president, has re- turned to New York from Washington, where he held a position in radio production, returns to New York in early February. Colgate-Pal- molve-Peet Co. (Palmlint, Palmolive, Palm- cream) sponsors the half-hour quiz series.

ROLAND HAUCK, production manager of the San Francisco office of J. Walter Thompson Co., New York, has joined the copy department in the New York office. Mr. Hauck's work on the West Coast has been supervised by Harold T. McCrory, vice-president and assistant Pacific coast manager.

HAROLD LEVINE, released from the Army and formerly with Franklin Brock Co., New York, has joined Bert B. Lynch, vice-president, New York, in an executive capacity.

JOSEPH K. ROUH, former publicity director, E. B. Marks Music Corp., New York, has joined Don C. Foster Assoc., New York, as executive account.
THE BEST IS YET TO BE...

Already the wonder child of our age, radio is so busy with its future that it has little time to dwell upon an exciting past.

We can look back over 22 years of public service. We can reminisce with many of our friends over the way programming and adcasting have improved. We can recount the countless success stories of our clients, and talk about the phenomenal buying power through the years of The Hartford Market.

The past has been as amazing, as big and dynamic as America itself. But we prefer to look ahead and join our industry in saying, "The best is yet to be."

BASIC CBS
Connecticut's
Pioneer
Broadcaster
MBS Sales Dept. Revises Rate Plan

Kobak Names Buckham East Sales Head for Network

CREATION of a new executive post at Mutual—eastern sales manager—and appointment of Duncan R. Buckham, who has held the same title at the Blue, was announced last Monday by Edgar Kobak, MBS president and general manager, at a luncheon to introduce network executives and to discuss MBS plans and policies with the trade press under the new management.

Mr. Buckham's appointment brings to a total of five the number of former Blue colleagues Mr. Kobak has brought over to Mutual. In addition to Robert D. Swacey, MBS vice-president and assistant general manager, who attended the luncheon, they include Phillips Carlin, vice-president in charge of programs; Bert Hauser, director of cooperative programs; and Jesse Thompson who, Mr. Kobak said will work with department heads in writing up Mutual network policies.

Indication that Mutual's study of its own network operation, as compared to that of the other networks, may be pointed to a re- vamping of the executive organization might be found in the creation of the new sales post and in Mr. Kobak's statement that the answers to the question of Mutual's set up may be found to lie "in management." Results of the current study are expected to be made known in a month or six weeks, he said.

Findings of a study on rates will also be completed in about that time. A new rate system the network is now considering "will be the complete opposite of what radio has been raised on," and may revolutionize rates and the methods by which advertisers are charged for broadcasting, he said.

On the subject of research on coverage, Mr. Kobak stated emphatically that the BMR "is a great thing for all of us." He suggested the possibility of giving circulation by states rather than counties, which he said draw too fine a line.

New Sales Plan

Mutual's sales policy is now to sell on the complete network, and four or five accounts have been turned down during the past month on this basis, he said. Salesmen were being instructed to "ignore competition of other media in other fields" in their selling and to concentrate first on selling the idea of advertising, then on type of media and then the network.

A change is being effected in Mutual's commission plan, and will be announced shortly, as soon as the U. S. Treasury Department has given its approval.

The Don Lee video station in Los Angeles can now be said to be a Mutual station as well, he said, reporting on results of conferences while on the West Coast.

WIDE PROMOTION PLANNED FOR BOOK

WILLIAM B. ZIFF's book The Gentlemen Talk of Peace is slated to receive extensive air promotion, although there will be no specific promotion of the book or its publisher, in a contest sponsored by Ziff-Davis Publishing Co., Chicago, distributors.

Contest centers around a one-time recorded dramatization based on the book, and offered to local stations for broadcast. WNEW New York and WAIT Chicago being the first to take the show. Listeners are invited to write their own peace treaties, Ziff-Davis offering a total of $10,000 in War Bond prizes for the best essay, the awards going to local and regional as well as national winners.

Stations will receive promotion through radio contest display ads purchased by Ziff-Davis in local papers. For ten days preceding the broadcast, they will be supplied with promotional material for interested groups, window displays and posters, and are asked to carry spot announcements building up to the program.

Disc was produced at a reported cost of $4,500 by NBC Recording Division. To be known as "National Peace Treaty Contest," project will be launched around the middle of February.

Snow in September...

This is milady's ear ... WSAI's share of Cincinnati's buying power ... and the reason why local department stores buy more time on WSAI than on any other Cincinnati station.

Air Experiences

DICK RICHMOND, program director and news chief of WHP Harrisburg, Pa., recently returned from a tour of the western battlefronts of Europe as an accredited correspondent, is making a series of weekly broadcasts on his observations and experiences.

Donohue Is Appointed As Buckham's Successor

JOHN DONOHUE, Detroit district manager of the Blue Network, succeeds Duncan R. Buckham as eastern sales manager of the Blue.

District manager for over four years, with headquarters in Detroit, Mr. Donohue will continue to clear Pittsburgh and Detroit accounts.

Mr. Donohue joined the Blue as a salesman in 1930, the executive post following shortly thereafter.

Mr. Buckham, who joins Mutual around Feb. 1 as eastern sales manager, is a veteran radio salesman, his experience dating back to the early days of network in 1926 when he joined the WEAF hookup in New York. One of the original sales members of the Blue following the split, he was made eastern sales manager in February 1943. He will report to Z. C. Barnes, MBS vice-president in charge of sales.
For Television Transmission

...count on Western Electric equipment to lead the way!

Just as soon as final Victory opens the door to post-war progress in television, Western Electric plans an active program of development work as well as manufacture of television transmitters. In this field, as in sound broadcasting, you can be sure of advanced design and highest quality equipment engineered by Bell Telephone Laboratories and made by Western Electric.

Buy all the War Bonds you can... and keep all you buy!
"Now, if we were not staying at THE ROOSEVELT"

When you stop at The Roosevelt don't risk getting marooned like the rest of us. For you'll be within walk- ing range of Manhattan's Midtown activities. Direct passage-way from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45TH ST., NEW YORK – A HILTON HOTEL

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:

CALIFORNIA: Long Beach; The Town House, Los Angeles
NEW MEXICO: Albuquerque
OHO: Dayton-Silmore in Dayton
TEXAS: Abilene, El Paso, Longview, Lubbock, Midland
MEXICO: The Palacio Hilton in Chihuahua
C. N. Hilton, President, Hilton Hotels.

OCEANS IN MONTANA

MISSOULA - MONTANA

CARRYING ALL CBS MAJOR PROGRAMS

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas
	in TOPEKA

Page 56 • January 29, 1945

BROADCASTING • Broadcast Advertising
FEDERAL HAS DEVELOPED
THE FIRST NITROGEN PURIFIER

No oxidation, no contamination, no moisture!

Another Federal First adds extra performance guarantees to FTR vacuum tubes.

In a corner of the new FTR tube plant is this automatic nitrogen purifier. During the process of sealing the anode to the stem, the elements of every FTR tube are now protected from oxidation, contamination and moisture in a scientifically controlled atmosphere of automatically mixed nitrogen and hydrogen.

Here is another reason why you get higher operating efficiency and still longer life when you use FTR tubes. Another evidence of the ability, brains and technical understanding which have earned the reputation that "Federal always has made better tubes."

Now is the time to know Federal.

Federal Telephone and Radio Corporation

INVEST IN THE FUTURE—BUY WAR BONDS
WB.YEAR Will Not Air Foreign Racing Results

WBYN Brooklyn will not substitute racing news coverage from Havana and Mexico for domestic track coverage as anticipated when the race-track ban was first announced [Broadcasting, Jan. 1]. Adopting the policy to forego all racing news until the sport is resumed in this country, station has revamped its entire afternoon schedule, introducing full-length news, music and sports programs, with special emphasis on the latter in the evening hours.

Known formerly as the "Minute Station", WBÖYN broadcast under sponsorship of Armstrong Publications Inc., publishers of tip sheets and track resumes at 12:30 p.m. and 5:30 p.m., and in the interim broke in continuous with racing news flashes, interspersed with one-minute general news flashes, concluding with an 8:30 p.m. resume. Individual programs as well as spot announcements are now offered to regular sponsors. In addition, station plans to cover a local sports event every night. Ted Lawrence, until recently on Mutual's announcing staff, has returned to the Brooklyn station to direct sports broadcasts and announce games.

Sacher Sponsored by Three

PROGRAM featuring Dr. A. L. Sacher, formerly head of the history department of Illinois U., has been secured by Blaine-Thompson Co., New York, and will be placed on WOR New York beginning Feb. 5 on a thrice-weekly quarter-hour basis for three advertisers. Paramount Theatre, New York, will sponsor the commentaries Monday night, by arrangement with Buchanan Co., Paramount Agency; Dolphin Products, manufacturers of woolens, Thursday for an institutional campaign; and Krasdale Foods Inc., Sunday night. Announcer is Frank Gallup.

WHAT Follows A BIG BOOM?

The answer is often...silence. But it won't be that way in Roanoke! Southwest Virginia (the Roanoke area) is busy with war work...yes. But we're not a BOOM market. Conditions are good and they'll stay good.

For instance, take our large rayon factory, now largely producing strategic materials. No reconversion problem there, nor in our U. S. Steel subsidiary plant, nor in the Norfolk and Western Railway, with headquarters here. Most of our industries expect to continue busy and prosperous.

Only one station—WDBJ—really covers all this humming market with its 118,921 "tuned-in" homes. A Class B quarter-hour (once) costs only $30. For further information, ask Free & Peters.

CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, Inc., Natl. Representatives
Yankee Net Starts Year With Backlog

New England Regional Begins Varied Sponsors in 1945

NEW BUSINESS, renewals and an extensive spot schedule will contribute to making 1945 a banner year for the Yankee Network and WNAC Boston, which started the new year with the largest backlog of time sales in its history.

Heading the month of January in the field of new business are:

National Biscuit Co. (Nabisco), Nine O’Clock News with Nelson Churchill 5 to 6:15 p.m., Mon., Wed., Fri. in a Mon.-Fri. strip across the board on WNAC WEAN WJAC WAAW WMAH WBLD WEHT W surely WNEC WNYZ WPGC WGGT WSMY. Agency is Maurice-Eisenstadt.

M. J. Breitenbach Co. (Gede’s Pepto Bismol), on WNAC Boston, new sponsors tests-Test, quiz show with Fred Lazer, 7:15-7:45 p.m., Mon., Wed., and Fri. nights in a Mon. through Fri. strip. Agency: Roche, Williams & Cleary.

Participations

Shell Bartush Foods (Keyko Margarite), taking one-minute participations in the Yankee Network News 8 to 8:15 p.m., edition on Tues. Thurs., and Sun. on WNAC WEAN WJAC WAAW WMAH WBLD WEHT W surely WNEC WNYZ WPGC WGGT WSMY. Agency is Fred M. Randall Co.

Gillchrist Co. (department store), will sponsor Arthur Mitchell’s The Answer Man, a quarter-hour show on WNAC, Mon.-Fri., from 6:30 to 6:45 p.m. Agency is Chambers & Wursee Inc.

Boston Consolidated Gas Co. starts a new radio schedule on WNAC in Quiz Time on WNAC WEAN WJAC WAAW WMAH WBLD WEHT W surely WNEC WNYZ WPGC WGGT WSMY.

The House of Herbs and Van Camp’s TV Spinners, new sponsors of one-minute participations on Ken and Carolyn’s WENX, nights, every Tuesday and Thursday, over WNAC WEAN WJAC WAAW WMAH WBLD WEHT W surely WNEC WNYZ WPGC WGGT WSMY.

Many Renewals

Little Crow Milling (Coco Wheat), renewed their free-spot program for children, heard every Monday through Friday from 4:30 to 4:45 p.m., over WNAC WEAN WJAC WAAW WMAH WBLD WEHT W surely WNEC WNYZ WPGC WGGT WSMY. Agency is Rogers & Smith Co.

Cold Heyne

AT A party given by his wife for friends and relatives, Norm Heyne, timebuyer for Ruthrauff & Ryan, Chicago, was asked please be sure to wear a coat and tie for the event. When the first guests arrived Norm greeted them dressed immaculately in a tuxedo coat and white tie. But no pants. “My wife didn’t specify pants,” exclaimed Heyne. The gag backfired, however. As Mr. and Mrs. Heyne were bidding farewell to their friends on the porch, the door slammed, shutting off any entrance to the house. After frantically running around looking for an unlocked window, pantless in 6 below zero weather, Norm kicked in the coal bin window and so to bed.

New ASF Series

TO INSPIRE more production of desperately needed war materials, the Army Service Forces Radio Branch Jan. 18 started a new series on CBS, Weapons for Victory. Designed also to acquaint the public with our superior weapons, the first program featured “the sweetest gun in the world,” the 9mm antiaircraft piece. Pvt. Arnold Perl, former Pvt. Perl, is author, with Jerry Divine, director of Mr. District Attorney and other shows, designing his services as director. Capt. Robert Weiss, Fort Bliss ordnance expert, is technical advisor. Pvt. Perl is produced by the ASP Group Radio Branch.

Thurs., Sat.; Colgate-Palmolive-Peet (Supersuds), Mon.-Fri.; WATF & Bond (Blackstone Cigars); Tues., Wed., Thurs., Fri.; and National Oil Products (Admiral Shampoo); Mon., Wed., Fri.

Local accounts renewing their spots are Z. T. Fox, Sunday through Saturday, and Good Rubber Co., every Monday through Friday.

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.

January 29, 1945 • Page 59
You Can Buy This Amplifier TODAY

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

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

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

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

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

ORTHACOUSTIC recording response. (3) World-AMP lateral recording response.

Buy Bonds. Keep on Buying.
Keep 'Em Flying.

PRESTO RECORDING CORPORATION
242 WEST 55th STREET, NEW YORK 19, N.Y., U.S.A.
Walter P. Downs Ltd., in Canada
BROADCASTING * Broadcast Advertising
FCC FREEZE PROCEDURE

The text of the procedure to be followed in handling standard broadcast applications under the Jan. 16 supplemental statement of policy as announced last week by the FCC follows:

2. In order to carry out the policy, applications for new standard broadcast stations or for changes in facilities will be handled in the following manner:
   (a) Applications filed prior to Jan. 26, 1945, upon which the Commission has taken no action—All applications in this category will be held in status quo unless:
      (1) The applicant files a petition requesting the Commission to proceed with the processing of his application for a decision under the Supplemental Statement of Policy of Jan. 16, 1945. Upon receipt of such petition the application will be processed and if the requirements of the supplemental statement of policy are met and the Commission finds that the granting of the application is in the public interest, a conditional grant will be issued.
      If the Commission's examination indicates that the requirements of the supplemental statement of policy have not been met the application will be designated for hearing and promptly heard on that single issue. If the hearing establishes inability to comply with the supplemental statement of policy, the application will be denied. Under Section 1.300, FCC Rules, the effect of denial would be for prohibition of a similar application of the same applicant for facilities to serve the same area in whole or in part for a period of one year.
   (b) Applications filed prior to Jan. 26, 1945 which have been designated for hearing but no hearing has been held—All applications in this category will be retained in status quo and the hearing continued until further notice unless:
   (2) The Commission on its own motion determines that the hearing shall be continued for the purpose of determining issues other than those pertaining to the availability of manpower and materials.
      After hearing, all such cases will be disposed of in the manner set forth in paragraph (a).
   (c) Applications filed prior to Jan. 26, 1945, in which a hearing has begun but the record has not yet been completed—In cases in this category, the Commission will proceed with hearings for the purpose of completing the record. Upon completion of the record the case will be held in the pending file unless it appears that it can be granted under the terms of the supplemental statement of policy, or unless the applicant petitions for determination of the merits in the light of this policy. Consolidated proceedings involving applications as to which hearings have begun and in applications as to which hearings have not yet begun will be treated under this category.
   (d) Applications filed prior to Jan. 26, 1945 as to which hearings have been concluded—The Commission will announce decisions in cases which have been heard where:
      (1) A grant is possible under the terms of the Supplemental Statement of Policy of Jan. 16, 1945.
      (2) A denial is necessary regardless of the availability of materials or manpower.
      No action will be taken in cases where a grant would be possible except for the supplemental statement of policy.
   (e) Applications filed subsequent to Jan. 26, 1945—All such applications will be processed and determined in accordance with the statement of policy. If the application meets the conditions of this policy and is otherwise in the public interest, a conditional grant will be made. If the application does not meet the requirements of the supplemental policy, it will be designated for hearing and promptly heard on that single issue. If, as a result of such hearing, it is established that the requirements of this policy are not met the application will be denied. (See Section 1.300 FCC Rules).
3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 90 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of Jan. 26, 1944 as supplemented January 26, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force.

Philip Morris Extends

PHILIP MORRIS & CO., New York will continue sponsorship of It's Time To Be Ignorant, on CBS Friday 9-9:30 p.m. for about four weeks beyond Jan. 26, date set for expiration of current series, while continuing to audition for a replacement. Agency is Brown Co., New York.
DeMille Off 'Radio Theatre' After Losing Court Decision

Cecil B. de Mille, director-producer-m.c. of CBS Lux Radio Theatre, was not to appear on the Jan. 29 broadcast, having lost his fight against AFRA suspension for non-payment of a one dollar assessment fee. Los Angeles Superior Court Judge Emmet Wilson in a 12-page opinion on Jan. 24 denied petition for an injunction to prevent the union suspension.

Mr. DeMille, still refusing to pay the assessment, announced he will appeal the ruling of the Supreme Court. Meanwhile the suspension order stays and members of AFRA are prohibited from working with him on any radio show.

As Broadcasting went to press, New York executives of J. Walter Thompson Co., agency servicing the Lever account, were considering several names to replace DeMille on the Jan. 29 broadcast.

Union Within Rights

Judge Wilson in his findings declared AFRA had the right under its constitution and by-laws to levy a $1 per member assessment to oppose what so-called 'right to work' proposition on last November's election ballot; also that DeMille, becoming a member of the union, had made a contract to abide by its regulations. Answering DeMille's contention that AFRA had no right to levy funds to fight an issue a union member might personally support, the court found: No right of management or decision was interfered with; no member was coerced in his voting by the action of his organization; he could have voted one way, while his share of the organization's money was being used to support the opposite.

Judge Wilson defended AFRA's right to spend the money to fight "right to work" proposition by saying, "I have been unable to find a sustained case in this country that could be held that a union may not expend its funds for the purposes which its officers consider for the betterment of conditions of its members, as long as it is not used in political activities, and I do not regard such activities as including the support of legislative measures that advance their lawful aims, or opposition to those that frustrate them." He decided specifically that use of the assessment funds did not violate the Federal Corrupt Practices Act.

Claude McCue, executive secretary of Los Angeles chapter of AFRA, said: "In accordance with previous action of the board of directors, Mr. DeMille is still suspended. AFRA's contract with his employers requires that all performers on the radio program shall be members of AFRA in good standing. Until he has been reinstated, AFRA will consider any further appearance by Mr. DeMille in radio broadcasting to be a violation of that contract."

Suspension was originally to have been effective Dec. 11, but was held up because of a temporary order granted by Judge Wilson pending outcome of the suit.

KSFO Granted License

PETITION of KSFO San Francisco for cancellation of hearing on its application for license renewal was granted by the FCC last week. The Commission granted the same action granted KSFO license on a regular basis. Hearing had been set relative to the poly order as Wesley I. Dunn, president and major owner of KSFO, also held controlling interest in KROW Oakland. Sale of his KROW interest to Sheldon F. Sackett, Oregon publisher and station owner, and Phillip G. Leaky, KROW general manager, was authorized last December. [BROADCASTING, Dec. 25.]

AFRS Contest

SCRIPT-WRITING contest, open only to members of armed forces stationed outside continental United States, was announced by Col. Thomas H. A. Lewis, commanding officer of Armed Forces Radio Service, Hollywood, in mid-January. Three best half-hour radio scripts selected from the combined Army-Navy operation, will be produced, as awards, by AFRS with weekly granting only, authorizing radio performance rights. "It is hoped by opening this competition that we stimulate a desire to do creative writing in members of all branches of the service," Col. Lewis stated.

KTRI Transfer Granted

CONSENT was granted by the FCC last week, with transfer of control of Sioux City Broadcasting Co., licensee of KTRI Sioux City, to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly through purchase of 126 shares common stock (50%) for $17,375. Reason for the transfer is liquidation of the Tribune Co. of which John C. Kelly is president. Eugene H. Kelly, secretary-treasurer, and Eugene F. Kelly, vice-president, Eugene H. Kelly, president of KTRI, receives 63 shares while John C. and Eugene F. Kelly, both vice-presidents of the Journal-Tribune Co., publisher of the Sioux City Tribune, each receive 31 shares. Other half interest in the station is held by Dietrick Dirks, general manager.

Magazine Radio Plans

ASSN, for Promotion of International Understanding, New York, on Feb. 8 will begin a series of one-minute transcribed spot announcements at varying intervals on some 2 stations throughout the country to promote a new publication, This Month, scheduled to be released about Feb. 12. Spot campaign will precede publication of the issue, running for about five days. Organization is also negotiating a deal to sponsor a 7-minute daily news commentator on a New York station and an undetermined quarter-hour program on MBS shortly. Agency is H. C. Morris & Co., New York.

Richard H. Roffman, former radio and publicity director of Hillman Periodicals Inc., New York, was appointed last week public relations, promotion and radio director of the magazine.

Y & R Changes

Lorimer B. Slocum, director of the foreign office of Young & Rubicam, New York, has been appointed a vice-president and J. Weir Emery, member of the contact staff of the agency, has been appointed vice-president and account supervisor. Frank Pagan, vice-president and contact supervisor of Y&R in addition to his appointment to the executive committee and to the administrative staff, has also become a member of the plans board. Ralph Butler, a radio producer of Y&R since 1932, has been appointed daytime production supervisor in the radio division and will also handle temporarily the duties of Captain, manager of daytime radio, following her resignation the end of next month.

GE Postwar Outlets

A POSTWAR distributing organization has been completed by General Electric Co., Bridgeport, according to C. P. Pritchard, general sales manager of the GE appliance and merchandise department, who announced last week that the revamped organization will have about 80 wholesale distributing outlets for GE household appliances. More than 50% of the distributing outlets will be independent wholesalers, Mr. Pritchard said. The GE Supply Corp., will continue as the company's distributor for major appliances in about the same number of markets as before the war.

COKBR Kitchener, Ont., is now represented by William Wright, Toronto.
Pippins—edible and non-edible varieties. The one from 3,500,000 Apple Trees in this area is one of over 200 crops grown commercially for a $300,000,000 farm income. The other represents an average annual buying income of $2,252 — second highest in the nation.

K HQ
Completely Covers the
Vast Inland Empire

Pippins. That adequately describes your Sales Reports when KHQ does your selling job. The low cost of a single medium, plus the complete coverage it gives, does the job economically; and KHQ is the only single medium combining complete coverage with one-medium cost.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by
LOUIS WASMER, Incorporated
Radio Central Building
Spokane, Wash.

National Representatives: EDWARD PETRY & CO., INC.
A full page of them in the February 5th issue of BROADCASTING on stations

**RTPB Resolution Explains Its View**

Panels Had Access to Vital Data in Spectrum Study

**HEARING PROCEDURE**

FOLLOWING is text of the FCC Public Notice, outlining procedure for filing of briefs and oral argument in the Commission’s proposed allocations above 25 mc:

**FCC PROPOSED RADIO-SPECTRUM ALLOCATION**

**VERY HIGH FREQUENCIES (VHF)**

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<th>Frequency</th>
<th>Channels</th>
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<tbody>
<tr>
<td>1500 mc</td>
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<tr>
<td>1700 mc</td>
<td>1 - 12</td>
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<tr>
<td>1900 mc</td>
<td>1 - 12</td>
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<td>2100 mc</td>
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**ULTRA HIGH FREQUENCIES (UHF)**

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<td>700 mc</td>
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<td>900 mc</td>
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**SUPER HIGH FREQUENCIES (SHF)**

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<td>1200 mc</td>
<td>1 - 12</td>
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<tr>
<td>1400 mc</td>
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**TELEVISION**

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<td>1 - 12</td>
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<tr>
<td>1200 mc</td>
<td>1 - 12</td>
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**STRENGTH BROADCAST**

- Channel 5 will not be available for television until present 75 mc aviation markers are moved.
- Not assigned, pending later determination by FCC.
- Amateur band 450-650 mc, temporarily shared with special air navigational aids.
- 800 mc to be used temporarily for air navigational aids.
- UHF television channel width not specified by FCC. Numbers shown assume 16 mc channels.
- Primary frequency television channels 1, 2, 3, 4, 5, 6, 7, 8 and 12 shared with non-Governmental fixed and mobile services. Channels 7 and 8 shared with Governmental fixed and mobile services.

**Women Advertisers Told of Code Plan**

Barton Stresses Postwar Use Of Medium To Secure Peace

**LaMaur Spots**

LaMAUR Inc., Minneapolis (Modart Fluff Shampoo), is considering an advertising appropriation of approximately $25,000 for 1945, with about $10,000 in radio spot business for the first six months. LaMaur sponsors spots on WMIN Minneapolis starting Feb. 12 for 8 weeks; KRLD Dallas started Jan. 15 for 13 weeks; WTCP for 10 weeks; WDSM Duluth started Jan. 17 and 17 stations of the North Central Broadcasting System will also be used. Firm is also buying approximately $1,000 in spots for the Los Angeles area beginning Feb. 15 for 8 weeks. Agency is McCann-Erickson, Minneapolis.
“Lee Carson,” writes an editor, “is doing one of the outstanding reporting jobs of this war. From the battle front, essentially a man’s world, this girl is filing stories that do credit to INS and to every radio station and newspaper that uses them.”

We think so, too. “This girl,” however, despite her years, has had long and varied experience in newspaper reporting.

Lee Carson has covered national political conventions. She’s had experience as a White House correspondent, at the busy INS cable desk in New York, with the INS London Bureau covering important assignments. Her story as the first American woman to fly over the battle area during the terrific bombardment of German defenses at Cherbourg will be remembered as a high-water mark of graphic reporting.

It was Lee Carson who scored a resounding scoop over all opposition when she flashed the capture of Lt. Gen. Carl von Schlieben, Nazi commander of Cherbourg. She was with the U. S. First Army and painted a vivid word picture of the nearly-successful German counter-offensive in Belgium.

Day by day INS steadily gains favor with news-conscious station managers. Lee Carson and Jim Kilgallen, Clark Lee and Thurston Macauley, Richard Tregaskis and dozens of other INS correspondents overseas have sent a steady flow of spot news and feature stories made to order for radio.

In specialized news and feature writing, INS leads in local, national and world-wide services.

INTERNATIONAL NEWS SERVICE
235 EAST 45TH STREET, NEW YORK 17, N.Y.
IRE Debate

(Continued from page 18) evening the IRE joined in a meeting with the American Institute of Electrical Engineers at which the AIEEE Edison Medal was presented to Dr. E. F. W. Alexanderson, General Electric Co. consultant for his outstanding inventions and developments in the radio, transportation, marine and power fields.

In receiving the award, Mr. Alexanderson, who invented the alternator that made possible the first broadcast, predicted that the postwar era will see homes heated as well as cooled by electricity, ships propelled by electric motors fed from coal-burning gas turbines, and all railroads electrified, using currently undeveloped sources of water power. "Looking beyond this," he declared, "we may hope for the discovery of entirely new sources of energy which will extend the use of electric power."

Capt. J. B. Dow, chief, electronics branch, Bureau of Ships, U.S.N., in an address on the Navy electronics program before the joint session, emphasized the necessity for greater standardization of components and parts of electronic apparatus, and estimated that the lack of such standardization has already cost the Navy $100,000,000 in this war.

On Thursday morning the annual meeting of IRE was held, followed by reports of the Institute's technical committees. Afternoon session and those on Friday and Saturday were devoted to the presentation of technical papers.

WINS to Crosley

(Continued from page 18) eclipsed all previous marks. The old record was the $1,500,000 paid by CBS for KNX Los Angeles in 1936. Last February, the New York Times purchased QXR and its FM station, WQXR, for approximately $1,100,000, while WMCA New York, a 5,000 w regional, was sold by Edward J. Noble, Blue Network head, to Nathan Straus and his associates in September 1942 for $1,255,000.

In October 1942, the FCC granted WINS an extension of its construction permit for a 50,000 w transmitter because of circumstances beyond its control. The station had surrendered its 50,000 w transmitter to the Government for "urgent war needs". The unprecedented action was in recognition of the station's cooperation with the Government, since it surrendered the transmitter virtually after its installation had been completed. By virtue of this action, the station was assured of reinstatement of the 50,000 w power—maximum permitted—as soon as the war emergency is over and equipment is available.

Edward C. Radio, in addition to WINS, now owns or operates WBAL Baltimore, WCAE Pittsburgh, and WINS Milwaukee.

Deloran, Labin Describe How Pulse Time Modulation Is Used

APPLICATIONS of the new system of radio transmission, pulse time modulation, adapted to transmission of sound programs or to help transmit the same frequency from the same point of origin, and capable of combining full color or black and white pictures with sound in the same channel, were described last week in a statement by E. M. Deloran, director, and his associate, E. Labin, of Federal Telephone & Radio Corp., affiliate of International Telephone & Telegraph Corp., New York. Federal Telephone engineers have been working on development of the system for the past nine years.

Shift toward higher radio frequencies, just announced by the FCC, Mr. Deloran said, "indicates clearly that new forms of radio modulation specially adapted for transmission in the higher frequencies will find their place in radio systems in the comparatively near future."

PTM differs essentially from conventional systems in that it transforms all programs into one series of signals which appear to be identical in the form of sharp pulses of current. Timing of pulses varies just enough in accordance with speech or music transmitted, to be capable of reproducing a station's program with the highest quality through a receiver with new devices which are sensitive to the timing of the pulses and not their strength.

Contrary to the old system, the statement explains "one single radio station can transmit at the same time... Twelve other programs interwoven in time and received in the radio set simultaneously." Before being converted into sound, the programs are retransmitted without retuning, by a simple movement of a multi-position switch in the receiver.

Concerning future applications of the system, the statement pointed out that "many towns in America have only one or a few high frequencies available for the installation of antennae broadcasting on the ultra-high frequency bands. The new system provides the missing link to solve this problem in the future, as all programs can originate from the most satisfactory location."

PTM is essentially adapted to multi-channel communication over the beamed radio links with repeaters which are expected to span new communication channels around the world.

New system was described previously by Mr. Deloran and Mr. Labin at a recent scientific meeting of the Institute of Radio Engineers at Rochester, N. Y. and is described in full in a reprint of IT&T's technical journal, Electrical Communication.

Seek Wilkes-Barre CP

FIFTH application for facilities of 1240 kc 250 w unlimited time at Wilkes-Barre, Pa. was received by FCC last week from Baron Broadcasting Co., partnership comprised of Lou Poller (25%), treasurer and 49.5% owner of WARM Scranton; George E. Miller (25%), former CAA attorney, and J. Myron Honigman (50%), former State Securities Commission attorney. Mr. Poller, released by the Marines last December, was formerly sports commentator over WGBI Scranton, WSN and WNEG New York. Petition of Wilkes-Barre Broadcasting Corp. to dismiss its application without prejudice for same Wilkes-Barre assignment was granted Friday by the Commission.

Mr. H. Steiner, an applicant for a regular license for WBAX which operates with 100 w unlimited time on 1240 kc. Further consolidated hearing has been ordered on the case Jan. 31 in light of the FCC's supplemented freeze order of Jan. 16.
PUBLIC SERVICE...AN OBLIGATION, A PRIVILEGE, AN OPPORTUNITY

Their Voices Came Home For Christmas!

We couldn't bring them home in person...so we did the next best thing by recording greetings of hundreds of Southern California service men overseas. In this way many families had the greatest "surprise package" of all by tuning to KFI on Christmas Day.

Yes...from Europe...from the South Pacific...from Alaska...from South America...from a dozen battle stations over the globe Southern California sons and daughters were sought out by KFI representatives to send a Christmas message to their folks at home.

Such local programming in the interest of public service has long guided KFI's operation...has long been the reason for KFI's undisputed leadership in Los Angeles.

NOTE: A telephone recall survey showed that KFI's audience for this Christmas Day observance was equal to that of all other fifteen Los Angeles stations combined...was four times that of the second ranking station.

"Merry Christmas from Overseas"

To make this Public Service Program possible, KFI went Christmas shopping early. For many weeks prior to Christmas Day, the voices of Southern California G.I. Joes and Janes went into recording "mikes" throughout the various Theatres of War. Many of these transcriptions were then flown to Los Angeles by the Air Transport Command...others were short-waved to KFI and recorded for re-broadcast.

From 6 A.M. until midnight on Christmas Day, KFI cleared time in every local program...and all commercial station breaks were cancelled...so that Southern California families might hear these Christmas messages from overseas. As a memento of the occasion, individual recordings were sent to the family of each boy or girl whose "voice came home for Christmas."

KFI...NBC for Los Angeles

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
**Copies**

**BY DIRECT CUTTING OF YOUR RECORDINGS**

33⅓ RPM transcriptions for broadcast or audition use.

**24 HOUR SERVICE**

 packaged and shipped from Chicago.

Aluminum based material available for broadcast use.

**Write for complete details and prices.**

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

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**Custom-Built**

Speech Input Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. S. D. C.
District 1640
(Bel. to Gov't Reg.)

**YOUR CANADIAN DISTRIBUTION**

is assured thru

WALTER P. DOWNS Ltd.
633 Dominion Sq., Bldg., Montreal, Can.

Present U. S. LIST:

PRESTO RECORDING CORP.
FONDA CORP.
AMPEREX TUBES AUDIO DEVELOPMENT CO.

**Accurate Conclusive Dramatic**

LYN PEL

and

"A Dispatch from Renter's" Wkat (Blue)

4th Year

**BUY**

**WAR BONDS**

---

**Service Directory**

**GEARED TO AM-FM EXPANSION**
Radio Engineering Consultants

Kansas City, Mo.
Washington, D. C.
Hollywood, Calif.

**Sound Effects**
One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete. 
Price for names:
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1400 Broadway N.Y. 19, Circle 4-625

**More RF Kilowatt Hours for Dollar with F & O Transmitting Tubes**
Freeland & Olscher Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

---

**Just after** they got the word! Guests of Hub and June Jackson, time-buyers, Russell M. Seeds Co., Chicago, gather with their host and hostess for a picture after the second annual pheasant dinner given Chicago's radio station representatives on Jan. 17 at the Illinois Athletic Club. Left to right: Hub Jackson, Jim McEdwards, Bill Reilly, John Blair, Mac Ward, Rudi Neubauer, Care Bradford, Curley Hayes, Walter Tenney, Mrs. Jim McEdwards, George Hollingbery, Esther Broderick, George Lahn, Mrs. Walter Tenney, Dick Kopf, Mrs. Mac Ward, Mrs. Bill Reilly, Mrs. George Hollingbery, Mrs. John Blair, June Jackson, Pearl Van, Mrs. Curley Hayes, Mrs. Care Bradford.

**Daniels May Take Early's Position**

AN IMPORTANT change in the White House secretariat, which might see Stephen T. Early return to private enterprise—possibly in the motion picture or radio fields—was speculated upon last week as Jonathan Daniels, one of the five administrative assistants to the President, temporarily took over Mr. Early's desk as press and radio secretary.

Mr. Early, slated for a trip to the European theatre to counsel with Gen. Eisenhower's public relations men on news handling, has been mentioned as a possible candidate as paid president of the N.A.B. It is known his candidacy is being espoused to succeed J. Harold Byam, interim president, and also that he has received a number of offers in other fields. He was with Paramount before he became the President's secretary at the beginning of the first term. Before that Mr. Early was a top-flight correspondent for the AP in Washington.

Mr. Daniels, son of Josephus Daniels, Charlotte publisher, is being groomed for the Early post, it is reported, in the event the latter leaves. Whether the President will release Mr. Early is conjectural. It is doubted whether that would occur before V-E day, in any event.

In the European theatre, Mr. Early will meet with his long-time friend Capt. Harry C. Butcher, USNR, former CBS Washington vice-president. Capt. Butcher is aide to Gen. Eisenhower and since D-Day has been handling special public relations and radio assignments as added duties.

Reports that Mr. Early might accept the existing vacancy on the FCC created by the retirement of Comdr. T. A. M. Craven, were discounted. It is believed if he leaves the White House it will be to return to private business.

**Elliot Roosevelt Nomination General**

ELLIOTT ROOSEVELT, second son of the President, whose nomination for promotion from colonel to brigadier general was sent to the Senate last week, will achieve the highest rank held by a military man with a private radio background, when that promotion is confirmed.

Col. Roosevelt, entering the Army on his 30th birthday on Sept. 19, 1949, had been president of the Texas State Network and had held ownership interests in KFZ Fort Worth and other stations of the group. Subsequently, however, he relinquished those holdings to his former wife, Ruth Googins Roosevelt Eidsen.

Nine years ago Elliott—then in his 20s (he is 34 now)—first was vice-president and then president of Hearst. He also served a stint as a Mutual commentator. He also undertook a nationwide network project—Transcontinental Broadcasting System—which virtually died year.

With his promotion, Col. Roosevelt will attain the rank achieved by Brig. Gen. David Starnoff, president of RCA and chairman of NBC, now on inactive duty. Col. Roosevelt has been in the war theatre as a photographic reconnaissance officer and has been awarded the Distinguished Flying Cross and in May 1944 was made a commander of the British Empire Order for his photographic work.

**RCA Worldwide Plans**

RCA VICTOR Division of RCA will represent manufacturers in international distribution of non-competitive products following the war, RCA announced last week. Plans to expand the number of foreign offices to include worldwide service are now in formation. At present, RCA has sales offices in Canada, South America, England, India and Australia, and various branches and subsidiary companies covering 150 countries and territories. The merchandise, which includes household appliances, will not be sold in this country.
Fly in WOW Case As Special Counsel
Former FCC Head to Argue Before Supreme Court

PARTICIPATION of James Lawrence Fly, former FCC chairman, in the Supreme Court case involving WOW Omaha was confirmed last week following Mr. Fly's visit to Omaha to gather data for the preparation of a brief. It is expected Mr. Fly will argue the case on behalf of the Woodmen of the World Life Insurance Society, as well as Radio Station WOW Inc., probably to come before the court next month.

Writ Granted

The Supreme Court last December granted a writ of certiorari to review the proceedings involving the question of the right of a state court to set aside a grant of the FCC [Broadcasting, Dec. 18]. In December 1942 the FCC had approved the unusual lease arrangement whereby Woodmen of the World transferred the station to John J. Gillin Jr., manager, and president of the new operating company, and a group of associates. Dr. Homer H. Johnson, of Lincoln, Neb., a Woodmen member, filed suit in Wisconsin to enjoin to the transfer, which subsequently was upheld by the State Supreme Court.

Mr. Fly left the Commission's chairmanship on Nov. 15 and established law offices in New York. He did not file the original petition for review, however, but will participate as chief counsel on the Society and WOW joint brief, as well as in the presentation of arguments.

The court, in granting certiorari, requested counsel to discuss in their briefs and oral arguments the questions: (1) whether the judgment is final within the meaning of Section 237 (b) of the Judicial Code, and (2) whether the Federal questions raised by the petition for certiorari were properly presented in the record.

Cocilana Sues

COCILANA Inc., Brooklyn, which claims that it started using the trade name of Cocilana Cough-Nips before 1938, in a petition in U.S. District Court has charged Ludens Inc., Reading, Pa. with unfair trade practices in the use of the name "Cocilana" for a Luden cough drop, introduced in 1944. Both firms use the term in spot radio campaigns for cough drops. Cocilana Inc. schedule, placed by Al Paul Leighton Co., New York, runs on 70 stations at its peak. Luden's, which also promotes Luden's menthol and honey licorice cough drops, started last September on 140 stations through J. M. Mathes Inc., New York.

KYVO Public Service

TITLED Inside Radio, KYVO Tulsa, Okla., on Jan. 15 began the 15th in a series of 52 weekly programs designed to acquaint listeners with some of the mysteries of broadcasting. Program is allied with radio's 25th anniversary.

BLUE PLANNING & Advisory Committee which met in New York Jan. 16-18 included: (1r, back row) Robert Kintner, Blue vice-president; Stanley Florsheim, manager of Blue co-op department; Keith Kiggins, Blue vice-president; W. E. Stahl, KJR commercial manager; John Norton, manager, Blue stations department; C. P. Jaeger, Blue general sales manager; Don Searle, general manager of Blue western division; Fred Smith, Blue director of advertising and promotion; Harold Hough, general supervisor of KGKO; E. R. Boroff, vice-president. Second row, standing: C. T. Hagman, manager WTCN; Paul Mowrey, manager of Blue television; Hubbell Robinson Jr., Blue vice-president. Seated: William A. Ripple, manager, WTRY; W. C. Rochman, manager, WCOS; Mark Woods, Blue president; Henry P. Johnston, manager, WSBN; H. Allen Campbell, chairman of the committee and manager of WXYZ; W. D. Pyle, manager of KVOD; Edward J. Noble, chairman of Blue Network; Chester J. La Roche, vice-chairman.

I DREAM OF YOU
EL RANCHO GRANDE
MARCHETA
OH! LOOK AT ME NOW
EVERYTHING HAPPENS TO ME
WAT'CHA KNOW JOE
LET'S GET AWAY FROM IT ALL
THIS LOVE OF MINE

These are but a few of the more than 50 BMI-licensed titles recorded by T.D. See DISC DATA for the complete listing from which to build all-Dorsey programs.

Radio's Public Service Aided by Sponsorship
NILES TRAMMELL, NBC president, outlined new horizons of radio broadcasting last Friday before the Queen City Club in Cincinnati, taking occasion to laud two of NBC's clients in that city—WLW, NBC outlet, and its owner, Powell Crosley Jr., president of the Crosley Corp., and Procter & Gamble Co. which he said broadcasts 38 shows a week on the network. "P & G may mean soap to most people but it spells bread and butter to us broadcasters," he said.

In the United States the public is indebted to the advertisers of the nation for a free radio and for the American System of Broadcasting and, he added, it is revenue derived from sponsored programs which enables stations and networks to present many thousands of non-commercial programs as a public service, two points that have been emphasized frequently in his past speeches, and by NBC in institutional announcements on the air.

BROADCASTING • Broadcast Advertising

January 29, 1945 • Page 69
WJZ Names Hade Chief Of New Program Dept.

A NEW program department has been set up at WJZ New York under the direction of John Hade, former commercial program manager, it was announced last week by John H. McNeil, WJZ manager. New setup represents an expansion of WJZ's programming activities to cover development of new programs for presentation to prospective clients as well as handling of current local shows. Mr. Hade's duties are expanded to include development of sustaining shows in addition to commercial program supervision, his former post being abolished.

James Whipple has joined the program department staff as producer-writer, and an additional member, yet to be announced will be added as assistant to Mr. Hade, with the title of program supervisor. Mr. Whipple was supervisor of daytime programs of Ruttrauff & Ryan Inc., New York until several months ago, and has since been replaced by Lee Cooley, also R&R television director.

WWNC Survey

WWNC Asheville, N. C., will soon release detailed results of a study of radio listening in western North Carolina, according to Don S. Ellis, executive director of the station. WWNC is purportedly the first CBS affiliated station to make use of the listener diary technique. The study was made by Industrial Surveys during the week of Nov. 13-20.

REGISTERING 100% attendance, top executives of all Boston stations marked the opening meeting of the Radio Advisory Committee of the 1945 Boston Red Cross War Fund Campaign at an informal luncheon at the Harvard Club of Boston Jan. 22. Seated (l to r): Raymond Richmond, associate campaign director; A. N. (Bud) Armstrong Jr., WCOP general manager; George Lasker, WORL general manager; Harry Goodwin, WCOP sales promotion manager; John D. Malloy, WCOP program manager; Francis Hart Jr., director of radio, Metropolitan Boston Chapter, Red Cross; Walter Hackett, OWI; Phillips Ketchum, general chairman, 1945 Red Cross War Fund Campaign; Francis W. Hatch, chairman of publicity committee; Fred Garrigus, WEEI program director; Lawrence Flynn, WMEX special events; George Steffy, vice-president, Yankee Network; Linus Travers, executive vice-president, Yankee Network; Earl Jeffrey, War Fund campaign director; Russell O'Hara, WHDH program director. Standing in the rear in the usual order are: Gordon Swan, WBZ-WBZA program manager; Charles S. Young, WBZ-WBZA general manager; John C. Dowd, chairman of the Radio Advisory Committee; Edgar Rust, executive vice-chairman, War Fund Campaign; Joseph Kelly, public relations director, Metropolitan Boston Chapter, Red Cross; Gerard H. Slattery, John C. Dowd Inc. Preliminary plans were discussed.

Experimental CPs

THREE construction permits have been granted by the FCC for new experimental television stations, all to use frequencies to be assigned by the Commission's chief engineer. Philco Radio & Television Corp. was authorized a station to be located in Atlanta, Ga. and to operate in connection with the Washington end of the Washington-Philadelphia relay system. The second station, also authorized for Washington, was granted Allen B. DuMont Labs. The third station goes to F. R. Mallory & Co., Indianapolis.

Hermann B. Deutsch, associate editor of the New Orleans Item, is now heard every Friday night in a new commentary and analysis on WWL New Orleans for the American Brewing Co.

CAB Appeals CPRS

BROADCASTING in Canada have recently reaffirmed their copyright musical performances since 1937, Samuel Rogers, counsel for the Canadian Ah! Broadcasters told the Copyright Appeal Board at Ottawa following the filing of higher rates for 1946 by the Canadian Performing Rights Society (Canada's ASCAP). In 1937 at the rate of $7 per license, Canadian broadcasters paid CPRS $70,000. Last year, based on the same rate, the fee was $138,310.

KVI Takes Doernbecker Suit to Higher Court

APPEAL to reverse a decree granted Laura M. Doernbecker in a suit started by KVI Inc. to enforce a contract she entered to sell the stock of the station for $125,000 was not heard. The suit was filed and will go to the Supreme Court of the State of Washington.

More ejected because the contract is not enforceable because a limitation of time was not agreed upon in the contract of the Canadian Performing Rights Commission to grant or disapprove the transfer. The plaintiff contends a time limitation was not necessary and asks the Supreme Court to compel the defendant to submit the proposed transfer to the FCC for approval or rejection.

Chicago Presentation

APPROXIMATELY 400 sponsors and advertising agency people were the guests of NBC at a presentation of the company's 1944 National-Wide Survey of Listening Habits, last Wednesday at the Stevens Hotel, Chicago. Report was followed by an informal cocktail party.

Wright Expands

TO Procure manpower, Wright Aeronautical Corp., Paterson, N. J., last week started five quarter-hours of programs relating to the war on WNEW New York each week. Contract for 20 weeks covers These Are Our Boys, Combat Correspondent and Pacific Newsread, all heard 7:45-8 p.m. on different days. Wright also uses WPAT to recruit workers. Agency is Burke, Bowling Adams, Montclair, N. J.
January Ratings Listed by Hooper

‘When a Girl Marries’ in First Place Among Weekday Shows

LIST OF “Top Ten” weekly programs in the January report issued by C. E. Hooper Inc., starts off with When a Girl Marries in first place, Ma Perkins, second and Portia Faces Life, third. The list continues with Pepper Young’s Family, fourth, followed by Life Can Be Beautiful (11 a.m.), Breakfast at Sardi’s (11:15 a.m.), Young Wicker’s Brown, Backstage Wife and Just Plain Bill. Top-ranking Saturday daytime shows, not included in the weekday list above are Grand Central Station, first; and Stora Over Hollywood, second.

Average daytime sets-in-use, at 16.4 shows a rise of 1.4 from the last report, a much stronger gain than the comparable figures for the evening as shown in the Jan. 15 Hooper ratings report, which recorded a rise of 3.2 over the previous release [Broadcasting, Jan. 22]. The daytime figure is up 0.1 from last year.

Daytime Audience Up

Average daytime audience rating of 4.9 is up 0.2 from the last report, down 0.3 from last year; average daytime available audience 17.5, up 1.4 from the previous report, up 0.3 from a year ago.

Hymns of All Churches has the highest sponsor identification index—7.63; correct program identification accounting for 9.5; other product for 66.8; misidentification for 5.4 and 18.3 for those unable to name a sponsor.

Breakfast Club (Swift & Co.) had the greatest number of women listeners per set (1.59); Tom Mix the most men listeners (0.55) and Terry & the Pirates (1.37) the most children listeners per set.

The 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>CAL</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Armstrong, 0.65</td>
<td>0.55</td>
<td>1.30</td>
<td>5.56</td>
</tr>
<tr>
<td>Tom Mix, 1.02</td>
<td>0.55</td>
<td>1.57</td>
<td>5.56</td>
</tr>
<tr>
<td>Breakfast Club (Swift)</td>
<td>1.46</td>
<td>0.50</td>
<td>4.21</td>
</tr>
<tr>
<td>Let’s Pretend</td>
<td>1.39</td>
<td>0.23</td>
<td>1.62</td>
</tr>
<tr>
<td>Terry and the Pirates</td>
<td>0.81</td>
<td>0.23</td>
<td>1.04</td>
</tr>
<tr>
<td>Captain Midnight</td>
<td>0.72</td>
<td>0.36</td>
<td>1.08</td>
</tr>
<tr>
<td>Curt Massey</td>
<td>1.50</td>
<td>0.54</td>
<td>2.04</td>
</tr>
</tbody>
</table>

House Commerce Body To Have 28 Members

INCREASED by three, the House Interstate & Foreign Commerce Committee for the 79th Congress will be composed of 28 members with 16 Democrats, 11 Republicans and one American-Laborite. Democratic members are: Lea (Cal.), chairman; Grosier (Ohio), Fishwickle (N. C.), Chapman (Ky.), Boren (Okl.), Priest (Tenn.), Harris (Ariz.), Sadowski (Mich.), Harlass (Ala.), all holdovers; Beckworth (Tex.), Murphy (Pa.), Kelly (III.), Patrick (Ala.), Sullivan (Me.), Boogers (Fla.), Robin (N. Y.), new appointees. Rep. Kelly, Patrick and Sullivan served on the Committee in the 78th Congress. Rep. Marcantonio (N. Y.) is the American-Labor Party member.

All Republicans, except Rep. Scott (Pa.), who did not return to Congress, were named last week with Rep. Gillett (Pa.) succeeding Mr. Scott. Republican members

Fuson Elected

SAMUEL FUSON, vice-president in charge of public relations of Arthur Kusner Inc., New York, was elected president of the National Ass’n of Public Relations Counsels at the annual meeting in New York Jan. 15. A. Schaeffer Jr. was elected secretary and Paul Haase, Controller Institute of America, treasurer. Other elected officers include: George W. Sutton, Sutton News Service, 1st vice-president; Taeodoro R. Sills, T. R. Sills Co., Chicago, 2nd vice-president; Pendleton Dudley, Pendleton Dudley Assn., 3rd vice-president; Weston Smith, Guther Publications Co., 4th vice-president, and Henry von Morpurgo, West Coast public relations counsel, 5th vice-president.

Coast Guard Session

PLANS to send out more U. S. Coast Guard combat radio correspondents to record battle action, were discussed at a meeting of radio and press public relations officers of the USCGC from all over the country. Meeting at headquarters, Washington, Jan. 16-18, the group turned the discussion over to radio for the session of the 17th. The three pending Coast Guard radio campaigns were planned to include SPAR recruiting, candidates for the Coast Guard Academy, 17-year-old recruiting, all under OWI allocations. Closer integration with Navy plans were stressed. Chairman of the radio panel was Ens. Jack Egan, former assistant radio director of Calkins & Holden, Kansas City.

IN BUSY MONTREAL

Business in Quebec Province is good, and radio advertising can get you your share, if you will key your program to the likes and dislikes of Quebec listeners. Adapting a program, even though it has been successful elsewhere in Canada, rarely produces anywhere. Quebec wants its own programs, appealing to its own psychology and sense of humor. Our business is that of producing programs—in either French or English—which do produce results. Let us serve YOU.

A NEW FORMAT

for Winning Listeners
in KANSAS CITY...

KCMO 5000 Watts

Here's important news for time-buyers interested in the rich Kansas City market—a vigorous program promotion campaign recently launched by KCMO throughout the greater Kansas City area:

OUTDOOR POSTER SHOWINGS in Kansas City, Missouri and in Kansas City, Kansas advertising outstanding KCMO-BLU programs and reaching an audited net advertising circulation of 3,555,405 people every week.

SPOT MOVIE SHORTS dramatic KCMO listener attractions and an effort to show to an estimated audience of 335,250 entertainment seekers in leading Kansas City theaters.

These powerful promotions are given further impetus by KCMO broadcast contest tie-in and newspaper advertising—a combination with multiple value for every KCMO advertiser. For details and availabilities, get in touch with your nearest John E. Pearson Company office today.

Reprsented by JOHN E. PEARSON COMPANY
Chicago - New York - Kansas City

GO PLACES IN KANSAS CITY WITH

KCMO

5000 WATTS

E. K. (Joe) HARTENBOWER - GEN'L MGR.

Kansas City's Basic-and ONLY-BLUE Network Station

January 29, 1945 - Page 71
Decisions...

Actions of the FEDERAL COMMUNICATIONS COMMISSION
JANUARY 20 TO JANUARY 25 INCLUSIVE

**ACTIONS ON MOTIONS**

**JANUARY 19**
Chatham Broadcasting Co., Savannah, Ga.,—Granted, for good cause, application for temporary license to continue to operate an AM station.

**JANUARY 20**
Georgia Broadcasting Co., Savannah, Ga.—Granted, for good cause, application for temporary license to continue to operate an AM station.

**JANUARY 23**
Mississippi Broadcasting Co., McComb, Miss.—Granted, for good cause, application for temporary license to continue to operate an AM station.

**JANUARY 24**
WLIB Brooklyn—Granted petition to intervene in its application for renewal of license.

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.

**RAYMOND M. WILMOTTE**
Consulting Radio Engineer
From FCC Application to Complete Installation of Equipment
1409 Church St., N.W., Washington 5, D. C.

**P A U L A . d e M A R S**
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

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**HERBERT L. WILSON ASSOCIATES**
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FIELD OFFICE
991 Broad St., Bridgeport, Conn.
**WIP Contract to WLW**

NEW WIP Philadelphia contract with the American Communications Assn. (CIO) members on its staff, which has gone to the WLW for approval, provides a five-day week and payment for announcers on all commercials.

**WHIO Seeks CP**

WHIO Dayton, O. last week filed with the FCC an application for a new developmental broadcast station to operate on 46,906 kc with 1,000 w using special emission for FM.

**Actions of the FCC**

(Continued from page 72)

**January 31**

Further Consolidated Hearing

Central Broadcasting Co., Wilkes-Barre, Pa.—CP 1249 1280 w unlimited. Pennsylvania Eastern Broadcasters. Wilkes-Barre, Pa.—Same.

Key Broadcasters, Wilkes-Barre, Pa.—Same.

WIBX Wilkes-Barre, Pa.—License 1240 kc 1000 w unlimited.

**Applications**

**January 23**

1260 kc WGFB Evansville, Ind.—Vol. acq. license from Evansville on the Air Inc. to Curtis Radiocasting Corp.

WMIL Evansville, Ind.—Same.

WKEV Evansville, Ind.—Same.

NEW 42,700 kc Wm. H. Block Co., Indianapolis—CP new FM station, 928 w. mi., $80,000 estimated cost.

NEW 14,100 kc WKYJ Peoria, Ill.—CP new FM station, 14,150 w. mi., $60,000 estimated cost.

NEW 4,100 kc Messenger Pub. Co., Athens, O.—CP new FM station, 9,340 w. mi., $50,000 estimated cost.

**January 24**

New Board of Education, Sewanhaka High School, Floral Park, N. Y.—CP new non-commercial educational station 250 w. special emission for FM.

1464 kc WIBX Wilkes-Barre, Pa.—CP increase 100 w. to 250 w.

NEW 1240 kc Dublin Broadcasting Co., Dublin, Ohio.—License to cover CP new standard station 1240 kc.

NEW 1460 kc Charlotte Broadcasting Co., Charlotte, N. C.—CP new standard station 1 kw unlimited DA-0N.

NEW Sherron Metallic Corp., Brooklyn, N. Y.—CP new commercial television station to be operated on any or all channels 6 to 18 not allocated previously and with 10 kw.

**January 25**

590 kc WGMT Chillicothe, Ohio.—CP change 1460 kc to 590 kc. increase 25 kw to 5 kw. install new trans. DA-GM, change trans. site.

NEW 14,560 kc Beverly Newsapers Corp., Beverly, W. Va.—CP new FM station 17,750 w. mi. (Resubmitted).

NEW 14,760 kc WSAN Allentown, Pa.—CP new FM station, 14,660 w. mi. $164,500 estimated cost.

**Five Commissioners, FCC Executives Leave on Army Communications Tour**

**FIVE MEMBERS** of the FCC, plus its general counsel, chief engineer and engineering supervisors, left Washington by Army plane last Friday for an inspection tour of Army communications bases in the Pacific Coast and Midwest. All members of the Commission save C. J. Durr left on the trip, with the Alabaman remaining home because of an indisposition provoked by a carbuncle.

During the absence of the Commissioners, Mr. Durr will be acting chairman. The party is scheduled to return to Washington on Feb. 6.

Guests of Brig. Gen. H. M. McClelland, Army Communications Officer, AAF, the party included Chairman Paul A. Porter, Commissioners Norman S. Case, Paul A. Walker, Ray C. Wakefield, E. K. Jett, Chief Engineer George P. Adair, General Counsel Charles R. Denny; George Sterling, chief of the Radio Intelligence Division; James P. Vestch, International Division, Engineering Dept.; Gen. E. Nielsen, assistant chief, Safety & Special Services Division, Engineering Dept.; Charles A. Elbert, technical supervisor, Radio Intelligence Division. V. Ford Greaves, supervisor, western area, RlD, will pick up the party in Los Angeles on Jan. 30 and make the balance of the trip.

Also on the plane were Lt. Col. J. Elyor McCaw, executive assistant to Gen. McClelland, and Col. Frank W. Wozencraft, former RCA Communications general counsel.

**Vitaplus Fined**

FINE of $500 was imposed last week in special sessions court, New York, on Vitaplus Inc., New York, for misleading advertising in regard to a "Pep" tablet for gasoline [BROADCASTING, Dec. 4]. Fine will be lien against corporation, now in bankruptcy. Proceedings against Sylvan D. Broder, president and defendant, were dropped by reason of his death in a clipper crash Jan. 8. Case against Kalman Greenberg, vice-president and third defendant, was withdrawn.

**New Business**

CHARLES E. HIMES, Philadelphia (Himes Root Beer), on Jan. 24 started Himes lemon Follies on 183 Blue stations Wed. 10:10 p.m., having done Fri. and Jan. 15 Himes for 183 Blue stations Mon. 5:10 p.m. In-.

STOKELY Bros. & Co., Indianapolis (food products) on Jan. 29 starts Take It Easy Time on 186 Blue stations (delayed broadcasts on 14 stations) Tues. 7:30-8:15 p.m. Agency: Calkins & Holden, N. Y.

**Renewal Accounts**

E. O. ANDERSON Co., Los Angeles (Shoe- testing), on Jan. 20 for 52 weeks renewed Broadcast on 7 Don Lee Pacific stations Sat. 9:15-9:30 p.m. (PFIT), Agency: Barton A. Robbins Adv., Los Angeles.

**Network Changes**

MANHATTAN SOAP Co., New York (Sweetheart soap), on Jan. 17 discontinued Sunday evening soap stations Wed. 10:00-11:00 p.m. Agency: Duane Jones Co., N. Y.

COCA-COLA Co. of Canada, Toronto, on Jan. 1 changed Coca-Cola Victory Parade to Coca-Cola Music Club on 27 Blue Canada network stations. Mon. 8:30-9:00 p.m. Agency: D'Arcy Adv. Co., N. Y.

EVERSHARP Inc., Chicago, on Jan. 23 discontinues Hal McIntyre's Orchestra on 15 Blue stations Tues. 10:00-11:00 p.m. Agency: Boz Co., N. Y.

GEORGE W. LUFST Co., New York (jazz), on Feb. 23 shifts Swing Case Tandies Variety Show from 69 MBS stations Thurs. 8:50-9:00 p.m. to 173 Blue Net- works stations Fri. 10:10-11:00 p.m. Agency: Wexford & Langworthy.

KELLOGG Co., Battle Creek, Mich. (Pop.), on Jan. 15 resumed Superman on 173 MBS stations Mon. thru Fri. 8:15-9:00 p.m. Agency: Kenyon & Edhardt, N. Y.

STANDARD BRANDS Inc. New York (Yeast), on Feb. 4 replaced One Men's Family on 132 NBC stations Sun. 8:30-9:00 p.m. with the Eddie Bracken show and on Sun. 10:00-11:00 p.m. on 131 MBS stations Tues. 7:30-8:30 p.m. (Repeat 10:10 p.m. for Tenderleaf Tea. Agencies: Kenyon & Edhardt, N. Y. (Yeast)); J. Walter Thompson Co., N. Y. (Tenderleaf Tea).}

**News**

Capt. William C. Eddy, USN, former director of WCNK, Balaban & Katz television station, Chicago, and electronics expert, has been promoted to that rank, acc. to the Navy Dept. He is now commanding officer of the Naval Radio School, Chicago.

**KEX Appointments**

APPOINTMENT of R. E. Rudolph as sales manager and Harold Bratsberg as continuity director of KEX Portland, new Westinghouse station, was announced last week by J. B. Conley, manager. Before his recent service in the Army Air Corps, Mr. Rudolph was account executive of KEX and RGW Portland. Mr. Bratsberg was program manager of KALE Portland.
RAIRDEN DESCRIBES LISTENING ON SHIP

WITH A RECORD for lightning fast promotions, Lt. Wally Raider, USN, ex-radionaut, recently returned from the Philippines where the ship he was commanding went down in the invasion of Ormoc. Lt. Raider was an announcer-producer with KFWB KNX KFI KJJ, all of Los Angeles, before joining the Navy.

In April 1941, Wally Raider enlisted as an apprentice seaman. Step-by-step he was promoted to chief quartermaster, then in March 1942 was commissioned an ensign after hospitalization for a shoulder injury received when his ship was torpedoed near New Guinea. August, he was spot-promoted to full lieutenant upon becoming commanding officer of an LSM, holding that command until his ship was lost Dec. 7 in the Philippines.

He related in a recent interview that radio listening aboard his ship is usually arranged by means of a central receiver and loud speaker systems. “Our most reliable stations were the Armed Forces Radio Service shortwave stations on the West Coast, beamed to the Pacific,” he said. “Though at times, he added, “we could get ABC, State stations. Through a freak wave, we got KNX very clearly one night just off the Philippines. When the ship was within transmission range of the AFRS stations on the islands throughout the Pacific, we listened to their programs and really enjoyed them.”

Now on a 30-day leave, Lt. Raider has not yet received his next assignment. After the war, he plans to go back to radio, specializing in television. Just before enlisting, he was in films, with Warner Bros. and Paramount. His last post at Paramount was assistant to Eugene Zukor.

RAIRDEN DESCRIBES LISTENING ON SHIP

WANTED TO PURCHASE
LOCAL CHANNEL RADIO STATION
East of Mississippi
Letters held in confidence
Box 185, 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 equipment — nothing outlaw.

Box 145, BROADCASTING

Court Dismisses Claims for Show Ownership

COURT actions filed by Verl K. Thompson, K500-KELO Sioux Falls, S. D., program manager, and Harold Gingrich, former time salesman there, claiming part ownership of the idea for an outlaw show, will probably be dismissed. Circuit Judge Lucius J. Wall indicated in a memorandum:

Formal decision on the case which is against Joe Floyd, operator of the Hollywood theatre and his business associates, Clifford Gil was to be announced today. An appeal may be filed with the state supreme court.

New Type Radar Tower

AMONG the new types of masts and towers from 20 to 500 ft. in height which the Harold Construction Co., Elizabeth, N. J., has developed is the „Western King”, which is designed as particularly adaptable to radars and such applications as may require 500 or more pounds of top loading on an 8 x 4 ft. platform.

FOR the 14th consecutive year, CBS will cover major indoor boxing meets starting Feb. 3 with the Army-Navy relay race from the Millrose games at Madison Square Garden, New York. Ted Husing and Jimmy Dolan will handle the meets.

THE SCHOOL OF RADIO TECHNIQUE

America's Oldest School Devoted Exclusively to Radio Broadcasting

SPRING TERM

FEB. 5
Day & Evening Courses

Taught by Network Professionals, for Beginners & Advanced Students, includes:

• Announcing • Studio Routine • Voice Enunciation • Acting • Continuity Writing • Distortion Control • Voice and Ad Sales

Co-ed., Moderate rates. Inquire! Call or write for booklet.

VETERANS

To apply to the nearest R.G.O, Inc.
Under G. I. Bill, G. I. Apply

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

BROADCASTING • Broadcast Advertising
Help Wanted

Copywriter—Young man with several years experience, capable of writing salable commercial copy, desired to fill permanent position with 1,000 watt midwest network station, Box 929, BROADCASTING.

Operator-announcer. First class radio-telephone license. Must have experience and commercial advertising. For regional box 69, NINC station in western city of 25,000. Good post-war future. Box 982, BROADCASTING.

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

Wanted for 5000 watt southwestern network station. Two thoroughly experienced, versatile, and imaginative people with ability to control top-flight production in both commercial and sustaining programs. Excellent salaries to right people. NINC stations, midwest or southeast. Box 945, BROADCASTING.

Television maintenance engineer. Essential industry. Large broadcasting company in New York City. Excellent opportunity. Write for complete details. Box 118, BROADCASTING.

Chief engineer, manager, or combination. Experienced and qualified. Classified 4A, Box 198, BROADCASTING.

Florida eastcoast station has opening. First class engineer with complete knowledge of equipment and maintenance. Must have experience and qualifications. Ideal working conditions. Box 14, BROADCASTING.

Chief engineer. 8 kw. in midwest metropolitan market. Network affiliate. Thoroughly experienced in all phases of transmitter maintenance, recording, with extensive sales and service experience. Position pays well. Must have previous experience, draft status, age, references and salary expected. Exposed last shut, All American, Transcontinental, Box 117, BROADCASTING.

Transmitter engineer. Experienced, desired; 8 kw. to 5000 watts. Write for details about yourself, including salary and position. Box 117, BROADCASTING.

Announcer-program director—250 watt NBC affiliate in south has opening for top-notch announcer capable of developing into program director and operating station. Large operation after learning station setup. Excellent opportunity. Send complete resume. Box 118, BROADCASTING.

Continuity director needed WGL, Fort Wayne, Indiana. Recently acquired by Fernworth Television and Radio Corp. Minimum three years radio writing experience desired. Needed by station which is interested in future growth. AM, FM, and television. Must be able to handle the expense of coming to Fort Wayne or telephoning between Chicago and Fort Wayne. Must be willing to work at the station with references and enclosed photograph. Stated in letter. Mr. Paul Roberts, WGL, Fort Wayne, Indiana.

KOPW, Kearney, Neb., wants first class engineer. Minimum announcing, excellent future. Also experienced ambitious salesman. Immediate placement, permanent. Send details immediately.

Wanted—First class transmitter engineer for station 30 miles from Pittsburgh. Must be man with a good solid background in electronics. Age 30 or over, draft collect WISH, Butler, Penna.

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. Desires permanent position. Address, Women's, Box 66, BROADCASTING.

Chief engineer—Radio broadcasting, commercial and network type. Ten years' engineering experience, Specialist audio facilities. References. Box 124, BROADCASTING.

Program director and capable announcer for independent station. Salary. brick wall location. Send complete resume with photographs. Box 158, BROADCASTING.

Veteran—Ten years radio, four broadcasting and commercial. Desire permanent position, transmitter, Married, first class,oyer midwest or west. Make offer. Box 158, BROADCASTING.

Announcer-newsman—Young, married, draft-deferred. No bad habits, not a drifter. Salary. Box 118, BROADCASTING.

PROGRAM-PRODUCTION DIRECTOR. 14 years radio experience, possesses all qualities of a perfect Director. Dependable, Efficient, Dependable. FAMILY MAN. Will be located, returning permanent offer. A L L CORRESPONDENCE T H E H O S T E L T E R A K Y, BOX 114, BROADCASTING.

Situations Wanted

Station manager—Considerable experience with full knowledge of network operations and programming, marriage in children. Interview at owner's convenience. Box 160, BROADCASTING.

Salesman—commercial manager, 15 years radio experience. Bachelor's degree. Looking for permanent connection. Could direct station and handle sales. Box 161, BROADCASTING.

Proven sales record, honest, bondable. Over 8 years family man. Seeks worthwhile position salary. Complete references. Box 163, BROADCASTING.

Announcer—Six years experience sports, news, platters. Want all night network show on major market affiliate. Box 168, BROADCASTING.

Announcer with third class license. Excellent opportunity at West coast local. Box 169, BROADCASTING.

Announcer with first class radio telephone license desires position, preferably southeastern. Box 171, BROADCASTING.

Honorably discharged veteran desires permanent connection concerning studio and broadcasting positions. Resume at once. Program director-announcer or chief announcer. Box 172, BROADCASTING.

Salary $46.00 per week. No experience essential. ConfidentiaL CORRESPONDENCE desired. Lacks two milliammeters. Box 174, BROADCASTING.

Writer—6 years experience with important stations. Can turn out volume of quality material from commercial to dramatic shows. Excellent references. Draft exempt. Box 173, BROADCASTING.

Program manager available. Can deliver anything. Also capable of directing. Ability to write and produce them. Know music, travel, handles announcements. Original, salable ideas. Box 174, BROADCASTING.

Newswoman available. If you're interested in news. Send your name and address to command attention and build listeners, write for my interchange. Box 176, BROADCASTING.

Newswoman. Available, if you're interested in news. Send your name and address to command attention and build listeners, write for my interchange. Box 176, BROADCASTING.

Newsman wanted. Any location. Box 178, BROADCASTING.

Newswoman or field reporter. Must have experience and references. Address, Women's, Box 179, BROADCASTING.

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modula- tion equipment, transmitter, antenna units, phasing equipment or parts to build additional small network station. Will consider buying any available studio equipment. Box 98, BROADCASTING.

Wanted—1 kw transmitter with all available associated equipment. Cash. Furnish full description. Box 94, BROADCASTING.

Will pay cash for coils and/or condensers. State what you have of any available and price wanted. Box 97, BROADCASTING.

Wanted—6 kw transmitter, three 500 foot towers, phasing equipment, and phasers. Give specifications and price in first letter. Box 108, BROADCASTING.

Wanted to buy—50 watt broadcasting station, now in operation. State location, price and any other details. Box 114, BROADCASTING.

Wanted—250 watt broadcasting equipment, transmitter, audio input and measuring equipment, also tower approximately 180 feet. Box 129, BROADCASTING.

Wanted to buy—Your auxiliary 5 kilowatt transmitter, also frequency monitor. Box 185, BROADCASTING.

Wanted to buy—30 kw transmitting station, 1 five-kilowatt transmitter, 2 consoles, 250 kw power amplifier, 100,000 feet of No. 8 or 10 copper primary feeder, condensors, and any miscellaneous equipment you may have for cash. Box 140, BROADCASTING.

Wanted to buy—25A Gates frequency control unit or equivalent. Box 150, BROAD-CASTING.

Wanted to buy—Party fully qualified, financially and otherwise, will buy going 1 to 5 kilowatt stations, or 100,000 dollar or more population. Purchasers will identify themselves to responsible third party. Box 156, BROADCASTING.

For Sale

For sale—New 250 watt broadcast transmitter. Complete. Make offer in first letter. Box 118, BROADCASTING.

For sale—General radio 583-B frequency multiplex. Make offer. E. L. F. B. M. Box 124, BROADCASTING.

Miscellaneous

Wanted—1000 watt transmitter or 1000 watt amplifier for 416 B kHz frequency. Box 149, BROADCASTING.

STATION MANAGER SEEKING NEW AFFILIATION

Thorough background in all phases station and regional network operation and operation. 7 years as successful station manager.

Now assistant to Vice-President-General Manager of 50,000 watt station.

For personal interview write or write Box 176, BROADCASTING.

January 29, 1945 • Page 75
WFCI Application for 50 kw Unnecessary, Says Adm. Horne

Requests FCC to Ignore Previous Statements Made By Capt. Hullfish in Support of Request

APPLICATION of 1000 w WFCI Pawtucket, R. i. for 50,000 w on an existing clear channel, which had been supplied to the commanding officer at the Quonset Point U. S. Naval Air Station as contributing to the war effort, was torpedoed last week by Vice-Admiral F. J. Horne, Vice-Chief of Naval Operations.

WFCI, now operating on 1420 kc, had applied for 50 kw on 1200 kc, basing its application mainly on a written appeal by Capt. W. S. Hullfish, USN, supply officer at the Air Station, that approval by the FCC be "undelayed and favorable."

Writing to T. J. Slowie, secretary, FCC, Nov. 24, Capt. Hullfish said: "Immediate advantage would be realized to the Nation with air navigation, operational and training, and in the acceleration of confidential research of high military importance, were Radio Station WFCI enabled to install new equipment and broadcast at the indicated increased power."

Before hearings on the application could be held, however, the FCC received (Jan. 17) a letter from Adm. Horne, which stated in part: "The Commission is hereby advised that the Navy Dept. considers the change in the operation of Radio Station WFCI, as proposed in (the) application will not materially assist in the conduct of the war. The Commission is, therefore, requested to give no weight to statements to that effect made by or on behalf of the applicant in connection with the Commission's consideration of the application."

Filed with the application, as an exhibit, was an agreement, drawn in the form of a letter from Capt. Hullfish to Frank F. Crook, treasurer of the Pawtucket Broadcasting Co., licensee of WFCI, and countersigned by Mr. Crook and Howard W. Thornbery, president.

Agreement

The agreement specified that, for the consideration of $1 to be paid the Pawtucket Broadcasting Co. by the United States Government, the principals of the Company would agree to:

1. Increase the station's power.
2. Operate the transmitter on a fixed beam.
3. Install an intermittent signaling device to be furnished by the Government and to be operated whenever regular scheduled programs were not being broadcast.
4. Provide competent technicians.
5. Grant inalienable permission to WFCI to have access to the equipment at all times.

Of this agreement, the Navy Department is quoted as follows: "The agreement . . . had not been submitted to the Navy Dept. prior to its execution, and was not in line with the policy of the department to abstain from making recommendations to other governmental authorities relating to the granting of licenses and priorities."

According to a notation on Capt. Hullfish's letter of Nov. 24 to Mr. Slowie, a copy was forwarded to "Radio Material Liaison Officer, 1st Naval District—Attn.: Lt. Comdr. W. P. Oury."

Condr. Oury, before being commissioned in the Naval Reserve in June, 1942, was general manager of WFCI. He, with Mr. Thornbery and Mr. Crook, present manager of the station, were original applicants for the outlet. Condr. Oury is now stationed at the Quonset Point Naval Air Station, the Navy Dept. reports.

The WFCI application noted that, if granted, its 50 kw equipment would be designed to eliminate interference with WOA1 San Antonio, operating now with 50 kw on 1200 kc as a Class I-A station. Only station entering objection to the application, however, before the Navy Dept. stepped in was WLIB Brooklyn.

GE Appoints Two

L. R. O'BRIEN, former director of sales of the Ken-Rad Tube & Lamp Corp., the electronic tube division of which was recently acquired by General Electric Co., has been appointed sales manager of equipment tubes by GE. R. W. Metzner, former Ken-Rad lamp division manager, has been appointed GE as sales manager of replacement receiver tubes. Both will be responsible for the sales of Ken-Rad and GE brand tubes. Mr. O'Brien will remain in Chicago while Mr. Metzner will now headquarter in Schenectady.

"Salutes" Continue

CONTINUATION of the sponsor-able Treasury Salute transcribed dramatic series on a three-a-week basis until the Seventh War Loan Drive, expected in late May or early June has been announced by Thomas H. Lane, director of radio, press and art of press at the Treasury War Finance Division. One factor for the continuation, according to Mr. Lane, is results of NAB and Treasury surveys made following the Sixth War Loan which show that 756 stations currently are scheduling the programs in favorable spots. Another factor is the large number of unsolicited requests for continuation of the Salutes.

LAROCHE EXPLAINS STAND ON GAILMOR

THE Blue Network last Wednesday brought to a close its investigation of charges brought against William Ge imor's commentary on WJZ, New York outlet of the Blue, with a vindicating statement by Chester J. LaRoche, Blue vice-chairman, that if the complaints of interference with the station held, however, Sen. Langer's bill to forward complaints to the Federal Communications Commission, "which 'confirms and unifies the report of the investigation by columnist Westbrook Pegler to the effect that Mr. Gailmor was pro-Communist, morally unfit to be a news commentator and that electronic Corp. of America, New York, the sponsor, was purchasing radio time to advance the political philosophy of its president, S. J. Novick, who is also associated with People's Radio Foundation, new FM project."

Blue announcement was followed by an expression of appreciation from Mr. Novick for the Blue's comprehensive action on the investigation which "confirms and underscores the sole purpose of our program—advertising the company, building goodwill and creating a market for ECA radios in the post-war era."

ECA last week appointed Ray Hirsch Co., New York, as its agent, that is considering an expansion of its radio advertising to include additional local news programs, it was learned. Company and its former agency, Sharpe-Willkes, New York, parted several weeks ago.

SENATE BILL CURBS LISTENING DEVICES

THER'LL BE no promiscuous use of any listening device to which the human voice may be heard at distances as great as 3/4 mile if Sen. William Langer (R. D. S. D.) has his way. He introduced a bill (S-376) last week making it unlawful to "own, possess, or use devices' any listening device unless it be registered with and licensed by the Attorney General.

Sen. Langer told Broadcastin there is such a device in existence—one by which, without wires or transmitting mechanism, a man's voice can be heard some distance. He declined to comment further but as señal to him this is "to be all out at hearings." Sen. Langer said he would press for public hearings before a subcommittee of the Judiciary Committee, to which the bill was referred. The Judiciary Committee had designated the Commerce and Labor--Broadcasting went to press.

Some months ago Drew Pearson Blue commentator who has been known various local and House Representatives from time to time, mentioned the existence of such a device in his syndicated newspaper column. FCC engineer hadn't heard of it. Sen. Langer's bill provides heavy penalties for unlicensed use of the "listening de-

KQW, KSFOBids Denied By FCC in Duel for 740 kW

DENIAL without prejudice was ordered by the FCC of petitions filed by KQW and KSFO San Francisco for reinstatement and reconsideration of applications for licenses on or about the identical frequency of 740 kw.

The petitions sought consideration that KSFO was originally denied a license for assignment of policy of Jan. 26, 1944 on use of critical materials for construction. Both applications previously had been denied April 13, 1943, under the original freeze order of April 27, 1942.

CBS San Francisco key, KQW has been regularly licensed on 740 kw 5,000 w since the denial of its application in 1943.

In February 1940 KSFO applied for assignment of 50,000 w on 740 kw and in November of that year KQW filed a similar application.

KOA Stock Show

COVERAGE of the National Western Stock Show Jan. 13 through 21 by KOA Denver included daily programs and features direct from the Stock Yards stadium in addition to numerous special studio programs devoted specifically to the show. Interviews were conducted with key clubmen and farm leaders. Resume of preceeding day's events was presented daily by Hal Reynolds, director of the KOA agriculture department on his Mile Farmer program.
This Advertiser Helped Establish the Woman's Market!

In 1879, the first Lydia E. Pinkham newspaper advertisement appeared. That was the beginning of a new era in which, for the first time, advertising was aimed directly at women as a distinct buying group. Today, more than 70% of all advertising is directed to women, and woman has become the recognized "purchasing agent" for the family.

In the Distribution Decade

Advertising Must Establish Many New Markets!

Today, America is in the Production Era. Our single purpose is to produce more goods with which to win the war.

Tomorrow, after Victory, new problems will present themselves. Our vast reserve of manpower will have to be put to peacetime work. Our huge reservoir of private capital will have to be tapped for profitable conversion. Our tremendous facilities for production will have to be switched over to the manufacture of consumer goods.

And the main burden of this gigantic Peacetime task will fall on America's Advertising Man.

For the coming age will be the Distribution Decade. To pace production and maintain prosperity, the world's highest standard of living must be raised to even higher pinnacles.

Alert agency men are intensively applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is The Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.
Microscopes are gunsights in Medicine's tireless battle against bacteria.

Optical microscopes, however, were not powerful enough to "draw an accurate bead" on the deadly virus that caused influenza.

But today, medical men have seen what no optical microscope could bring into focus—the infinitesimal influenza virus that had formerly lain craftily camouflaged among larger cells.

This revelation came about through the Electron Microscope, developed by scientists at RCA Laboratories. And now, having been seen, the scourge of influenza may be forced to unconditional surrender, saving the lives of thousands of people each year.

Here is but one facet of the genius shown by scientists behind RCA research... the "ever-onward" research that saves lives or creates a better radio with equal skill... the "there-when-you-need-it" research that gave super-secret electronic equipment to the United Nations... the "way-ahead" research that goes into everything made by RCA.

When you buy an RCA radio or phonograph or television set or any RCA product, you get a great satisfaction... enjoy a unique pride of ownership in knowing that you possess the finest instrument of its kind that science has yet achieved.

They saw what human eyes had never seen before!

Drs. Arthur W. Vance and James Hillier, scientists at RCA Laboratories, with Mr. E. W. Engstrom, Research Director (standing), examine the RCA Electron Microscope that has a useful magnification of 100,000 diameters or more, thus revealing hitherto unseen worlds.

RADIO CORPORATION of AMERICA
PIONEERS IN PROGRESS