ANYONE who listens to WOR's Martha Deane knows what one great woman's program conductor thinks of vital programming and how to handle it on the air.

Nobody is more acutely aware of this than the approximately 500,000 women who each weekday afternoon at 3:00 dial her diligently and listen devotedly to what she has to say.

The aliveness of the WOR Martha Deane program is the reflection of a distinct personality, and a method of programming that has long made WOR the provocative and action-arousing station that it is. Advertisers who use the Martha Deane show share in this vitality and the results they obtain are accordingly more effectual.*

If you're an agencyman or a sponsor with a show problem on your mind, why not call WOR today? Our gifted showmen, who are also skilled salesmen, have a proven record for producing the kinds of shows that make advertising on WOR more productive, and thus reduce a low first cost.

*We can supply you with masses of facts to prove this.
What a Microphone is FOR......

AT WLS, where we live and work as "One of the family in Midwest America," our constant endeavor is to use our microphones, our 50,000 watts of power, our 890 frequency for the greatest service to all the people of Midwest America, whether they live on farm, in town, or city.

During the twenty-one years we have served these interests, this conception has meant different things at different times. Today, our fundamental purpose is to further the war effort. At the left is an accounting of our stewardship for 1944, a report on the activities which best picture what we believe WLS microphones are for.

THE SCORE IN '44
(On a half-time station doing a full-time job)
This table summarizes service to the causes named and does not include the hours of pure entertainment dedicated to Midwest America.

FOR THE WAR
<table>
<thead>
<tr>
<th>Time</th>
<th>Speakers</th>
<th>Programs</th>
<th>Announcements</th>
</tr>
</thead>
<tbody>
<tr>
<td>670 hours</td>
<td>1,165</td>
<td>1,274</td>
<td>3,826</td>
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FOR AGRICULTURE
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<th>Speakers</th>
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<th>Announcements</th>
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<tr>
<td>662 hours</td>
<td>647</td>
<td>2,171</td>
<td>322</td>
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FOR RELIGION
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FOR EDUCATION
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<th>Programs</th>
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<tr>
<td>36 hours</td>
<td>146</td>
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FOR THE WOMEN
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<tr>
<th>Time</th>
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<tr>
<td>223 hours</td>
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<td>596</td>
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OTHER SERVICE
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<th>Time</th>
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<td>70 hours</td>
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TOTAL TIME
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<tr>
<th>TOTAL SPEAKERS</th>
<th>TOTAL ANNOUNCEMENTS</th>
<th>TOTAL PROGRAMS</th>
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<tr>
<td>861 hours</td>
<td>2,149</td>
<td>5,322</td>
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PLUS 788 HOURS OF NEWS

REPRESENTED BY
John Blair & Company

CHICAGO 7

MANAGEMENT AFFILIATED WITH KOF, PHOENIX, AND THE ARIZONA NETWORK, KOF PHOENIX * KTUC TUCSON * KSUN BISBEE-LOWELL-DOUGLAS

890 KILOCYCLES 50,000 WATTS BLUE NETWORK

The Prairie Farmer Station
Burrudge D. Butler
President
Glenn Snyder
Manager
Under the ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an ever increasing circle of listeners through an intimate knowledge of the life, habits and desires of the residents of the Philadelphia area.
Your showmanship is commendable, Snodgrass—but you're causing a heluva draft!
is WBBM showmanship?

Ask radio advertisers if WBBM showmanship sells merchandise:

- For 20 straight years they have come back to WBBM with most of their business.
- No Chicago station has equalled WBBM in total sponsored time in any year since 1924. WBBM showmanship is the kind that sells!

WBBM
COLUMBIA OWNED
50,000 WATTS • 780 kc
CHICAGO’S Showmanship STATION

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
General Gordon
Radio

General Manager,
period

Dear Omaha,

Omaha National Bank
continue.
our requirements
Advertising

RESULTS

February
our
Gray,
Agency,
Station
We feel
budget
we
have just completed

5,

KOIL, which

KOIL has

have had

5

Metropolitan

We feel that KOIL has done a grand job in filling
our requirements and we are sure that success will
continue.

Yours very truly,

W. J. Barber,
Assistant General Manager,
Metropolitan Utilities Dist.

Results Talk!

In Omaha KOIL is the Choice for Results

KOIL

GORDON GRAY,
General Manager

5000 WATTS . 1290 Kilocycles

Represented by Edward Petry Co., Inc.
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–including 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"
THE conservative, substantial "heart of New England," where America has its roots, is best reached by station WKNE, Keene, New Hampshire. Here is a solid sound market of 100,000 radio homes (more or less) in the three states which are the foundation and balance of many industries—where severe economic fluctuations are rarely felt—where customer acceptance can be won and, once won, will be held.

No Other Station Like This One
WKNE stands as a "freak" among stations—literally in a class by itself. Because of the scarcity of large newspapers in its region, it has of necessity become a regional rather than a "city" station, and has assumed public obligation usually spread over many media.

People in this region must depend on radio for news and for advertising, to an extent not known elsewhere in Eastern America. One advertiser after another has made this discovery, with the result that WKNE's national spot sales have increased (believe it or not) over 1000%.

Under these exceptional circumstances WKNE, giving a perfect and efficient regional service, attracts local business from 30 separate markets.

WKNE is the one logical medium to cover the upper Connecticut River Valley. Without WKNE you can't cover New England completely. It's a must.

Representatives: Headley-Reed Company, Boston—Bertha Bannon

Station WKNE, Keene, N. H. • Associated with WSYR, WTRY, WELI
50,000 WATTS TOP NBC PROGRAMS

LISTENER LOYALTY 69%*

DEALER PREFERENCE 68.8%**

SALES RESULTS

IN DENVER ONLY KOA GIVES YOU ALL THESE

FIRST IN DENVER KOA 50,000 WATTS

* NBC "Tale of 412 Cities"
** Rese Federal Survey

LISTENER DEPENDENCY 69%*
LISTENER DEPENDENCY 69%*
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At Deadline


BROADCAST MUSIC Inc., starting April 1, will require a minimum license fee of $40 from every hotel using BMI music. Payment will be made on the basis of 1% of the total annual payroll costs on the first $40,000.

ESQUIRE Inc., Chicago, has extended its Coronet Storyteller 6 times weekly to the full Blue Network. Agency is Schwimmer & Scott, Chicago.

WITH the resignation of Gen. Charles G. Dawes from both the RCA and NBC Boards of Directors, Niles Trammell, NBC president, was elected to the former post; Frank Folsom, RCA vice-president, to the latter.

EARLY action on the Vandenberg Bill (S-63) to prohibit Petrillo interference with the broadcast of noncommercial cultural or educational programs will be sought in the House, Rep. Dondero (R-Mich.) announced last Friday. The bill passed the Senate last Thursday.

SELLERS of SALES

EFFERVESCENT Evelyn Ruth Vanderploeg is one of Chicago’s most popular homebuyers, buying time for Schwimmer & Scott, advertising agency.

Van, as Miss Vanderploeg is called by her friends, was born in South Haven, Michigan, but reared in Chicago. She attended Northwestern U. at Evanston, Ill., where she majored in journalism.

Her first job was secretary to Jesse F. Mattox, president of Matte-

son-Fogarty Jordan Co. (now Fogarty & Jordan) advertising agency where she did research work, helping Har-

old Weiler, the agency’s radio di-

rector. One of her f i r s t assignments was to work with him on the Pabst Blue Ribbon Malt program starring the late Ben Bernie. She helped write the beer commercials as well as the script.

Due to inter-office changes, Van was transferred, along with two-thirds of the staff, to another organization called Morris-Windmul-

ler-Enzinger, where she helped write and produce the Story Be-

hind the Song.

Two years later Van joined L. D. Wertheimer Inc., where her duties varied from writing public-

licity for Roquefort Cheese to mak-

ing personal appearances with Irene Castle, a client, and handling the publicity for the hats Miss Castle was making. Agency was ab-

sorbed by Buchanan & Co.

Late in 1942 Van left Buchanan & Co. to join the radio department of McCann-Erickson in Minne-

apolis. Approximately $700,000 in radio advertising was placed out of that office under the Vander-

ploeg banner. In January 1942 she was transferred to the Chicago office, where she wrote a one-min-

ute commercial transcription for Standard Oil and assisted in the production of two quarter-hour pro-

grams.

On Aug. 1, 1944, Van assumed her p r e s e n t position with Schwimmer & Scott. Miss Vander-

ploeg is responsible for approximately $3,000,000 worth of business. She handles the following accounts: Schutter Candy, Coronet Magazine, Sealy Mattress, Wurlitzer Co., Hirsch Clothing, Walgreen Drugs and Fox DeLuxe.

Blue-eyed and blond, Van averts that people are her hobby because she feels that she can learn so much from others.

Van has been collecting dolls for the past 15 years. History books comprise her favorite reading matter. She is an excellent golfer and maintains she is “good enough so that men will play golf with me.”

She is a member of Phi Mu, Alpha Delta Theta and the Chicago Radio Management Club.

I. M. Lippel has an unusually fine product in his paste cleaner called PORCE. He wanted distribution in Wash-

ington.

In one day he had distribution in the kind of stores he wanted. The only advertising he planned was on WWDC.

That was enough for stores like Peoples Hardware Stores, Peoples Drug Stores, S. Konn & Son and Palace Royal.

Yes . . . WWDC is the sales result station. Local advertisers can prove it; national advertisers are learning it.

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

Represented nationally by WEED & COMPANY

Page 10 • February 5, 1945
MERCHANDANTS OF TIME

Through our programs to our advertisers we are in the their sense
American people

radio broadcasting under the free enterprise system be lifted to the
most careful use of our licensed facilities the American Plan of
most important of the trust which is ours. In this we accept a new conception of the trust which is ours. Let us please our

budgets and every one of us in broadcasting today shall

as we celebrate the 25th anniversary of American broadcasting let

we work together.

responsibility

We are Merchants of Time and as such we have a tremendous

in our station

by every minute every single listener in our area devotes to listening

of hours each day. For every minute we devote must be multiplid

day's hours. Each of us, hundreds

of hours on our daily broadcast schedule, each of us, thousands

of hours on our daily broadcast schedule, each of us.

we are Merchants of Time

American commercial broadcasters sell mankind's most precious pos-

ession... we are Merchants of Time
"Please, Miss Love, I'm trying to keep my mind on what F&P is saying!"

- Long years before we even became radio-station representatives, we used to hate the kind of "salesmen" whose sales approach was Lookit, you're in the Goat World, so why can't you use the Goat Herald, too?

Hence to this day we try to have something to say when you give us your time. If we ever slip up on that, we hope you'll have something to say!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
NAB Parleys Continue; Some May Be Split

Attendance Is Cut, Conforming to U. S. Order

DISTRICT meetings remaining on the NAB itinerary will be held, but in compliance with the Jan. 5 order of War Mobilization Director Byrnes limiting them to an attendance of 50 persons, was Harold Ryan, president of the association, announced last week. Mr. Byrnes' order was effective Feb. 1.

The new policy was announced as the sixth in the series of NAB district conferences got under way in Salt Lake City last Thursday. Simultaneously, Mr. Ryan confirmed his earlier opinion that it would be necessary to cancel the NAB 1945 conference.

The Salt Lake City parley drew 68 delegates of whom 40 were from out of town (see page 78).

Kansas City Change

"Only those district meetings will be held which conform in all respects with the Government request," Mr. Ryan said in Salt Lake City last week, where he was attending the 14th District meeting.

The Government request, as interpreted by Col. J. Monroe Johnson, ODT director and chairman of the War Committee on Conventions, means that the limit to 50 persons applies to the total number of attendance, irrespective of how many or how few actually make use of intercity transportation or hotel accommodations.

Action of the NAB president cancels the 12th District meeting, which was to be held jointly with the 10th District in Kansas City Feb. 7-8. William B. Way, general manager, KVOO Tulsa and director of the 12th District, notified members that stations will send representatives to the Kansas City meeting. A 12th District session may be scheduled later.

Meanwhile, Mr. Ryan asked all district directors to notify their respective member stations that only one representative from each outlet should be sent to the parleys. John J. Gillin Jr., general manager of WOW Omaha and 10th District director, wired all member stations in his area asking their compliance.

Advance registration by telegram and letter will be attempted in each District, Mr. Ryan said, with controls exercised to keep the list within Mr. Byrnes' order.

Meanwhile there appeared to be a conflict between the NAB's interpretation of the order and the understanding held by Col. Johnson. The former, in its current weekly report to member stations, states: "... it is significant that a study of the attendance at the five meetings thus far held discloses that not as many as 50 from outside the community in which the meeting was held have been in attendance." Col. Johnson states clearly that it is true that a Salt Lake City future district meetings will be attended only by two members of the NAB Washington office: Mr. Ryan or C. E. Arney Jr., secretary-treasurer, and Mr. Avery. Hugh Feltis, president of the Broadcast Measurement Bureau, will continue with the group.

In meetings held to date, NAB stations represented and total registration has been: Memphis (6th District) 35 stations, 83 registered; Dallas (13th District) 45 stations, 57 registered; Los Angeles (16th District) 22 stations, 94 registered; San Francisco (15th District) 21 stations, 81 registered; Portland (17th District) 37 stations, 156 registered.

May Split Others

In districts now on the schedule which have an NAB station membership exceeding 50, Mr. Ryan suggested that meetings might be split up to hold down registration and reduce the distance each delegate will be required to travel.

Mr. Ryan's statement in full: "In compliance with the expressed wishes of the Government to limit the amount of travel, and to avoid any conventions or meetings which would bring together from outside the city in which the meeting is scheduled more than 50 persons, the National Assn. of Broadcasters has cancelled its annual convention, which would normally be held in the late spring. The NAB convention usually has an attendance of more than 1,000. "In the matter of district meetings, on which the NAB is currently engaged, only those will be held which conform in all respects to the Government request. These, in few in number, and bringing only a handful of broadcasters from out of town, will be scheduled only because in the opinion of the NAB they are absolutely essential in helping all broadcasting stations to consider and execute their 1945 plans for the furtherance of the war effort of the Government and its various departments, to the end that the war may be brought to a speedy and victorious conclusion. With this objective in mind, this 25th anniversary year of American broadcasting is dedicated to Victory."

Col. Johnson, clarifying Byrnes' order, said that thus far 225 applications for conventions in excess of 50 had been considered by his Committee and all but two rejected. The two approved were for a Red Cross meeting.

(Continued on page 78)

District 14 Signers Boost BMB to 191

Contracts Made by 75% At Salt Lake City NAB Meet

SUBSCRIBERS to the new Broadcast Measurement Bureau on Feb. 1, midway through the sixth NAB district meeting in Salt Lake City, numbered 191 with stations continuing to send in contracts in advance of their district meetings to headquarters in Washington and to New York.

Twenty-four stations attended the Salt Lake District-14 session and 18 or 75% signed contracts. District Director Hugh Terry, KLZ Denver, had wired his commitment previous to the meeting and Frank Bliman, KPFI Denver; Ivor Sharp, KSL Salt Lake City; and Bill Grove, manager of KFBC Cheyenne, all handed in their contracts before the meeting started.

Other District 14 stations joining the plan were: Colorado—KMYE Denver, KIUP Durango; Idaho—KIDO Boise, KID Idaho Falls, KRLC Lewiston, KFXD Nampa, KWAL Wallace; Montana—KFBB Great Falls, KGVO Missoula; Utah—KSUB Cedar City, KYNU Logan; Wyoming—KPOW Powell, KKYD Wyoming; KDYL Salt Lake City.

The day following the station meeting a group of local advertising agency men attended a luncheon at which details of the plan and a progress report on its development were given. Evolving from meetings of this type are many suggestions which will be used to develop further services by BMB to local and national agencies.

Marshall Pengra, a member of the Small Market Stations Committee and manager of KKNR Roseburg, Ore., and Mr. Grove, chairman, Sales Manager Committee, District 14, assisted BMB President Hugh Feltis at the meeting. Miss Frankie Cokendall, vice-president of Botsford, Constantine and Gardner, Portland agency, assisted Mr. Feltis in his presentation at both the Salt Lake City and earlier Portland meetings.

District 17 meeting in Portland Jan. 29-30 drew 39 stations, 33 of which joined BMB. For the first time, one broadcaster, Saul Haas, vice-president of KIRO Seattle, not only signed a contract but paid for one year's dues in advance as well. District Director Harry Spence, KXRO Aberdeen, and Chuck Meyers, KOIN Portland, both had wired commitments to NAB Presid

(Continued on page 78)
WMAL Appeals AFRA Fee Rule
Claims WLW Decision Poses Fundamental Problem

HINTING that decisions of the National War Labor Board favor organized labor against industry, the Evening Star Broadcasting Co., licensee of WMAL Washington, last week wrote to the NWLB seeking reconsideration of the Board's Dec. 28 decision which reversed an earlier order in the WMAL-AFRA assigned fee dispute [Broadcast Advertising, Jan. 22].

In reversing itself the Board held that the dispute was heard by an "arbitrator" and that his recommendations in favor of the union, therefore, should be considered an award. Earlier the "arbitrator" had been designated as "hearing officer," made recommendations favoring the assigned fees for WMAL announcers, but the Board reversed itself and found for WMAL AFRA petition for reconsideration and the reversed decision resulted.

Cites Precedent
Hogan & Hartson, Washington counsel for WMAL, in its petition commented on the WMAL case to that of the J. C. Penney Co., in which a similar "error" was admitted by the NWLB. In that case, the "hearing officer's" recommendations were filed and a regional Board decided against the contention of the company. When the company filed its petition to reconsider, the NWLB held that the union was not bound by its arbitration stipulation, petition sets forth.

In the WMAL case, the Board, in reversing its own decision, held that both the union and WMAL were bound by their stipulation and the "hearing officer's" recommendations were, in fact, an "arbitrator's award."

"The decision of this Board in the Penney case and the last decision in the instant case are irreconcilable," said the petition. "In both cases the Board freely admitted that erroneous procedure resulted from its own error. In both cases the error persisted throughout the proceedings. . . . "Since the union was entitled to retain the benefit of its favorable Board decision on the merits of the Penney case, it is a simple corollary that WMAL's right should be measured by the same yardstick and it should not be met with the pious announcement that it should 'in fairness be bound by' (the arbitration agreement) . . . which in the Penney case the Board said it could not do."

Asserting that while the dispute concerns only "six staff announcers" employed by WMAL, petition declared "it presents a problem of fundamental importance."

Network Time Sales Revenue Tops 126 Million for Record

Chains Double Business Volume in Five Years; Local and Spot Income Up, FCC Reports

INCREASING 21.2% over 1943, revenues from the sale of time (before agency commissions) by the four major networks reached a new high of $126,350,491 for 1944, according to preliminary network reports announced last Wednesday by the FCC.

The FCC's preliminary tabulations, based on questionnaires sent to the networks, indicated that total major network time sales have more than doubled in the five-year period since 1939, when they aggregated $62,000,000. The 1943 total was $104,245,322, the previous record.

Local Sales Up 28% Preliminary financial reports submitted by 569 standard broadcast stations showed net network time sales (national and regional spots) aggregating $58,665,371 in 1944, an increase of 25.9% over 1943, according to the FCC. Local time sales of the stations aggregated $61,990,623, or an increase of 28.3% over 1943, the Commission report added.

At the end of 1944, the four major networks had a total of 730 affiliated stations compared with 661 as of Dec. 31, 1943. During the year Mutual added 33 stations, to bring its total to 244; Blue added 20 affiliates, for a total of 194; CBS added 9 stations, to bring its total to 145, and NBC listed 7, making a total of 149. The number of stations shown as affiliated with each network includes stations on two or more networks.

Final figures on network time sales will be released sometime after April 1, 1945, the Commission said. Also, more comprehensive data on revenue and income of standard stations will be released later.

Standard Brands Plans Several Network Shifts

STANDARD Brands, New York, will discontinue in April, Mary Martin on CBS Monday through Friday 3:30-6 p.m. with S's This Changing World now off CBS, ending the discount allowed sponsors with several shows on the same network, the company is finding the cost of maintaining one daytime program on CBS too great, a spokesman for J. Walter Thompson Co., New York, said in explaining the contemplated move. Products are Tenderleaf Tea and Fleischmann's Yeast.

When it is dropped Standard Brands would be out of the daytime serial picture entirely with network advertising including two NBC programs, Charlie McCarthy-Eddie Bracken show Monday through Thursday, 8:30-9:30 p.m., the new Eddie Bracken show on Wednesdays, 8:30-9 p.m. and One Man's Family, moved from NBO to Tuesday, 7:30-8 p.m. on the Blue.JWT handles all shows except Eddie Bracken, placed through Kenyon & Eckhardt, New York.

 Paramount on 350

PARAMOUNT PICTURES, New York, last week began a four-month "all out" radio campaign in connection with the popular priced rental return engagement of "For Whom the Bell Toll" by placing on some 560 stations carrying announcements placed by local theaters, additional live and transcription chain-break and one-minute announcements. Promotion kits containing ads, publicity stories and exploitation possibilities are being sent to theatre managers. Show will be dramatized Feb. 12 on CBS Lux Radio Theatre. Paramount plans similar radio campaigns for other films returning at popular prices. Agency is Buchanan & Co., New York.

Minderman Visiting

EARL MINDERMAN, FCC information director, is visiting several stations throughout the country to become "better acquainted."

On Thursday last week he visited WJR and other Detroit stations, after which he was to visit Cleveland stations, then head East, returning to Washington on Feb. 6 when members of the Commission are scheduled to return from an inspection tour of Army Air Forces communications. [Broadcasting, Jan. 29.]

Smith Named V-P

NED C. SMITH has been appointed vice-president in charge of all creative activities of Raymond Spector Co., New York. His duties will include supervision of creative work in radio, television and commercial films. Mr. Smith joined the agency last October and has served as director of clients service. He was previously senior copywriter at Kenyon & Eckhardt Inc., New York. Over-all direction of radio continues under Harold Winter, media director.
RTPB, FMBI Propose Counter-Allocation

FM Band 46-70 Mc
Is Suggested By
Zenith Head

By BILL BAILEY

MORE THAN a clew to a compromise to the FCC allocation proposal
above 56 mc was offered to
today (Feb. 5) by Condr. Eugene F.
McDonald Jr., president of Zenith Radio
Corp., Chicago, who suggested in a
radio technical comment that the FM band be placed at 46-70 mc.

Following a meeting Jan. 24 of the
Radio Technical Planning Board
in New York, and a session
Jan. 26 of a special committee
of the FM Broadcasters Inc., also in
New York [Broadcasting, Jan. 29],
it was learned that leading mem-
ers of both organizations had ten-
atively agreed on a compromise
proposal to that offered by the FCC
to move up to 84-102 mc. Although
enemies of the RTPB members
were reluctant to discuss their pro-
posal, it was reported that they had
discussed it informally with mem-
ers of the FCC.

One of the big stumbling blocks
in the way of the proposed
FM band was the failure of various
RTPB panels to get together. When
Dr. C. B. Joliffe, chairman of Panel 2
Allocations, made a final re-
port to the Commission on Nov. 2,
last day of the allocation hearings,
he made it plain that certain differ-
ences remained to be worked out.

Panels on television, FM and
amateurs could not agree, although
Panel 2 did adopt, with only one
dissenting vote, a recommendation
that the FM band be set in the 45-50 mc
band. According to speculation in
Washington, both FMBI and
RTPB, now unanimous, will ask the
Commission, when oral argu-
ments are held, to modify the allocations
and make the following

FM - 46-70 mc
Television -70-76 mc; six channels
75-108 mc; seven channels
100-216 mc.
Amateurs - 44-46 mc; 76-78 mc.

Channel 28, in the 56-64 mc
band, would be earmarked for FM
when and if television eventually moves
“upstairs.”

Meanwhile, the Commission has set
oral argument for Feb. 28-
March 2 in Conference Room B
at the Interdepartmental Auditorium,
Constitution Ave., NW, between
districts 12th and 14th Sts., Washington.

Many of the allocation hearings
were held in the auditorium, al-
though the oral argument is sched-
d for the Conference room, ad-
journing March 5.

Argument will begin at 10:30 a.m.
and close at 5 p.m. each of
these days. With the deadline for
oral arguments now late Feb. 28,
the FCC reported that requests had been
submitted by some 25 organiza-
tions and corporations, in addi-
tion to those of the RTPB. Dr. W.
R. G. Baker, RTPB chairman, has
requested blanket permission for
all panel chairman and committee
members to appear, although many
of them do not take part in argu-
ment, he said.

Harry M. Plotkin, FCC assistant
general counsel and chief of the
litigation section who organized the
allocation hearings, emphasized
last week that although the dead-
line for filing for oral argument had
expired, all interested parties still
have until Feb. 21 to file briefs,
which 25 copies must be sup-
plied.

What appeared to be a well-or-
organized battle between the FMBI
and Television Comdr. McDonald Jr.,
the chairman of the NAB when it
was organized in 1923, suggested
that FM be allocated from 46-70 mc,
and that the Commission accept
recommendations of FM Broadcast-
ers Inc. and the Radio Tech-
nical Planning Board.

FCC Ready to Go

Following are highlights of Condr.
McDonald’s statement:
The FCC has made a drastic
or arbitrary ruling. This allocation
will be imposed on the FCC by
the public interest, convenience,
and necessity.

The FCC is the one new develop-
ment in radio that is truly ready to go
and make new postwar jobs.
There is no end in sight for the
new FM stations.

The FCC is the best new radio
promotion that has been made.
Manufacturers are ready to pro-
duce it. They have 47 FM stations
now on the air and about 250 ap-
plications for new station licenses
pending. Advertisers are ready to
spend millions to put in the new

taximeter, which is the only way
that new jobs can be created.

The suggestion change would cancel
out most of the radio industry’s ex-
perience in FM, wipe out the already
existing nucleus of listeners necessary
for commercial broadcasting, and delay
this band probably for at least another
five years.

McDonald Says FCC Proposal
Would Delay FM Expansion

500,000 Sets Would Become Obsolete, He Adds.

And Thousands of Workers Would Lose Jobs

SHIFTING FM from the 42-50
mc band to 84-102 mc, as proposed
by the FCC, not only would make
useless 500,000 sets costing 50 mil-
lion dollars, but it would delay ex-
pansion of FM so much that it
would cost thousands of workers
their jobs and be a severe blow to
postwar employment.

That’s the opinion voiced by
Condr. Eugene F. McDonald Jr.,
President of Zenith Radio Corp.,
Chicago, licensee of WZRB, tele-
vision station, and WWZR, FM
outlet, in a statement today (Feb.
5) to Broadcasting. Condr. Mc-
Donald, a pioneer broadcaster and
first president of the NAB when it
was organized in 1923, suggested
that FM be allocated from 46-70 mc,
and that the Commission accept
recommendations of FM Broad-
casters Inc. and the Radio Tech-
nical Planning Board.

FCC has no right, because of our
experience in war work, but the industry
has no transmitting tubes that would
be suitable for broadcasting FM on the
proposed frequencies. Consequently
we would have to make all changes
in the new FM sets before we could
sell them, which would cost thou-
ousands of workers who otherwise
could find work to earn a living.

Then we would be starting from
scratch, just where FM stood in 1940.

That would mean losing thousands
of jobs for workers who would lose
their jobs for thousands of workers
who would lose their jobs for thousands
of workers who would lose their jobs for
Thousands of Workers Would Lose Jobs

FM, be left in this portion of the
spectrum, and that 30 existing FM
stations would be required to make
room for just one additional television
channel. There are fewer than 10,000 tele-
vision receivers in the U. S., as compar-
ed with the 500,000 FM receivers owned
by the public that would be obsoleted
by the change.

Suggests 46-70 Bond

Why not start FM at 46 mc and
extend the band upward to 70? This
will allow the postwar band enough
to make room for all existing FM sta-
tions, plus a considerable number to be
built, and would prevent complete obso-
lement of FM receivers. An FM band
of 24-1, that FM be permitted to

In the fall of 1943, at the request
of the FCC, the newly formed EBU
organized a group of European
nation’s, this group, which

It is the opinion of the European
engineering community that FM
would not be ready for service
before 1955.

The United States, in FM, has no
right to use the wave length.

It is the opinion of the United States
Engineering community that FM
would not be ready for service
before 1955.

It is the opinion of the European
Engineering community that FM
would not be ready for service
before 1955.

It is the opinion of the United States
Engineering community that FM
would not be ready for service
before 1955.

It is the opinion of the United States
Engineering community that FM
would not be ready for service
before 1955.

It is the opinion of the United States
Engineering community that FM
would not be ready for service
before 1955.
Union Act Abridges Liberty--DeMille

Battle Over Assessment
By AFRA Aired By
'March of Time'

BROADENING THE issue to one of basic political freedom, Cecil B DeMille in a three-minute cut in from Hollywood during Feb. 8 broadcast of Blue program March of Time, presented his reasons for refusing to pay the controversial AFRA $1 assessment fee which caused his production to be

Mr. DeMille sought relief in Los Angeles Superior Court, with Judge Emmet Wilson, however, ruling in favor of the Union's right to levy such assessment and penalize delinquent members [BROADCASTING, Jan. 29]. Thus DeMille was deprived of his lucrative job as director-producer-m.c. of CBS Lux Radio Theatre. He was precluded from appearing on the program in no way, violates its terms with AFRA thus as he appears as a private citizen, and not an actor. AFRA will give its side of the controversy during Feb. 8 broadcast of March of Time.

Legislative Step

An Aftermath of the DeMille Controversy, Assemblyman M. Philip Davis of Los Angeles and Assemblyman Harrison W. Call of Redwood City introduced a bill in California State Legislature to protect union members in the matter of contributions to political campaigns. Bill declares it shall be unlawful for a labor organization to levy an assessment upon any of its members to be used to participate in a political campaign, or to suspend or discriminate against such members for refusal to pay such assessment. Bill would not prohibit volunteer contributions.

Meanwhile Radio Directors Guild has initiated its campaign to demand proper designation of producers when their names are called on programs by making formal request to J. Walter Thompson Co., agency serving Lever Bros. account. DeMille during his nine years appearance on that program has been credited as producer-director-m.c. although others have actually directed the dramatics. With DeMille off the show and Lionel Barrymore having taken his place, the Fortnightly Radio Guild points out that the airspace was opportune to get credits straight.

Radio Brings Goodness to U.S.
With Word of Bataan's Heroes

Radio played humanitarian throughout America as the thrilling news of Bataan's 'glory marchers,' delivered from a London prison camp by intrepid American Rangers and Filipino guerrillas, was announced to the world last week by Gen. MacArthur.

Names of the rescued moved on regular leased wire services at 9:34 a.m. (EWT) Thursday. Radio wires carried them later. As the lists poured into station newsrooms, they were read on the air and many stations asked listeners to 'call us if we can help you confirm relationships to any of the men who have been freed.'

Want to Stay

Results were immediate. In a two-day period in Washington, for example, WRC assigned six people to handle over 1500 telephone calls.

Four persons were told the good news by the WRC operators that their relatives were safe. The Capital's NBC outlet started soliciting appeals from listeners at 7 a.m., two hours before the names were announced. All networks reported similar activity.

One prisoner with radio connections noted among those delivered was Lt. Earl Baumgardner of 34 Powell Street, Yoknes, N. Y., former RCA manager in Manila. "I am floating on clouds," he told newsmen. He said he and his comrade were killed by the Japanese and stayed with the liberating forces until they entered Manila.

Another former radio man among those rescued was Lt. W. D. Gibson, former technical engineer with the original Voice of Freedom station on Corregidor. He, (Continued on page 68)

BROADCASTING • Broadcast Advertising
Sea Wall

A safety zone beyond the storm ... a haven from damage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time ... safe against the howl of sales chatter ... safe against the deluge of high pressure.

That safety zone is W-I-T-H ... the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest number of listeners at the lowest costs. If you have a sales problem in this, the 6th largest market, it will pay you to get the Baltimore facts about W-I-T-H before any budget is approved.

WITH
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
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ANOTHER ADVERTISER BEGINS NINTH YEAR ON WSIX

After advertising on WSIX for eight consecutive years, Mr. Arch Trawick, vice-president of Jersey Farms Milk Service, operators of one of the finest pasteurization plants in the South, made the following statement: "OUR EIGHT YEARS OF CONSISTENT ADVERTISING ON WSIX HAVE PROVED TO BE AN ENTIRELY SATISFACTORY INVESTMENT"—and signed another annual contract for six-quarter-hour programs weekly.

Such long and consistent use of WSIX, by so many local advertisers who are in a position to know its public acceptance and ability to produce satisfactory and profitable sales, is serving as a helpful guide to the national advertiser who has something to sell to the Nashville, Middle Tennessee and Southern Kentucky Market. For more information write or wire.

THE KATZ AGENCY, INC., National Representatives
Blue and Mutual Networks

5000 WATTS
K.C.

SADLY CELEBRATING the 40th birthday milestone is Jack Rathbun, WCOA Pensacola manager, (aging gentleman with blonde on lap), consoled by staff members of the station. Attending the wake are (i to r, back row): June Watson, Ruth Fillingim, Winston Loyd, Bessie Reeve, Robert A. Stark, Robert Maurer, Margaret Dunaway. Front row, Mr. Rathbun, Barbara Anshaub, Lamar Morgan. Black armbands were worn.

WPB Reverses Its Decisions On Macon, Salt Lake Stations

OVERRULING its Radio & Radar Division, the War Production Board last week reversed its action on two applications for construction of radio stations which had been denied on the ground that they were not considered essential to the war effort. The applications are for a regional in Salt Lake City and a local in Macon, Ga.

Both stations had received conditional construction permits from the FCC, certifying to possession of necessary equipment, but were refused authorizations last month by WPB on the basis of general WPB War Manpower Commission policy which vetoed the need for the additional facilities in the areas concerned in view of the manpower situation. However, the WPB Construction Bureau, which reviews appeals, held that the stations will offer a service which will contribute to the war effort. It was understood also that in view of the fact that the applicants are already in possession of materials and that a relatively small amount of labor is needed the projects should not be denied.

John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, declared that the action of the Board involves no change in policy but he said he would be surprised if additional appeals are not filed, in view of last week's overrulings by the Construction Bureau. He explained that the denials were concurred in by all members of a committee which reviews applications for all construction projects having to do with radio, manufacturing and broadcasting.

The Board's action will permit the construction of the Hinckley-Hatch station in Salt Lake, a full-time 1 kw outlet on 910 kc [Broadcasting, Dec. 25, Jan. 16] and WNEX Macon, 250w on 1400 kc to be built by E. M. Lowe. A second Salt Lake facility owned by the Granite District Radio Broadcasting Co., also was denied WPB authorization but proceeded under the $200 limitation which does not require approval. The station is expected to begin broadcasting this week.

Applications for construction recently were denied for two stations in Sacramento, Cal. and for stations in Petersburg, Va., and Harrisburg, Pa. An appeal has been filed by Lincoln Dahlman for one of the Sacramento outlets.

The Division has denied all applications for new stations since the middle of December but has approved two applications since then for construction of new studios for existing stations. These were for KFAB Lincoln, Neb., and WGES Chicago. However, the Construction Bureau refused to grant the authorizations.

U. S. STEEL PLANS SPRING NET SERIES

U. S. STEEL Corp., Pittsburgh, definitely plans to sponsor a network program early this spring in cooperation with the Theatre Guild Inc., New York, although unable to secure the full Sunday 10-11 p.m. period to free the full hour for U. S. Steel. Latter program was renewed for 52 weeks Jan. 1, and the network increased from 163 to 190 stations. Agency for U. S. Steel is BBDO, New York and for the Institute, Leo Burnett Co., Chicago.
Gene Emerald is the sort of fellow you will enjoy knowing. Listeners and advertisers alike, agree that his show and his warm personality have brought a new brand of radio to Des Moines. It’s 3:30 to 5:00 each afternoon.

He has just returned from 18 months overseas with the U.S.O. Iowans feel close to Gene Emerald because he knows their people in the armed service . . . has entertained them, talked with them, traveled with them. Before the U.S.O. it was Supper Clubs and radio.

With the aid of Patty at the platter table, Dayse Mae’s organ background for his own songs and Betty Wells to give news on the half hour, the Gene Emerald Show has “taken root” in Des Moines.

The Gene Emerald Show is representative of the intimate, close-to-the-heart programming that has won for KRNT a very real place in the lives of its listeners. Advertisers in metropolitan markets learned long ago that similar musical personality shows pay off in a big way. Yes, NEW YORK HAS MARTIN BLOCK . . . WASHINGTON, D. C., HAS ARTHUR GODFREY. NOW . . . DES MOINES HAS “GENE EMERALD.”

Some quarter-hours and announcements in the Gene Emerald Show are still available . . . but you’d better hurry. Others are already getting the same idea. Call your nearest Katz Agency Office right away.
WHERE SKILL SOLVES MANY A MAZE

Intricate problems in electronic munitions making, requiring advanced radio engineering, find ready solution at International Detrola, where the quick questions are: how well? —how exacting? —how swiftly can we build it? Trainloads of first-quality equipment sent to our troops afield echo the answers. The day is coming when these war-tested talents will provide the very finest in Detrola-built Radio Receivers . . Television Receivers . . Automatic Record Changers, and other electronic instruments.

BUY MORE WAR BONDS

DETROLA RADIO
DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARDE AT CHATFIELD, DETROIT & MICH.
C. RUSSELL FELDMANN PRESIDENT

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CANADIANS UPHOLD 'THRILLERS'

No Complaints on Delinquency Angle,
- Stations Report to CBC Board-

CANADIAN stations have had no specific complaints that “horror” or “thriller” type programs have led to juvenile delinquency, the Board of Governors of the CBC was informed at Ottawa on Jan. 30 by Joseph Sedgwick, counsel for the Canadian Association of Broadcasters. The results of a CAB survey of member stations showed that no well-balanced or juvenile court judge contacted by the stations throughout Canada attributed juvenile delinquency to these programs.

The CAB brief to the CBC board was presented as the result of a CBC release to Canadian newspapers that CBC officials were planning to ban horror programs and that only privately-owned stations carried such programs. The CBC statement came after a number of complaints by educational and medical bodies, none of which cited specific programs or specific cases of such programs contributing to or causing juvenile delinquency [Broadcasting, Dec. 25, 1944].

Adult Shows

Early last year the Montreal Kiwanis club singled out Dick Tracy, Inspector Hawk & Son, The Shadow, The Weird Circle, The Green Hornet, and since then other organizations have added Terry and the Pirates, and Counter-Spy. The CAB survey showed that few of these programs were carried right across Canada, that not all of them were children’s programs, and that radio stations could not be expected to stop children from listening to adult “thriller” shows. Some of these are carried on networks, and the CAB brief showed that the CBC network carries The Shadow, as well as similar network shows Big Town, The Thin Man, and Ellery Queen. Stations on the CBC network which do not carry these programs, CBC counsel Sedgwick pointed out.

Mr. Sedgwick referred to current books and moving pictures, to Othello, Macbeth and Hamlet as “thrillers”, then went on to say that “radio cannot, by its own efforts, create or control public taste. Generally speaking it must cater to the taste of the time if it is to retain audience, and as there is a demand for this kind of entertainment, radio must in its field meet that demand. But most of these programs are not intended for children, and radio stations cannot be expected to eliminate these otherwise objectionable programs merely because a few neurotic children listen to them and are possibly affected thereby.

“It is not without significance that of the stations reporting, none have had any complaints from parents, or from those having the actual care of children. Also, the resolutions of the Canadian Medical Assn. and the Toronto Board of Education are both general in character, and do not name specific programs or make specific complaints though they have been asked to do so.” He urged the CBC board to stand with the CAB on the question, to investigate jointly and to demand specific cases of harm done by these programs from those making complaints.

RADIO ‘INANITIES’
CITED BY AGENCY

MUZAK proposal that three channels of the FM frequencies be set aside for subscription radio, with subscribers paying a fee to get a program service without advertising, is cited as proof of growing resentment of the frivolities and insanities of radio commercials, in the January issue of Television Grey Matter, bulletin issued by Grey Adv. Agency, New York.

Bulletin continues: “What connection does this have with television? Just this: The public will be even less tolerant of blatant advertising in video broadcasts than it is with radio. Because it will be somewhat more difficult to escape undesirable television commercials, public reaction will be just that much more emphatic.

“We have seen video commercials that worry us because they so completely abuse the privilege of being invited into the American home. If advertisers, and the television broadcasting companies, and advertising agents, do not get together to prevent video commercials from getting out of hand, the public reaction may lead to subscription television, in whole or in part.”

Fly, Austrian Talks

JAMES LAWRENCE FLY, former Chairman of the FCC, will speak on the Commission’s allocations proposals Feb. 5 at the monthly luncheon meeting of the Television Press Club at the Sherman Hotel, New York. Ralph Austrian, executive vice-president, EKO Television Corp., will discuss television receiver merchandising.

Ziv’s Kroger Discs

FREDERIC W. ZIV Co., New York production agency, has been appointed by Ralph H. Jones Adv., Cincinnati, to package and produce the transcribed daytime serials Mary Foster, Eleven O’Clock, Harry and Hearts in Harmony, both sponsored on some 80 stations in the Midwest and South by Kroger Grocery & Baking Co., Cincinnati.
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world's largest organization devoted exclusively to research and development in all phases of electrical communications.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

There can be no question that both AM and FM are slated for important jobs in the world of tomorrow—in broadcasting, aviation, mobile and marine radio. And Western Electric will offer you the finest equipment of each type—backed by 76 years of leadership in making communications apparatus for almost every purpose.
As a result of intensified wartime research at Bell Telephone Laboratories, of improved manufacturing techniques and increased production facilities at Western Electric, many new things are now being produced which will have peacetime applications.

In the years of progress that lie ahead for radio, count on Western Electric to lead the way!

Buy all the War Bonds you can . . . and keep all you buy!

knowledge in all of these fields
ENOUGH mail to make any Hollywood star envious... 503,916 pieces. That's Big Aggie's record for 1944! Nearly 20 percent over the best previous record. It's a right smart batch of mail, even for a station whose potent signal reaches out to nearly five million folks in five great agricultural states.

Those figures constitute more than merely a new WNAX mail record. They are the natural result of the keen neighborly interest in WNAX on the part of radio listeners in Minnesota, Iowa, Nebraska, North and South Dakota.

They accurately reflect the extended reach of America's Tallest Radio Tower and the corresponding increase in the Big Aggie station's ability to serve its listeners—and advertisers.

83,261 FAMILIES WRITE for WNAX Schedule

Thousands of WNAX listeners live beyond regular reach of daily newspapers and radio columns. So, to keep in close touch with what's going on at WNAX, 83,261 families recently wrote to get on the list for the complete lineup of WNAX programs. When 83,261 families write for a weekly schedule—they must be interested in WNAX programs. They are consistent listeners too.

570 on the dial

WNAX A Cowles Station
SIOUX CITY · YANKTON

Represented Nationally by the Katz Agency
Radio Allocated Penny More of Retail Advertising Dollar, Survey Discloses

RADIO WILL get a penny more of the retail advertising dollar in 1945 than it did in 1944, if the budgets of the 160 retail stores responding to an advertising survey conducted by the National Retail Dry Goods Assn. are typical.

A breakdown of their answers shows that 5.1% of the advertising went for radio in 1944 and that 9.1% will go for radio this year. Newspaper advertising consequently slips 1.5%, from 82.6% last year to 81.1%. Direct mail will get 5% of the retail budget in 1945 as compared to 3.9% last year, while other forms of advertising drop from 5% to 4.3%.

Of the 160 stores, 42 will increase the percentage of their advertising devoted to radio; 8 will decrease it; 56 will keep it the same; 52 stores did not use radio last year and do not plan to use it this year; 2 stores did not report on their advertising breakdown.

Thirteen stores tried radio for the first time in 1944. Of these, six will spend more for radio in 1945; three the same; one does not report on its plans and three are giving up radio completely after the first trial.

Percentage of advertising appropriation devoted to radio varied from 0 to 95% in 1944 and will vary from 0 to 90%, according to the estimates for 1945. Newspaper expenditures vary from 0 to 100%, with 19 stores reporting no advertising except in newspapers and one store reporting no newspaper advertising.

STOWE TELLS RADIO REPORTERS' TRIALS

"TREMENDOUS respect" for the "very tough and often thankless job" that radio's war correspondents are doing was expressed last Wednesday by Leland Stowe, himself just back from 12 weeks in the European war zone, at a news luncheon given by the Blue Network at the Waldorf Astoria Hotel, New York.

In contrast to his own weekly trips to shortwave his programs, which were transcribed, back to the Blue, Mr. Stowe described the lives of Blue correspondents George Hicks and Gordon Fraser who were billed in Belgium, some 20 or 25 miles from the front, and who had to travel three hours or more over roads packed with military traffic to get to military headquarters for briefing at 10:30 or 11 each morning. Then Fraser had to travel another 15 miles or so to the transmitter, often arriving only a minute or two before going on the air at 1 p.m.

This process was frequently repeated in the evening, Mr. Stowe said, following which the correspondent would travel back the 40 miles or so from the transmitter to his quarters, reaching them late in the evening to snatch some sleep before starting out again at 7 the next morning. The weather was bitter cold and the transmitter location and sections of the road were under German fire much of the time, Mr. Stowe said, stating that few people at home appreciate what the radio correspondents abroad go through to get their few minutes of news on the air. Their is a much tougher job than that of the newspaper correspondents, he said. Mr. Stowe broadcasts on the Blue each Saturday, 7:15-7:30 p.m., for the National Board of Fire Underwriters and each Sunday, 1:55-2 p.m., for Grove Labs.

CBS 'School' Meeting

ANNUAL MEETING of the National Board of Consultants for CBS's American School of the Air has been scheduled Feb. 16 at CBS headquarters in New York. Board will review the current season of the educational series and discuss 1945-46 plans. A number of meetings of teachers, librarians and educators are scheduled for February in connection with the 15th anniversary of the American School of the Air on Feb. 4.

WLOL Elects Board

Directors of WLOL Min-neapolis last week elected the following officers: E. S. Mittendorf, president; Charles J. Winton Jr., vice-president; Fred F. Laws, vice-president in charge of operations; L. Atlass, treasurer; Virginia Mitten, secretary.

Broadcastering • Broadcast Advertising

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To you she may be just another pretty hillbilly, but to us she represents one of several WWVA informal and homey entertainers who mix it with grand opera, symphony, Joe E. Brown, Don McNeill, Raymond Gram Swing, Dick Tracy, David Harding, Fred Waring and a host of other headline folks, in a manner that gives WWVA an atmosphere of honest-to-goodness friendliness. It's a friendly style that has surely caught on, as this listener's note testifies:

"A couple of summers ago we were visiting friends in your fair city, and while there visited your studios. We were so intrigued by the informality of your style, we listen regularly to your station."

It's intriguing informality that makes us One of the World's Better Radio Stations.

ASK A JOHN BLAIR MAN—

Basic Blue Network
WSRR Sold to Publisher
By Rintoul for $161,000

A TRANSACTION whereby WSRR, Stamford, Conn., local, would be sold by Stephen R. Rintoul, radio sales executive of the Katz Agency, station representatives, to a newly-formed corporation in which Kingsley Gillespie, publisher of the Stamford Advocate, is the majority stockholder, was completed last week subject to FCC approval. The contracted sales price is $161,000, exclusive of quick assets, covering cash on hand and receivables at the closing date.

Mr. Gillespie personally would acquire control of WSRR, while his newspaper would acquire a minority interest. The newspaper and station would be operated as separate entities.

Mr. Rintoul began operation of WSRR in 1941, following a five-year effort to secure a new outlet in Stamford. The station, which operates on 1400 kc with 250 w., is on the Blue and the Connecticut Networks.

Before joining Katz in 1937, he had served as station relations head of World Broadcasting System with which he had been since 1930.

N. Y. AFRA Meeting

NEW YORK local of American Federation of Radio Artists will hold its first membership meeting of 1945, on March 1 at the Hotel Edison. Herman Janessou, recently elected president of the local, will preside. Members wishing to present resolutions to the meeting must submit them to the local's board by Feb. 15.

WNWE New York is conducting its second annual "American Swiss Festival!"

GALLUP DESCRIBES REACTION MACHINES

TWO instruments used by Audience Research Inc. in protesting reaction to motion pictures and, to a lesser degree, to radio programs, were shown and explained to the motion picture and advertising press last Monday by George Gallup. The first device which ARI has used for the past four years, is the Hopkins Electric Tel Voting System, by which representative groups of up to 200 persons can register their reactions, favorable or unfavorable, to what they see or hear by turning hand dials. The machine averages individual reactions and records an audience graph, which, when matched with the script, gives a minute-by-minute analysis of the group’s response to the picture or radio program. Combined with extensive questioning preceding and following the preview, this graph gives the producer a good indication of the overall reaction to his offering.

Second machine, a box with five raised buttons indicating five degrees of reaction from extreme indecisive to extreme dislike, measures individual reactions and is called a Unit Ballot Analyzer. Newer than the group voting measurement machine, it is adaptable for home use by individuals under normal listening conditions and may be especially good for qualitative radio response measurements, Dr. Gallup said.

Most of ARI’s work has been in the motion picture field, Dr. Gallup reported, radio work being largely in the experimental stage, although it has been used to find the reaction to commercials, songs and other individual program items.
No Other New York Station or Program Reaches So Many Listeners, So Often, For So Little . . . .

Five times every weekday . . . at 8:25 a.m. and hourly from 6:25 to 9:25 p.m., "People Know Everything" holds New York's radio spotlight. For each period, every day, a question is selected from the thousands submitted by WOV listeners. The announcer audibly telephones a number and if the person who answers the phone knows the answer, the money on deposit is shared alike by questionee and questioner. If the question is not answered the money accumulates for succeeding broadcasts. "People Know Everything" has been deliberately spotted in programs with Hooper and Pulse ratings that place them at the top in listener appeal among all New York Independents. A limited number of strips are still available. Write, wire or phone for details.

Ralph N. Weil, General Manager  
U.S. SPONSORSHIP
ACTIVE IN ANZAC

MORE THAN 20% of commercial radio programs in Australia and New Zealand are sponsored by American firms, Frank Goldberg, executive director of Goldberg Advert., Sydney, Australia, revealed in an interview with Broadcasting.

Colgate-Palmolive-Per Co., Lever Bros. and General Motors Corp., are top radio advertisers, he said. Mr. Goldberg will remain in the United States for several months confering with businessmen on postwar advertising plans.

Spot announcements have caused no controversy, he said, since all spots, live and transcribed, can be used only at designated times during the day and are limited to 100 words. These rules are prescribed by the Australian Broadcasting Commission. There are no singing commercials as yet. He said that two organizations, Anderson Survey and McNair Survey, were recently formed to conduct surveys based on the listening habits of the Australian radio audience, but up to last month had issued no reports.

Australia's and New Zealand's 200 radio stations are divided into two classes, Mr. Goldberg explained. "A" stations, non-commercial and government owned, are controlled by the Australian Broadcasting Commission. The Government collects a fee on all radio sets purchased by individuals and the revenue is used by the ABC to present programs on its own stations. The "B" station, which is privately owned, presents a better program and has a larger listening audience than the "A" station, Mr. Goldberg said. The majority of "B" stations are newspaper owned. He said that the government will probably always control a number of Australian and New Zealand stations.

Radio Aids Wounded

MUTUAL'S This is Alloran, public service program devoted to wounded soldiers at Halloran General Hospital, Staten Island, N. Y., actually has a therapeutic effect on the patients, according to Brig. Gen. Ralph G. Devoe, commanding general. Speaking on a first anniversary program Jan. 27, Gen. Devoe said that the wounded veterans' participation on the program "helps to reestablish confidence in themselves and proves to them that we at home are interested in their individual war story."

Club Cancels Lunch

RADIO Executives Club of New York canceled its luncheon of last Thursday when Sen. Burton K. Wheeler (D-Mont.), scheduled speaker, notified REC President Warren Jennings he would be unable to appear. This is the second postponement caused by Sen. Wheeler, whose attendance at the funeral of Rep. J. F. O'Connor (D-Mont.) prevented his addressing the club on his originally scheduled date, Jan. 18. His topic was to have been "What's Wrong With Radio."

WHEN a shortage of natural gas made it impossible for the local Westinghouse radio tube factory to work, WMNN Fairmont, W. Va., aired a special bulletin to all Westinghouse employees to stay at home until told to return to work.

RCA's Audio Channelist
Is Single Testing Unit

NEW and advanced RCA audio channelist, which provides complete sound system testing equipment in a single unit has been announced by RCA Victor Division, RCA, Camden, N. J.

Representing a development over previous RCA devices, the new channelist, (RCA Type 170A) is comprised of several self-contained testing sections and can be used to test any point of sound system from microphone to speaker. In effect, it can serve as a bridging unit to substitute for the defective section of an inoperative amplifier.

Tester contains a calibrated high-gain amplifier useful for signal tracing, tube checking and gain measurements and supplies its own test signal from a built-in test frequency oscillator. Initial production of the new type channelist is being supplied largely to the armed forces. Equipment for civilian trade is governed by priority ratings according to L. A. Goodwin Jr., manager of RCA Victor's Test & Measuring Equipment section.

CBC Overseas Unit

MEMBERS of the overseas unit of the Canadian Broadcasting Corp. play an important part in the Allied Expeditionary Forces Program (AEFP) of the British Broadcasting Corp., according to a report of John Kannawin, director of the

CBC Overseas Unit with headquarters in London. Canadian programs from part of the 50 per cent of American programs fed through the BBC transmitters. AEFP is on the air 17 hours daily, seven days. Canadian program contributions are under direction of Gerry Wilkinson, former CBC Montreal program producer who has been in England for the CBC since early in the war.

Canadian Award

TO ENCOURAGE artists and build radio, 17 Canadian artists were presented with Beaver Awards for Distinguished Service to Canadian Radio in 1944, by Richard G. Lewis, editor and publisher of the Canadian Broadcaster. The awards are to be made annually.

BMI Ships Fete Disc

BROADCAST MUSIC Inc., New York, has prepared a record containing seven cuts of the musical theme of radio's 25th anniversary, which is being shipped to stations. NAB, which owns the copyright, has assigned public performance rights to BMI.
A Clear Channel To A Bigger Market

- The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.

John Blair & Company, National Representatives

A Mutual Station
WIBC
Indianapolis, Ind.
Activities Reviewed By Fort Industry
Forward Steps in Handling Of Commercials Planned

ADMINISTRATIVE executives and managing directors of the Fort Industry Co. met in a two-day session at the Netherlands Plaza Hotel, Cincinnati, Feb. 27-28. The meeting, presided over by George W. Smith, executive vice president of the company, and managing director of WWVA, Wheeling, W. Va., reviewed activities for 1944 and set plans for 1945.

Policies Outlined
Harry A. Steensen, controller of the company, reported that 1944 Fort Industry Co. volume would in all probability run considerably ahead of the national average for

MBS Chicago Office
TO STRENGTHEN Chicago operations, Mutual network will organize a station relations department and programming department in that city, according to J. de Hult, western sales manager. Heads of the department have not yet been named.

The broadcasting industry when that figure is available.

President George B. Storer, on leave at the present time serving as a commander in the Navy, attended the meeting and set forth programming policies, which included forward steps in the handling of commercials in line with the present trend in advanced radio broadcasting circles, emphasizing public service. Announcement of plans adopted will be made shortly.

E. Y. Flanigan, managing director of WSFD Toledo, headed a discussion on sales, and Charles A. Smithgall, managing director of WAGA Atlanta, spearheaded a discussion on audience promotion plans. Jean McDonnell, secretary of the meeting, which was also attended by these Fort Industry Co. managing directors: Stanton P. Kettler, WMMN Fairmont, W. Va.; Ralph G. Elvin, WLKO Lima, O.; Allen Haid, WHIZ Zanesville, O.; and Robert Venn, WFTL Miami, Fla.

Kellogg on 125
KELLOGG Co., Battle Creek, on Jan. 22 began a campaign for Kellogg Raisin Bran on about 125 stations, using transcribed chain breaks and one-minute announcements. Campaign will continue indefinitely. Agency is Kenyon & Eckhardt, New York.

HUGH KNOWLTON, former partner and present associate of the banking firm of Kuhn, Loeb & Co., has been named a director of International Telephone & Telegraph Corp., New York.

COOPERATING with the Cleveland Police Dept., WJW conducted a Lone Ranger safety slogan contest and had the famous radio character appear personally at the studio. Turning the tables, the two sons of Wm. O'Neill Jr., president of the Yankee-National and General Tire & Rubber Co.; William III and Bryan (holding revolver) got the drop on the Lone Ranger.

Downey Back Feb. 26
MORTON DOWNEY, recently returned from entertaining service men overseas, will postpone appearance on his MBS Coca-Cola program until Feb. 26 to continue entertaining servicemen in this country. Show moves from the Blue to MBS, Mondays through Fridays, 12:15-12:30 p.m., Feb. 5, with guest stars substituting for Mr. Downey until he returns to the show. Songs from Morton Downey is sponsored by the Coca-Cola Co., Atlanta, through D'Arcy Adv., New York.

Tibbett for Texaco
TEXAS Co., New York, will replace James Melton with Lawrence Tibbett as m.c. and singing star of Texaco Star Theater on CBS Sunday 9:30-10 p.m. for five broadcasts, beginning March 4, while Mr. Melton fulfills out-of-town concert commitments. Mr. Tibbett is also featured singer in American Tobacco Co.'s Your Hit Parade on CBS, having replaced Frank Sinatra, and continues his opera work and activities as APRA president. Agency is Buchanan & Co., New York.

PETER MUDIE celebrated his tenth anniversary as conductor of Koin Portland Consumer News Jan. 20. Program has been sponsored during that period by Fred Meyer Inc., food and shopping center chain. Celebration party broadcast of the program at 7:45 a.m. was attended by the Mayor of Portland, station officials and others.

Affiliates

KADA—Ada, Oklahoma
KBIX—Muskogee, Oklahoma
KDFM—Beaumont, Texas
KFYO—Lubbock, Texas
KFGG—Shawnee, Oklahoma

GENERAL OFFICES: Amarillo, Texas, Radio Building; Telephone: 4946; General Manager: Alex Keese.
NEW YORK 18: 19 West Forty-Fourth Street; Telephone: Murray Hill 2-2486; Manager: Jack Keeler.

OFFICES

CHICAGO 1: 360 North Michigan Avenue; Telephone: State 5200; Manager: Tom Peterson.
DALLAS 1: 605 Tower Petroleum Building; Telephone: Riverside 5663; Manager: Clyde Melville.
HOLLYWOOD: 6362 Hollywood Blvd.—Tel.: Granite 6113

DOMINATING ITS COMMUNITY IN PUBLIC SERVICE!

Koin Portland, Oregon
CBS Affiliate

FREE & PETERS: National Representatives
Going your way. A few of the nearly 15,000 persons engaged in the Lumbering Industry in the Inland Empire help a log on its way towards the production of 3,303,451 M board feet of Lumber for the first 10 months of this year (104 of nearly 400 Lumber Mills reporting).

Everything's "going your way," when KHQ does your selling job. It completely covers this Trade Area, rich in Agricultural, Mineral, Timber, Hydroelectrical, and Manufacturing resources, having Spokane as its shopping center; and it does it at the cost of just one medium.

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.
RADIO is going to move into so much closer competition with the press after the war that previous problems of that nature will seem insignificant—yet this same potential competition can become a new lease on life for the press.

This paradoxical situation is one more aftermath of the new radio postwar allocation just issued by the FCC. It stems directly from the FM phase of the allocation and the authorization for FM stations to send out facsimile transmissions as well as sound broadcasting.

Ready for the Home

Facsimile transmission means that copy up to the size of a tabloid newspaper page can be put in a master recorder at an FM transmitting station, sent out on the air, and be reproduced in extremely good detail in any home equipped with a facsimile reproducer. The machine is noiseless and relatively inexpensive.

Facsimile has long been worked out in expensive form for the transmission of news photos, now so good you can hardly tell them from the original when they appear in your daily newspaper. But consumer facsimile had to do about as good a job at a very low cost. Much progress was made just before the war and the use of this method for wartime communication has expedited the research. As a result several major organizations are ready to produce tabloid size facsimile home reproducers as soon as the war ends.

The problem of how to get special radio facilities for these is solved with an FM station, since because of the simple form of the facsimile signal it can be carried simultaneously with a voice program. In other words, even while you are listening to a commentator or a musical program, from along side that same set a facsimile reproducer will be giving you a printed program, notes on the past, maps to illustrate the commentator’s points, new fashions, etc. along with choice advertising displays.

At regular intervals a newspaper of tabloid size can be sent along on each FM station carrier in the same manner. With an electric clock switch to turn on your set in the morning you will wake up to find, say, a 16-page tabloid newspaper already printed and merely awaiting its assembly into 16 sheets for you to sit and read at the breakfast table.

Now the question for the press is whether, as when radio first came along, newspapers will brand it a competitor and fight a losing battle against it, or realize that it is the answer to many newspaper problems and utilize it. The number of newspaper applications for FM licenses indicates that many forward looking members of the press intend to embrace it by FM ownership.

History May Repeat

If the newspapers do not go hard after facsimile then the radio stations, with this superb facility, will by the very nature of things have to go into tabloid newspaper publishing themselves. Thus history will repeat itself.

It was only ten years ago that newspapers were fighting the giving of news to radio stations. Since they were logical distributors of news, as is now generally realized, the radio stations and networks went into news collecting for themselves. Finally the press recognized its place. But by that time the big radio organizations had set up news staffs and so the newspapers found themselves facing competition in news gathering as well as in news dissemination. Yet the radio stations had long hesitated to enter into this unknown field and would have preferred to have left it to the newspapers.

It’s important to clarify the relative extent of radio and newspaper news gathering sources in order fully to appreciate this situation. The newspapers, after opposing radio, yielded long before radio had set up any real duplicate of the news associations. The result is that no radio organization today can compare with such establishments as the Associated Press or United Press. The blanket coverage of American and foreign affairs achieved by these services is in a class by itself.

What radio did in the time it was fighting press opposition, and has extended since then, is to build what might be termed feature staffs. Thus in the United States the networks concentrate primarily on Washington for news gathering. They have set up bureaus abroad. Yet in most instances you will find situation and feature type of coverage the dominant preoccupation.

Depend on Wire Services

For the fact remains that the main type of news coverage on the American radio today comes from the newspaper press associations. Every radio station subscribes to one or more of these services and the networks subscribe to all. The majority of the material put on the radio networks, outside the commentators, comes from the press association wires. And even
Amarillo's Main Street Is One Of America's Best Lighted Streets

We believe that the above picture will explode the myth, if one existed, that there is a hitching-post in front of every store. On the contrary, while Amarillo is an important beef producing center, it is also the wholesale capitol of the Amarillo—Northwest Texas market. The revenue from oil, gas, wheat, and many commodities and products combine in making Amarillo—one of the best cities in the Southwest.

KFDA'S "VOICE" IS LISTENED TO IN AMARILLO

Blue Network programs, outstanding local production and the best in technical facilities give KFDA a "voice" that is listened to, and most clearly heard, in Amarillo—Northwest Texas. When you use KFDA you reach the populous part of the Amarillo market.

This Is The Blue Network

... REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO. ...
How it Feels to be Making Progress

SEE Radio Daily last Wednesday? Has pages and pages of results on their Certified Poll of "1,051 editors and writers of the critical press of America." It was pleasant reading.

We didn't walk away with the show. Did anybody expect us to? We, the youngest of the major networks? When the other two major networks have had a whole string of years in which to experiment with shows, with talent, with schedules?

Well, it looks as though we came out of the poll better than anyone anticipated we might.

NBC came up with 13 firsts. That is a great record. 2 firsts in the daytime, 11 at night.

CBS came up with 4 firsts—two daytime shows, 2 nighttime.

We—the Blue—came up with 6 firsts. That's right: 6. One in the daytime, 5 in the evening.

This Radio Daily poll is evidence that, at least as far as 1,051 editors are concerned, we have two and one-half times as many top favorites in the evening as CBS. And when "One Man's Family" moves to the Blue next month, we will have six of the top raters, to NBC's ten.

So, as far as 1,051 editors are concerned, we must be the No. 2 favorite network.

But the detail about this which is most pleasing is that five of our firsts are in the evening.

This is important because everyone knows how well we are doing in the daytime... the best ratings in the morning of any network every month of 1944; the only major network to make rating gains during the day in 1944...

that we might get to be like an actor who plays too many of the same roles. People might get to saying: "The Blue is a great daytime network." We are, but we're more.

A lot of people at the Blue are doing a lot of work. Night work. There is a lot of enthusiasm over here. A lot of determination and conviction that, with the help of the agencies and advertisers whose competitive efforts to sell goods at low cost have made a nation listen, a truly great network will one day emerge out of our joint efforts.

These evidences of progress are fuel for the fires.

And speaking of evidences, perhaps the most gratifying of all are those hard-headed radio time buyers who are planning to get franchises on our network. They are looking at the costs of the three networks; eyeing their budgets; sensing the increasing need to reduce the cost of distribution. And that $3,500 a week that the Blue saves for them on a nighttime half hour over the next less-expensive network is a vital factor, and deserves the greatest consideration—particularly in the light of the Blue's progress—as evidenced by such things as the Radio Daily poll.

THIS IS THE Blue NETWORK

RECEIVED PLENTY
Shortwave Used by KDL

-When Lines Break

SHORTWAVE equipment of KDLY Salt Lake City came to the rescue when an automobile tore down the telephone lines feeding the KDLY programs to the transmitter. With the wires down, the station used the shortwave for connections from the studios and service was interrupted only a few minutes. The staff set up a portable transmitter in front of the studio. Programs were shortwave from there and broadcast from the transmitter on the regular wavelength.

When the improvised shortwave system restored KDLY to the air, the technicians went to the broken pole and strung an emergency line. Normal broadcasting was resumed in an hour and 45 minutes. Neph Sorensen, James L. McGraw and Douglas Eldредe with KDLY chief engineer C. L. Stockdale made the repairs, aided by a Mountain States Telephone & Telegraph Co. crew.

Morgenthau on NBC, CBS
SECRETARY of the Treasury Morgenthau will be quizzed on "Paying for the War" on the Feb. 11 broadcast of American United. NBC feature heard Sunday 1:15-1:30 p.m. Participating on the program will be AFL Economist Boris Shishkin, Dr. Emerson Schmidt, economist for the U. S. Chamber of Commerce, and Ed O'Neal, president of the American Farm Bureau Federation. Sec. Morgenthau on Feb. 18 will make his fourth appearance on "We the People," sponsored on CBS Sunday 10:30 p.m. by Shell Oil Co. Other radio appearances are being planned.

Retirement Plan
PROFIT-SHARING retirement program for officers and employees has been adopted by Arthur Kudner Inc., New York, subject to approval of the Treasury Dept. Covering all employees after two years of service, program calls for retirement of 10% of the first $200,000 of net profits. 50% on earnings between $200,000 and $500,000 and 40% on $500,000 and over. Retirement age for men is 65; 60 for women.

The questions facing young Americans are freely discussed over the WJW microphone every Sunday afternoon from 1:30 to 2:00.

"Young America Thinks" is an open forum discussion presented as a public service by WJW in co-operation with the Greater Cleveland and Suburban Boards of Education. The Forum is conducted in the high school auditoriums with Dorothy Fuldheim, noted lecturer and WJW news analyst, as moderator, with outstanding guest speakers, and students' questions presented from the floor for open discussion.

Giving young Clevelanders, and Mr. and Mrs. Cleveland, a broader idea of the economic and political forces shaping the world today is one of the many public services provided the community by WJW.

(Dorothy Fuldheim is also heard nightly in her news commentary section of WJW's "Newspaper Of The Air"—available for sponsorship.)
Radio’s Payroll Gained 16% Last Year

Average Salary Found To Be $60.52 in FCC Figures

See table on page 38

Radio’s WEEKLY payroll increased more than 18% in 1944 over 1943, to reach an aggregate of $1,615,126, while the average broadcasting salary went up more than 8% from $55.75 in 1943 to $60.52 in 1944, according to the annual FCC Employe & Compensation Report, issued last week.

Based on the week of Oct. 15, 1944, the FCC document shows a total of 26,686 fulltime employees of eight networks and 844 stations, as compared to 24,515 employed by 10 networks and 815 stations in October 1943. Average salary for fulltime employees, exclusive of technical employees, was $53.85 for the combined art, and $49.81 for the nation’s 834 stations not operated by networks.

The average compares favorably with other industries, except the motion picture business of California, which showed an average weekly wage in November 1944 of $47.74, exclusive of executives and professionals (stars). In the same month newspapers and periodicals reported an average wage, exclusive of executives, of $40.96, according to the Bureau of Labor Statistics. Average for the telephone industry in November was $40; for graph, $36.65, and for all manufacturing in October, $46.94.

Station employees in executive capacities earned the following averages last October, according to the FCC data: general managerial, $145.56; technical, $78.44; program, $72.45; commercial, $110.61; publicity, $72.42; public, $146.48; other, $128.42.

Nonexecutive employees of the 834 stations reported averaged salaries as follows: Technical—research and development, $52.83; operating, $52.90; other, $37.69. Program—production, $55; writers, $40.14; announcers, $49.86; other artists, $37.58. Commercial—outside salesmen, $95.92; promotion and merchandising, $47.92.

For the networks and 10 key stations, nonexecutive averaged these salaries: Technical—research and development, $90.45; operating, $70.05; other, $39.35. Program—production, $68.50; writers, $64.48; announcers, $72.09; other artists, $78.94. Commercial—outside salesmen, $128.12; promotion and merchandising, $92.43. The Commission’s data covers only fulltime employees. A report on parttime salaries will be released in the next few weeks.

Of the 26,686 employees listed for October last year, 2,498 were network and network key station executives, 2,780 executives of the 834

(Continued on page 38)

Vet Award to TBA

VETERAN Wireless Operators Assn. will present its Marconi Memorial Plaque to Television Broadcasters Assn. at the VWOA 20th annual dinner to be held Feb. 17 at the Hotel Astor, New York, William J. McGonigle, VWOA president, announced last week. Award, which will be received by J. R. Poppele, TBA president, is being given TBA for the initiative it has shown in banding together the television interests of the United States in order to insure American pre-eminence in television,” Mr. McGonigle said.

In Southern New England People are in the Habit of Listening to WTIC

DIRECT ROUTE TO AMERICA’S NO. 1 MARKET

The Travelers Broadcasting Service Corporation - Member of NBC network - Exclusive Regional Network - Represented by WEED & COMPANY - PTN., New York, Boston, Chicago, Detroit, San Francisco and Hollywood
There are no more country cousins, thanks to radio, and this includes Mortimer Snerd, too.

The man on the farm and his family in rural America hear the same fine music, the same great drama, the same news from the four corners of the earth as does his city cousin.

Today, the country cousin and the city cousin are beginning to talk the same language, thanks to clear channel broadcasting assigned by the Government for the purpose of connecting rural and metropolitan areas by radio.

We bring a dependable radio signal into a rural man's parlor or barn, with weather and market reports he needs. We bring him music which no farm family ever before heard, this side of Chicago or New York, and then only at stiff prices and in uncomfortable seats.

We bring it to him without charge or compulsion. He is free to tune us in or out, as he and his family elect. We are forced to serve and to interest him and his family, or we won't stay in business as a broadcasting station.

That's clear channel service under the American system of broadcasting.

For the past twenty years WSM has been striving to maintain and to develop its audience through listener service and interest. We are old-fashioned enough to believe that you can't just kid people into the belief that you are their friends: you have to earn their friendship and their loyalty over the years—even in radio.

That's the only way we know how to get several million people to tune to WSM, year after year: to make them want to do it through service rendered. This is clear channel broadcasting.

This is WSM.

650 KILOCYCLES
Edwin W. Craig, Pres.

NBC Affiliate
Harry Stone, Gen. Mgr.

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. Nashville, Tenn.
### Fulltime Employees for the Week Beginning Oct. 15, 1944

<table>
<thead>
<tr>
<th>Class of employee</th>
<th>Fulltime Employees</th>
<th>Payroll</th>
<th>Average</th>
<th>Number</th>
<th>Compensation</th>
<th>Average</th>
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<tr>
<td>Executives:</td>
<td></td>
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<tr>
<td>General managerial</td>
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<tr>
<td>Program:</td>
<td>489</td>
<td>80,782</td>
<td>84.55</td>
<td>42</td>
<td>457</td>
<td>177.05</td>
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<tr>
<td>Commercial:</td>
<td>140</td>
<td>33,554</td>
<td>118.56</td>
<td>66</td>
<td>10,381</td>
<td>164.86</td>
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<tr>
<td>Publicity:</td>
<td>188</td>
<td>10,199</td>
<td>90.90</td>
<td>93</td>
<td>905</td>
<td>116.66</td>
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<tr>
<td>Other:</td>
<td>238</td>
<td>22,927</td>
<td>95.55</td>
<td>37</td>
<td>6,376</td>
<td>128.00</td>
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<td>Total, executives</td>
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<td>Executives:</td>
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<td>95.55</td>
<td>37</td>
<td>6,376</td>
<td>128.00</td>
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<tr>
<td>Total, excluding executives:</td>
<td>23,688</td>
<td>$201,153</td>
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<td>677</td>
<td>$20,452</td>
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<td>Total, including executives:</td>
<td>26,688</td>
<td>$225,305</td>
<td>$84.92</td>
<td>744</td>
<td>$39,240</td>
<td>53.27</td>
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### Radio's Payroll

(Continued from page 38)  

standard stations, 5,987 were network employees other than executives, and 17,672 were station employees.

That the wage and manpower freezes generally have hit radio as indicated in the FCC data. In October 1943 the 815 independent stations employed an average of 28 persons, while in October 1944 the 944 stations reported an average of 24 employees.

Overall, radio still holds its own as a leader in salaries, except for the motion picture industry, but in comparison to the manufacturing industry, broadcasting is lagging behind in comparable salary.

### Test Video Reaction

TELEVISION set owners in the New York area are asked to indicate their reactions to specific programs telecast on the evening of Jan. 28 in a questionnaire mailed out by Ross Federal Research Corp., New York. The mail study is being conducted for NBC, it was learned. Televiewers are asked to rate 11 programs they saw on WNBT, NBC, or WABD, DuMont outlet.

Increases. Since 1939 the average wage of all manufacturing has increased more than 96% from $23.86 to $46.94. Radio's average in manufacturing was $52.43, with last year's average of $60.62 an increase of only 15%.

### Blue Promotes Three

THE BLUE Network, in a further realignment of its script and program staff, has named John Coburn Turner as manager of the script department, and Stuart Buchanan, who formerly held that post, as a program supervisor. Mr. Turner's appointment comes shortly after his appointment as manager of the program promotion division. [Broadcasting, Jan. 22]. He will be succeeded by Juliet Glen, who originally was to join the new division as a writer.

**SIR ERNEST FISK**, prominent in establishing Australian radio communications, and chairman and managing director of Wireless Companies (Australia), has now taken over the post of managing director of Electric & Musical Industries of London.
What's up with Santa Claus at this late date? Well, our poor Santa just got around to counting the letters he received from WIZE listeners in 1944 ... and what a delightful surprise ... from 1700 letters in 1942, we buzzed up to 2781 in 1943, then ZOOM! In 1944, our 30 minute Santa Claus program rated 4,081 letters ... and that over a period of just 24 days ... from the day after Thanksgiving to the day before Christmas. ... That's what you call steady progress!!! and that's typical of WIZE in Springfield. As the proof of the pudding is in the eating, so the proof of the station is in the mail count ... and what WIZE does for Santa Claus year after year, WIZE is doing for all its advertisers ... gaining listenership and sales through top-notch Blue Network programs and well-planned local shows. WIZE is growing ... figures prove it ... so include WIZE in your radio plans ... the WIZE way is the wise way.
MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAF
OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE, CINCINNATI

L.B. Wilson
Hollywood ‘No’ Man

IT WOULD appear that Cecil B. DeMille has read the Constitution. At least, he is willing to bet $98,200 annually that he has read it.

That is the sum which has been paid the Hollywood genius for directing and producing the fabulous Lux Radio Theater. He is now out of a radio job because he refused to pay to the American Federation of Radio Artists, of which he is a member, a $1 assessment for a fund to be employed in fighting a political issue.

The political issue was a referendum on the California ballot last November which, if adopted, would have outlawed the closed shop in the State. Mr. DeMille favored the referendum. AFRA opposed it. Mr. DeMille was not present at the AFRA meeting in which a majority of the membership voted the $1 assessment. He had not, he maintains, been notified of the meeting.

Reviewing the matter in Los Angeles Superior Court, Judge Emmet Wilson decided that AFRA legally could enforce upon a member the assessment of such a fee, and could take whatever punitive action which be indicated if the payment was not made.

AFRA, apprized of the decision, immediately notified its members that AFRA members would walk out if Mr. DeMille appeared on the network. Thus, last Monday, Mr. DeMille—who once had been carried to the microphone on an ambulance litter for his weekly broadcast—was not at the microphone. In his place was Lionel Barrymore.

Mr. DeMille, even in face of the Superior Court ruling, has refused to contribute his dollar. He has said he will take the fight to the Supreme Court, and he should. He observes, and it is difficult to conjure arguments against his logic, that it’s a free country. He believes that under the Bill of Rights he is not required to contribute funds to promote a fight in which his sympathy lies with the other side.

Broadcasters, who with increasing frequency have felt the lash of tyranny—more notably in the Petrolo market—can at this point raise their voices. Apparently Mr. DeMille, who is reputed to be a man of determination, intends to live up to the principles in which he believes. He may be fighting a losing battle, but he’s buying with that dollar bill something more precious to him than he can purchase for $98,200 a year. The production is an extravaganza in the best DeMille tradition, and we hope it will have a happy ending.

Hail Britannica

WE NOTE that Miller McClinchot, former Mutual president, is now a director of Encyclopedica Britannica Films Inc. William B. Benton, former advertising agency head, is chairman of Britannica, president of Musak and its newly-formed Subscription Radio Inc. subsidiary, which aspires to provide non-commercial program service on a nickel-in-the-slot basis—a sort of multiple address or narrowcasting system.

James Lawrence Fly, former FCC head, is associated with Mr. Benton. Chester Bowles, OPA head, is slated to join his former agency partner. Robert K. Borchins, U. of Chicago president, is a director.

It looks like a reunion of the clan.

Midway Discord

OUT IN St. Louis The Post Dispatch has launched an editorial campaign against (1) middle commercials in newscasts and (2) objectionable sponsorship of news broadcasts.

Editors of the paper long ago raked the leaves in its own backyard, KSD, before looking over the fence to examine the clutter behind its neighbors’ houses. KSD carries no middle commercials in its broadcast news. KSD exercises critical selectivity in accepting sponsors for its news productions.

Other stations recently have announced such policies. In Detroit, WJR has eliminated middle commercials in news. The Asn. of Radio News Analysts, of which H. V. Kaltenborn is president, publicly has protested against such mid-journey detours through commercial copy.

During the war years, radio’s stature as a news distributing agency has grown. Radio has won distinction for reporting the news intelligently and swiftly, but the strides it has taken can be lost. One need not be a soothsayer to anticipate public rebellion against all broadcasting if the tremendously significant news yet to come from the earth’s four corners is garnished with unharmonious advertising.

There are those who will protest that advertising need not be out of harmony with the news—that, indeed, it can be woven into the warp and woof of a newscast without offense to the listener. This can be true, but instances of such ingenuity are difficult to recall.

The story which is being reported by radio today doubtless is the most compelling in the time of man, and no listener will forego hearing it even at the expense of rude and ill-timed interruptions on behalf of the sponsor. But will such patience persist? Will the listener, when his greed for news abates—no longer fed by the flames of war—show such forbearance in the face of distasteful copy and mid-production commercial recesses? We think he will not.

We think it will have to be another day tomorrow, or the day after tomorrow—to resound its whole process of news dissemination in the light of changing times. We believe the character of the news is such today that its telling will bear fruit for the sponsor if he is content to announce himself only at the beginning and closing of each broadcast.

We believe broadcasters—and leadership in such matters rests squarely upon them, not upon the advertisers or their agencies—should face with courage the need to reject sponsors whose messages ring discordant in the sweeping and tragic news of these days.

IT’S FINALLY on the official records that James Caesar Petrillo makes his own regulations, and doesn’t bother about expressions from the President, the Congres, the War Labor Board or the National Labor Relations Board. At the NWLB hearing in New York last week, NBC and Blue networks reminded Mr. Petrillo that if he threatened to pull the plug on them if they acceded to the NWLB ruling on picket-turnouts, caused them to be killed. They confessed fear of Jimmy’s powers. The answer now, as always, is that only a change in the statutes, making labor unions amenable to anti-trust laws, can check Jimmy.
WMFM, like other leading American radio stations, is doing a double job . . . a job for today, a job for tomorrow.

Today, WMFM is broadcasting a schedule of carefully planned programs that is distinctive, sound, progressive. This programming policy, combined with the miracle of crystal-clear, static-free FM, has won the unparalleled support of thousands upon thousands of Wisconsin families.

Tomorrow, WMFM shall continue to expand its pioneering leadership, its genuine service to Wisconsin.

Today, tomorrow, whenever you make radio plans for Wisconsin, remember the call letters WMFM. They represent one of America's pace-setting radio stations.
CHEERIO, WILLIAM!  
ISN'T RADIO JOLLY!

Hold on Mister! That's not Farmer Bill's kind of lingo, even though he may be willing to wear a top-hat, gloves and cane—for a gag!

If you want to talk to Iowa farmers whose average income in 1943 was $7,672 (and is estimated to have been 20% higher in 1944), use a station which speaks their language. That's KMA!

Farmers listen to us because we listen to them. They send us twice as much listener-mail as any other station in this 80% rural area. That's because we give them what they want—Iowa-flavored farm programs with plenty of the news and information vital to their business, all spoken by men who know farming procedure from spring plowing to sausage-making. As for Times Square wit and jive records: they're OUT!

Let us (or Free and Peters) tell you the story of KMA, the No. 1 Farm Station in this No. 1 Farm Market:

KMA  
Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

Our Respects to
(Continued from page 44)

bound activities of the BBC. "Too many people think only of BBC as bringing Britain to America," he feels. "Just as much effort is expended toward bringing to Britain an understanding of what the United States is doing and thinking." This is accomplished through special programs beamed to London for rebroadcast on BBC's Home Service.

John Salt's first contact with American radio was when Britain declared war on Germany. It was here, at Broadcasting House, London, to arrange for American commentators' broadcasts back to the States. In the underground studios, so built that broadcasting could go on under severe bombings, Mr. Salt worked with Fred Bate of NBC, Ed Murrow of CBS, and John Steele of Mutual.

Lover of Sports

He's a great sportsman, a crack shot, a skating and tennis enthusiast, and was riding instructor at Aldershot, Britain's West Point.

John Salt is the former Olive Shapley, credited with developing the technique of using a recording truck for documentary broadcasting in the same way documentary film was recorded. He produced many such programs in the U. S. before giving up her work to raise a family. The Salts have a young son, Daniel, 16 months.

John Salt served nine years in the British Army, specializing in survey work in Transjordania, Egypt, and in European countries, particularly Germany. He joined the Talks Dept. of the BBC in London, 1934, beginning his interesting radio career.

"Radio's role in helping to create better understanding between nations is yet in a rudimentary and experimental stage," says Mr. Salt. "A start has been made, and the BBC is glad to be able to do its share in this pioneer work. But the real problems lie in the future, when the need for working together will be just as great but the stimulus of war will have been removed. "What radio does in the past-war world," he sincerely believes, "will have a great bearing on whether or not we ever have a World War III."

Cline Returns to WFD

WILLIAM E. CLINE, station editor and assistant to Glenn G. Snyder, general manager of WLS Chicago, has been granted an indefinite leave of absence by Burridge D. Butler, WLS president, to return to the Radio Section of the Treasury War Finance Division. Mr. Cline was loaned to Treasury for six weeks by Mr. Butler during the Sixth War Loan in November and December. "Mr. Cline did an outstanding job for us during the Sixth War Loan" Thomas H. Lane, WFD director of radio, press and advertising, stated, commenting, "we are indeed grateful to Mr. Butler for letting him return."

Rudolph Named

R. E. RUDOLPH, former account executive of KEX and KGW Portland, Ore., has been appointed sales manager of KEX, recently acquired Westinghouse station, according to J. B. Conley, manager of KEX. Harold Bratsberg, active in West Coast radio for 14 years and former program manager on KGW, Portland, has been named continuity director of KEX.

New Offices

NEW offices have been acquired by Television magazine at 600 Madison Ave., New York. New telephone number is Plaza 5-9748.
IF...

..YOU WERE BUYING A "RADIO ACT" YOU WOULD WANT TO ASK PERTINENT QUESTIONS

To save your time, here are the answers.

Slim Bryant and His Wildcats have been a KDKA Feature for more than five years. Some call their act "American Folk Songs and Music"...some shorten it to just plain hill-billy. (You may take your choice.)

Slim and His Gang have made more than 800 personal appearances throughout the KDKA area to audiences ranging from 200 to 30,000. Total persons played to now well over a million. They have established house records for stage attractions in dozens of theaters.

It is a safe bet they are the best known radio act in the Tri-State Area...on the stage...on the air! Sale of their song books will soon reach 100,000...one of their phonograph records has passed 120,000 and is still in demand.

All of the above demonstrates wide circulation...wide acceptance, throughout KDKA's area of influence. There are many other details but our space is running short. The complete story of Slim Bryant and His Wildcats can be had from NBC Spot Sales.

WES T I N G H O U S E R A D I O S T A T I O N S  I n c

KDKA
PITTSBURGH
30,000 WATTS

WBZ - WBZA - WOWO - KEX - KYW - KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMEE, CC.
CAROL COLVIN has become continuity editor and director of WWM. TIFFANY WANDER, recent graduate of Carleton College, is serving as traffic manager of WWM.

ARTHUR REILLY, former newscaster of WBBM, has been appointed by Keith Wester for a series of personal appearances, which will highlight Mr. Reilly's 15th anniversary in radio.

HILL TRAVIS, forced to leave announcing temporarily because of illness, recently resigned from KNOX St. Louis, to join United Press International, according to sources here. He subsequently was transferred to Phoenix as director of the Arizona radio news wire of UP.

GIL SWENSON, WDAY Fargo sports editor, has rejoined the FM news service, with special feature news assignment. While overseas in Europe with Army broadcasts heard on WON WOR New York, he formerly had been a regular newscaster for the TV news on that station.

LOU BOEIELD, freelance writer, is now with WBBM Chicago as a studio newswriter and announcer.

JACK MORTON, former Pacific correspondent for International News Service, has joined Mutual's staff of war correspondents in the Pacific area. He is expected to be assigned to CINCPAC at Adm. Nimitz headquarters.

MARTY GLICKMAN, former sports director of WHOV New York, has been promoted to first lieutenant. He is stationed with a unit of the Nineteenth Aircraft Replacement Command, at San Francisco, Calif.

DICK WATSON, member of the staff and announcing team of the KWSR in Cincinnati, has been named sports director of the station.

JIM KLEHAN, announcer with KNST Des Moines, is the father of a boy.

FRED WATSON, newsroom analyst, starting Feb. 5, will replace GLEN BURROWS as tennis and football commentator, who is taking his first vacation in seven years.

LT. JIM COCHRAN, former WSPD Toledo continuity director, is home on leave after 30 months overseas as a bomber pilot with the 31st Bomber Command. Before reassignment he will be stationed in Miami for a rest period.

JOHN FREDERICKS, new-to radio, has joined WCCO Minneapolis as a newsman, starting Feb. 5. His background is that he has been in Chicago on a 30-day leave awaiting reassignment as a member of the Pacific staff.

S/GT. CARLTON C. IDE, released by the Army and formerly with the WBZ-WBZT Boston-Springfield is a announcing staff, has rejoined the stations.

FRED WATSON, announcer at WJW Cleveland, is the father of a boy.

GEORGE SLADE, educational director of WBZ-WWBZ Boston-Springfield, Jan. 26 officially opened WBB, Wellesley College station at Wellesley, Mass. The Westinghouse sound picture, "On the Air," was shown to Wellesley students.

HELEN REILLY has resigned from the public relations staff of WCAU Philadelphia to join the staff of the Penn Mutual. She is succeeded by RUBY BLOOM, recently released from the service.

ALEX GRIPPIN, WIP Philadelphia and Mutual news commentator, has written a new book for publication, Out of the Gar- nage, dealing with the medical heroes of this war.

R.F. COOLALLADS, Washington newspaperwoman, fashion stylist and designer, has left WASH-WTTW Washington effective Feb. 5, despite the absence of ELEANOR HOWARD, who was injured when her car was rear-ended in her car. She is expected to return by Thursday night.

CLANCY WEST, traffic manager for WLSW Cincinnati, is the father of a boy.

R. L. WARNADO, former manager of the Hartford Courant, has started a three-week radio program on WHOF, becoming the third Courant writer to have WGRQ program.

HERB KAPLAN, former managing editor of Television magazine, New York, has been appointed the eastern radio and television editor of Hollywood Reporter.

FLEMING Appointed Blue Co-op Publicity Manager

GEORGE FLEMMING of the Blue Corporation has been appointed to the newly-created post of publicity manager of the network's operating department. Prior to joining the Blue three months ago, Mr. Fleming had been a writer for Transradio Press Service.

Frank O'Connell, with the Blue's national spot sales office in Chicago since 1942, has been named head of the Blue's sales in the city. These appointments and the promotion of Lynelle Wilson, with the depart- ment since its inception in 1945, to the position of assistant to Stanley Flosdman, manager of the co- operate program department, complete its executive line-up. Harold Day was recently named promotion manager and Barney Cragston placed in charge of the New York sales. Department personnel now numbers more than 20. Its sponsor list, which started two years ago with 40 names, now includes nearly 800.

JAMES W. MORGAN, promotion and art director of WSPA Spartanburg, S. C., has been accepted as a member of the Fine Arts League of the Carolinas.

JOHN (Tip) SAGG, released from the Army Air Forces, former host of "Mr. and Mrs. America" radio and TV shows in New York, is now a singer and announcer with KRTN Des Moines.

PHIL JOHNSON, former program director of WSHS Portland, Me., and staff member of KGW, has been appointed production manager of WGBS Portland, where he is now. He was with WLV Lawrence, Mass., now an announcer-producer with WBS.

D. L. WYANT, production head of WIES Portsmouth, N. H., is now director of advertising.

BURT LEIFER, former sportscaster of KJY Fresno, has joined the KFRO San Francisco news staff.

CHARLES V. HARRIS, announcer, is now with KGO San Francisco, transferring from WBBM Chicago, where he formerly was with WLOG Indianapolis.

ED WALLIS, program director of WIP Philadelphia, who left last week to enter the Army, has been rejected for medical reasons and returns to his post this week.

MERRILL MUELLER, NBC war corre- spondent who recently returned from Europe, has been assigned to a four-week lecture tour. As in previous years, Mr. Mueller's lecture income will go to the American Red Cross as an act of charity—the year the Army Relief.

**Army Disclamer**

WAR Dept., Radio Branch, Bureau of Public Relations last week sent letters to all commercial and non-commercial stations in the United States informing them of the War Dept. policy concerning use of Army combat film on television. Scriptwriter of the film is used merely as illustration of the material being dramatized, and not the story. As the War Dept. has stated, any use of combat film on television is used merely as illustration of the material being dramatized, and not the story, the Army Dept. has requested that a disclaimer be inserted somewhere in the telecasts of the disclaimer statements.

"Combat scenes shown on this program were intended to be illustrative only and were not presented as accurate or realistic."
Sears Roebuck and Company, world’s largest mail order house, wanted to reach the urban and outlying families in the great Chicago market. They wanted to enter the homes of the second richest buying center in the United States where 2,855,700 families spend over $3,500,000,000 annually.

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

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

The Chicago station most people listen to most

670 ON YOUR DIAL

A Service of Radio Corporation of America
Fleming Resigns

ROBERT M. FLEMING has resigned as program director of WCKY Cincinnati effective Feb. 3 to join Cincinnati advertising agency, Stokes, Palmer & Dinerman as radio director. Mr. Fleming has been with WCKY for two years and previously was a vice president and radio director of H. M. Miller Inc., Columbus and Cincinnati agency. He teaches radio advertising, business correspondence and public relations at the Cincinnati Evening College and is a past president of the Advertisers' Club of that city.

Mr. Fleming

Fred Becker, Pacific Coast manager of the Blue Network spot sales division, has been appointed radio director of the New Angeles office of Kimball Co., New York. Mr. Kimball, who has Los Angeles in connection with the start of the new branch, is expected back in New York this week.

Mr. Becker

Agency Merger

WALTER K. McCREEERY, recently resigned vice-president of Allied Adv. Agencies, Los Angeles, has merged his interests with Smith & Ball Adv. Hollywood. Under the new set-up firm name has been changed to Smith, Ball & McCreeery, with headquarters at 6642 Sunset Blvd., Charles B. Gat, account executive, and Mayfield Kaylor, production manager, respectively of Allied Adv. Agencies have also joined Smith, Ball & McCreeery in similar capacities. Allen McKe, producer, is another staff addition.

Evelyn Allen and James C. Kiper have joined the public relations staff of N. W. Ayer & Son, Philadelphia.

Evelyn Allen

Jeff Wade, son of Walter Wade, owner of Wade Adv., Chicago, has returned from Cairo, Egypt, where he was radio production manager for the overseas division of the OWI, serving Middle East news to America and Great Britain. While in Cairo, his assignment was with the OWI, serving Middle East news to America and Great Britain. While in Cairo, his assignment was with the OWI, serving Middle East news to America and Great Britain.

Jeff Wade

Stephen Schaffer has joined Raymond A. Morgan Co., Hollywood agency, as associate executive. Steve Buckler Johnson, for five years Hollywood office manager of Beno & Eton, has resigned to join his husband in Ardmore, Okla. Mary Edith Stahl, production assistant, takes over as office manager.

Betty Buckler Johnson

(Continued on page 50)
in War!

Two of KGW’s ace news staff check the latest teletype news. First station in the Portland area to provide complete coverage from ALL THREE major news services—KGW is still the only Portland station which gives listeners ALL the news.

in Peace

When President Coolidge made his final campaign speech on October 31, 1924, few homes had radio sets, KGW carried the speech and the KGW sound truck brought the new listening magic to Portland citizens.

in Audience Influence

In 1924 Portland came outdoors to listen to KGW broadcast. That is no longer necessary. But in 1945 KGW pulls its audience just as surely, as it speeds accurate, complete news and comment of the battle-front to the vital home-front of Portland’s great war effort. KGW is the station people in the Portland area have preferred for 23 years!
THE DRUM

...for runner of the telegraph

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

For men only

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

Talking Turkey

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

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

Radio Advertisers

ELGIN National Watch Co., Elgin, Ill., has named Gordon Howard as advertising manager, succeeding Frank R. Brodsky. Mr. Howard has become advertising manager of the Peepodent Co. Mr. Howard will succeed Mr. Elgin as head of the company's house organ, Watch Word.

MAC CULLOCH Products Co., Los Angeles (Montgomery grape juice punch), has appointed Lockwood-Shackleford Co., Los Angeles, as its advertising counsel. Radio plans are said to be considered.

BROADWAY, Producta House, Chicago, has appointed Malcolm-Howard Adv., Chicago, as representative. Plans are said to be considered.

SHURE Bros., Chicago, has appointed Paul Grant Adv., Chicago, as its advertising manager. Radio plans are said to be considered.

STEWART-WARNER Corp., Chicago, radio division, has appointed Henri, Hurst & McCarthy, Chicago, to handle advertising. Plans for radio are being considered.

Dow Advertising Agency, Davenport, La., has appointed the D. L. Larrick Medicine Co., St. Louis, to handle advertising activities.

Quality Cosmetics Corp., New York, has appointed Herbert Chazen, New York, to handle advertising for Monique cosmetics. Radio will probably be used this summer.

Los Angeles Soap Co., adding to its regular schedule, on Feb. 5 for 12 weeks starts thrice-weekly, quarter-hour new series on RSL, Salt Lake City. Agency is Raymond R. Morgan Co., Los Angeles.


The Coe Co., Cleveland, is sponsoring the 10 p.m. news program on WHN, Cleveland, with copy directed toward appealing to women to enter war work.

Hartsberg Jewelry Co. of Iowa will sponsor Raymond Gram Swing co- operatively on KEW, Des Moines when that station switches to the Blue June 16. Agency is Carter-Okraska, Kansas City.

MAX Factor & Co., Toronto (cosmetics), has started Frank Sinatra weekly on CFRB, Toronto. Account was placed by Ted H. Factor Agency, Los Angeles.

Boyle Radio Co., a division of the new company. Account was placed by Cockfield Brown & Co., Montreal.

Safeway on NBC

Safeway Stores Inc., Oakland, Calif. (food products), through Feb. 19 for 52 weeks starts the daytime comedy-drama "Aunt Mary" on 20 NBC Pacific stations, Monday through Friday, 3:45-4:15 p.m. (PWT). Packaged by C & E Radio Productions, Hollywood, show will also be released via transcriptions on a list of stations in eastern centers where Safeway stores are located. Rutherfurd & Raff, Inc., New York, is general agent for Safeway stores.

Darling, a three-week series, sponsored by Safeway Stores Inc., will be sold to four NBC Pacific stations, Monday through Friday, 2:30-3:00 p.m. (PWT). Packaged by C & E Radio Productions, Hollywood, show will also be released via transcriptions on a list of stations in eastern centers where Safeway stores are located. Rutherfurd & Raff, Inc., New York, is general agent for Safeway stores.

BROADCASTING • Broadcast Advertising
EAST

WHN—New York
50,000 Watts
GLOOM DODGERS
9:00 A.M.—1:00 P.M.
Mon. thru Sat.
The biggest current program on the biggest independent station in the country. 1/2 hr. participation—$600.00 per week.

WPCI—Providence-Pawtucket
1,000 Watts—Blue
BETTY GUNNING SAYS
1:15—1:30 P.M.
Mon. thru Fri.
An attractive, charming, well known personality conducts this easy-to-buy participator. Spots—$10.00

WNBH—New Bedford, Mass.
250 Watts—Blue
LOCAL NEWS
6:30 A.M., 12:45 P.M.
10:15 P.M.
Fifteen years of telling the local folks what happens locally. Participation—$4.50 day time—7:00 evening.

WATR—Waterbury
1,000 Watts—Blue
SHOPPERS GUIDE
8:15—9:00 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eighteen years. Participation—$37.80 per WK.

WJEJ—Hagerstown, Md.
250 Watts—Mutual
SADDLE PALE
11:15—11:45 A.M.—12:15—12:30 P.M.
Mon. thru Sat.
That old time radio show that gets mail and sells merchandise. Participation—$2 per week—$15.98. 6 per week—$90.24.

WRAW—Reading, Pa.
250 Watts—NBC
IT'S IN THE BAG
(Meaning the grocery bag)
10:00—11:00 A.M.
Mon. thru Fri.
Yeasir! this one rings cash registers in grocery stores. Participation—$25.00 per WK.

WJAS—Pittsburgh
5,000 Watts—CBS
RHYTHM SECTION
8:45—9:00 A.M.
Mon. thru Sat.
Some smooth listenin’ for the busy housewife. It’s recorded and participating. One minute—$22.10 base rate.

WNAB—Bridgeport
250 Watts—Blue
MARK SCHIEBER—SPORTS
7:00—8:00 A.M.
8:00—9:00 A.M.
9:00—10:00 A.M.
Mon. thru Sat.
A sparkling M.C. makes this one more than just another platter program. Daily participation—$28.40 Wk.

WNIC—New Haven
250 Watts
ALARM KLOK KLUB
7:00—8:00 A.M.
Mon. thru Sat.
An hour of breakfast music on New Haven’s newest station. Daily participation—$25.00 Wk.

WOCE—Cape Cod, Mass.
250 Watts—Blue
WORLD NEWS
7:30 A.M., 12:30 P.M., 6:00 P.M., 11:00 P.M.
Mon. thru Sat.
From the four corners of the earth by Associated Press Wire. Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue
MORNING MATINEE
6:30—8:30 A.M.
Mon. thru Sat.
An ideal time for those old familiar melodies. Participation—$25.00 Wk.

WEIC—Erie, Pa.
250 Watts—Mutual
MORNING MELODIES
5:30—7:00 A.M.
Mon. thru Sat.
A good time for those older home folks. Participation—$32.20 Wk.

WEOW—Evansville
250 Watts—Mutual
JITTERBUG HALL
2:00—2:30 P.M.
Mon. thru Fri.
If you enjoy a good dance tune this is the spot for you. Participation—$15.00 Wk.

WEST

KBU—Burlington, la.
250 Watts—Blue
THE BURLINGTON BUGGY RIDE
11:00—11:30 A.M.
Mon. thru Sat.
It’s homey, and the home folks love it. Participation—$35.00 Wk.

WCLY—Cincinnati, Ohio
250 Watts—Mutual
THE HOMEMAKERS
9:05—9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling ‘em how to keep house for fourteen years and they love it.
Participation—$20.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts
CULLUM’S SPORTS COLUMN
5:45—6:00 P.M.
Mon. thru Sat.
The Twin Cities’ favorite sports editor on the air as well as in print. And do they like it!
Cost—$180.00 per week complete.

KFUN—Las Vegas, N. M.
250 Watts
THE SPANISH HOUR
2:30—3:00 P.M.—7:00—8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico’s favorite music. Daily participation—$16.20 Wk.

KFYR—Denver
250 Watts
MARK SCHIEBER—SPORTS
5:45—6:00 P.M.
Mon. thru Sat.
Denver’s ace sportscaster—he really is big league! Four years same time, same station—now available.
Cost—$100.00 per week complete.

KFMR—Colorado Springs
250 Watts
THE BREAKFAST CLUB
7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or 1/4 hours at Card Rate.

KWNM—Salt Lake City
250 Watts
MORNING MELODIES
7:00—8:00 A.M.
Mon. thru Fri.
If you enjoy a good dance tune this is the spot for you. Participation—an average of $15.00 Wk.

KFAB—Omaha
250 Watts
ALL STAR DANCE PROGRAM
12:00—1:00 P.M.
Mon. thru Fri.
Two and one half hours of Top Four Hits. Spot Participation—$15.00 Wk.

KCAL—Los Angeles
1,500 Watts—CBS
WESTERN HALL
10:00—11:00 A.M.
Mon. thru Sat.
A good time for those older home folks. Participation—$25.00 Wk.

KXNO—Lincoln, Neb.
250 Watts
ALL STAR DANCE PROGRAM
11:00—11:30 A.M.
Mon. thru Sat.
A good time for those older home folks. Participation—$25.00 Wk.

KFAP—San Francisco
500 Watts—CBS
THE BREAKFAST CLUB
7:00—8:00 A.M.
Mon. thru Sat.
A great show to get your day going. Spot Participation—$25.00 Wk.

KSL—Salt Lake City
1,500 Watts—CBS
WOMEN IN THE NEWS
11:00—11:30 A.M.
Mon. thru Sat.
Mostly news for women, of especial interest to women. Daily participation—$25.00 Wk.

PACIFIC COAST

KFMB—San Diego
500 Watts—CBS
BASTION MELODIES
6:00—7:00 A.M.
Mon. thru Sat.
A good time for those older home folks. Participation—$25.00 Wk.

KFXR—Eureka, Calif.
250 Watts
HARMONY HALL
5:00—6:00 A.M.
Mon. thru Sat.
If you enjoy a good dance tune this is the spot for you. Participation—$15.00 Wk.

KFWB—Los Angeles
5,000 Watts
MAKE BELIEVE BALLROOM
11:00 A.M. to 2:00 P.M.
Mon. thru Sat.
Twelve years—same time—same station—same M.C. Al Jarvis, master of ceremonies—master salesman! $60.00 per 1/2 hr; 50 mid spots—$12.00.

KJRS—San Francisco
500 Watts
ALARM KLOK KLUB
6:00—8:00 A.M.
Mon. thru Sat.
Sells merchandise in the Bay area. Spot participation—$25.00 base rate.

KFBM—San Diego
500 Watts—Blue
MORNING MELODIES
6:00—11:00 A.M.
Mon. thru Fri.
A good time to catch the whole family. Participation—Base Rate $6.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue
ALL STAR DANCE PROGRAM
12:30—1:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here’s forty-five minutes of it. Participation—Card Rate.

KEV—Seattle
250 Watts
BREAKFAST PLATTERS
7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do this) is where they get it. Participation—$35.00 each.

SOUTH

WHQB—Memphis
250 Watts—Mutual
JITTERBUG HALL
12:00—1:00 P.M.
Mon. thru Fri.
Seven years at the same time. It’s lively—it’s musical—it’s hot—in fact, it’s the highlight of the day down Memphis-way.
Minutes participation—$7.50 each base.

WTAW—College Station, Texas
1,000 Watts—Blue
FARM FAIR
12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers. Spot Participation—Base Rate $6.40.

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual
WOMEN IN THE NEWS
10:30 to 11:00 A.M.
Mon. thru Sat.
Mostly news for women, of especial interest to women. Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD
Two Religious Groups Plan Expansion Of Church Programs Via Showmanship

NEW INTEREST among religious groups in radio, with indications of a general trend towards its increased use and towards adopting the technique of successful entertainment on the air for religious messages, is found in expansion plans announced within the last few weeks by two major bodies—the National Council of Protestant Episcopal Churches in the U.S.A.; and the National Lutheran Council.

Their plans and interest are along the same lines projected recently by the newly formed interdenominational religious committee [BROADCASTING, Jan. 1, 8] although neither is as yet a member. Plans are characterized by interest in FM, increased use of recorded programs, more emphasis on showmanship, less on straight sermons and church service programs; and a definite attempt to steer away from sectarianism.

Representing eight Lutheran bodies, the Lutheran Council, at its 27th annual meeting in New York Jan. 23-26, created and subsidized a new division of public relations, which includes visual aids and publicity units, a newly created radio department under the direction of Alfred R. Naus, in charge of Council radio for the past year, for 12 years a church commentator. First step is to expand its quarter-hour program, March of Faith into a national series. Diets will be cut next week and offered free to a selected group of stations in Lutheran areas. Program originated on the Lutheran station WCAI, Minneapolis several years ago and has been broadcast experimentally on other midwest stations. Content is divided between music by college choirs and a six-minute feature Voice of the Church, speaking on the general subject of Christianity, with special intent to avoid "sermonizing," proselytizing, and offending listeners of other faiths. Only mention of the word Lutheran occurs when the announcer credits the Council with the presentation.

Radio committee report, presented to the Council also stressed need for anticipating new radio facilities. Council will embark on a survey of FM, and is considering the possibility of network series, which might be commercial, it was learned. There is incidentally no connection between the Council and Lutheran Laymen's League, sponsor of the Philadelphia Lutheran Hour on MBS and local stations. Council participates in the Blue public service program Veepers.

Episcopal Council has announced its first regular radio project, a series of six quarter-hour transcriptions The Living People, featuring professional radio and stage actors in dramas based on "true-life" situations illustrating the religious spirit. Programs have been offered for use during Lent or at other times and have been requested so far by some 150 outlets. Only mention of the Episcopal faith occurs at the end of each program when the announcer states that the program is presented as a public service by the laymen of the Episcopal Church and the presiding Bishop's Committee on Laymen's work.

Some 600 stations now have a special disc prepared by the Council for broadcast on the day of European victory, including choir music, prayer of thanksgiving and address by the Bishop of Pennsylvania.

---

Postwar Ad Help

A NATIONALWIDE organization of advertising and sales personnel to help labor, industry, agriculture, and consumers to understand each other's problems, and to help American youth to understand the merits as well as the problems of our economic system, was proposed Jan. 29 by Charles B. Brown, advertising director of the RCA Victor Division, at a luncheon of the Philadelphia Sales Executive Club, at the Bellevue-Stratford Hotel. Mr. Brown's suggestion was part of an eight-point program to help the 88,000,000 young Americans who have known only depression, recession and war to build for permanent peace, security and a prosperous economy.

WOR Script Course

TO HELP ease the extreme shortage of trained radio writers, WOR New York is offering a course of 10 weekly sessions for qualified applicants, who will be given assignments in practical radio writing. Robert A. Simon, WOR director of continuity, will supervise the instruction.

N. Gertrude Arney

MRS. N. GERTRUDE ARNEY, 76, mother of C. E. Arney Jr., executive-treasurer of the NAB, died in Los Angeles Jan. 26 following an abdominal operation. Interment was at the family home at Pocatello, Idaho.

---

"but WFDF Flint didn't say we don't need Civilian Defense!"
Do you know about this NEW COMBINATION?

WKZO
CBS - FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS - FOR GRAND RAPIDS AND KENT COUNTY

The Fetzer Broadcasting Company, operator of Station WKZO at Kalamazoo, is now also operating a brand-new station at Grand Rapids—WJEF—and time can be bought on both stations at a bargain combination rate.

You of course know that WKZO, Kalamazoo, serves eighteen important Western Michigan counties (daytime) with a population of 630,792. Now WJEF gives you a quarter-million people in Grand Rapids and Kent County—is CBS, and has the most favorable frequency in the market.

Together, WKZO and WJEF are more than an unbeatable combination—they are the must for advertisers who even hope to get optimum radio coverage in Michigan's second area. . . . We'd be happy to send you the whole story—or just ask Free & Peters.

Owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., Exclusive National Representatives
WADK
WADK
THE BUSINESS OF BROADCASTING

WFTL War Chest Show

CAMPAIGN for the Community War Fund in Miami was aided by a broadcast of WFTL, when Louise Richman, WFTL War Chest chairman and member of the sta-
taff, engineering staff, arranged for Lt. George H. Gay, USNR, holder of the Navy Cross and Air Medal for his part in the
Battles of Midway and Guadalcanal.

to tell of his experiences. Also on the
program was James J. Keller, president of
the Dade County Community War Chest. WFTL
employees subscribed 100%.

CBC Participation

The BCC was to participate in the CJO’s Blue
Network series Feb. 3, when delegates to the
World Trade Union Congress in London will answer questions posed by a CIO official from New York, and on
Feb. 17, when CIO delegates will present a special report to the American people.

ERKO Dedication

ERKO Everett, Wash., on Feb. 3 formally
opened and dedicated its studios with RCA
console and other new equipment now housed on a 15,000-acre site at the northern
city limits. Western Electric transmitter
has also been shifted to new location.

WADC Listening Post

WADC Akron now operates its own short-
wave listening post under the direction of
Ted Haines, news editor. Items from foreign
sources can now be included in locally
prepared newscasts.

THE KNOW-HOW SHOW SHOWS HOW TO LISTEN IN WESTERN NORTH CAROLINA

When both western north carolina stations feature newscasts at the same times six weekday mornings:

WWNC
2nd
Station
Others
8:00 am NEWS
Monday thru Saturday
204* 1.9 13.5
9:00 am NEWS
Monday thru Saturday
17.2* 1.7 8.6

WWNC leads 10 to 1 over 2nd station and has a rating higher than all other stations com-

bined—delivering well over 50% of the West-
ern North Carolina audience for each period.

HOW THEY LISTEN . . . TO WWNC!

* Percentage of radio homes in area tuned to WWNC,

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial
Surveys Company.

WWNC is the first station of its size and the first
outside of a metropolitan market to subscribe to a
listener diary study. This study represents reports
covering a greater percentage of radio homes
than in any other market so measured. It includes
those in all 12 counties in the WWNC daytime pri-
mary (and roughly the night-time primary and
secondary) area.

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those in all 12 counties in the WWNC daytime pri-
mary (and roughly the night-time primary and
secondary) area.
EXACTLY five years ago—in 1940—Hallicrafters introduced a very high frequency communications receiver with a range of 27.8 to 143 Mc. This model was clearly five years ahead of its time in its anticipation of new and exciting possibilities for superior performance on the higher frequencies. Today Model S-36 stands by itself as the only commercially built receiver covering this range. It is outstanding for sensitivity, stability, high fidelity. With its extraordinary VHF versatility it is ready for immediate application in the ever widening fields of FM and higher frequency development work. Engineering imagination at Hallicrafters is reaching out beyond the next five years, beyond the present known limits of radio technique so that Hallicrafters equipment will continue to be always ahead of its time, above and beyond your best expectations.
COLUMBIA Pictures Corp., New York, is securing wide-spread indirect promotion for the film "A Song to Remember" through the Greater Toledo Memorial Talent Search now being conducted through both radio stations and newspapers. Search is named in honor of the French novelist who with the composer Chopin are principle characters in the film. CBS figures prominently in the contest, with at least 40-45 stations committed to promoting the search over the air; plans to have the winner appear on Kate Smith Hour and receive a trip to the composer's shrine. Several other network and independent stations including WBNJ, New York are participating and others may join.

Competition is run in conjunction with local showings. Stations invite respondents to try for the title of "best amateur dramatic actress" by reading over the air a speech given by Merle Oberon, the "George Sand" of the film. Local winners' presentations are recorded and sent with picture to New York for final judging. In turn, stations figure in promotion and advertising placed locally for the contest by theatres via trailers, post-


WSGN Displays

SHELFDISPLAYS of products advertised over WSGN Birmingham are featured at the Alabama station each week in the studio lobby. Since a registration stamp is required to take a pair of shoes from the store, a shoe advertiser who wishes to display his product solved the problem by using two left shoes in a display. Station is using window, counter and floor displays in local stores lying-in with WSGN programs.


WKY Tour Report

REPORT on the success and effectiveness of the WKY Oklahoma television tour (BROADCASTING, Dec. 15, 1944) has been released by the station in the form of a promotion folder titled "Box Office—the Tale of a Tour." Brochure states that 63,545 persons witnessed the exhibit in 18 Oklahoma cities between Nov. 11 and Dec. 2, 1944 which drew 60,000 items of newspaper comment. Pictures are included.

Ad Reprints

ACCORDION PIECE of promotion piece "Any Way You Look At It" presents six reprints of NBC western division 1944 trade paper advertisement emphasizing audience leadership. Data is based on Pacific Coast program. Hooper ratings.

WSLJ JACKSON MISSISSIPPI

HOT COFFEE, MISSISSIPPI? This is a splendid little village in Covington County, but good to the last drop in advertising results is JACKSON—Mississippi's percolating center of a BILLION DOLLAR effective buying income! And WSLJ—"the Double-Return" station, offers you maximum coverage of this market—at least.

WEED & COMPANY NATIONAL REPRESENTATIVES!

5000 WATTS 1330 KC.

WEVD ENGLISH • JEWISH • ITALIAN

Notional Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD—112 West 46th Street, New York, N. Y.

Page 56 • February 5, 1945
A BASICALLY NEW IDEA IN FM TRANSMITTERS...

PLUS ALL THE EXTRAS OF SPECIAL WESTINGHOUSE RESEARCH FOR FM

Here in a smartly Styled package is a basically new approach to FM transmitter design... combined with all the performance extras of special Westinghouse research for frequency modulation.

Built in 1, 3, 10 and 50 kw ratings, this new design provides direct generation of the modulated carrier by a simple and straightforward circuit. Frequency corrections are independent of critical tuning. Distortion is low.*

Metal-plate rectifiers—first introduced by Westinghouse for high-voltage, high-current AM applications—virtually eliminate outages caused by rectifier (tube) failures. Space and cooling requirements are reduced, operating costs are lowered.

Your nearest Westinghouse office has complete details of this new triumph in FM transmitter design in booklet B-3529. Or write Westinghouse Electric & Manufacturing Company, Radio Division, Baltimore, Maryland.

*For harmonics up to 30 kc/s at ±75 kc/s swing, distortion is less than 1.5% rms for modulating frequencies between 50 and 15,000 cps.
Time Stretcher For Television
Is Offered by David W. Dole

Agency Executive Urges Full Quarter-hour for
Actual Program Itself Without Commercials

EDITOR BROADCASTING:

Joe Spadea's article and your editorial comment on the subject of
shorter air-time program periods [BROADCASTING, Jan. 16] has
prompted me bringing forth a simi-
lar suggestion for the video indus-
try. The question of a "time-avail-
ability stretcher" for today's radio
not only evokes interest, but has
been long overdue as succor to the
timebuyers' everlasting headaches...
... not that it won't eventually
create a few more!

My thoughts, however, have of
recent date been focused on the
commercialization problems of te-
levision, and Joe's suggestion
seemingly seconds a motion that
I now make to the present as well
as future television broadcasting
management.

Wedlock Possible

The current NAB ratio of audio-
commercials-to-program-time (3
minutes of every 15, daytime), will
be too large for television. This will
become increasingly evident as tel-
vision programming develops new
techniques for both audio and
video commercials and the uti-
mate wedlock of the two. At the
same time, and not in any respect
speaking in the guise of an expert
at this stage of the game, it is my
thought that a video program plot
could be handled more naturally
and completely if granted full 15
minutes for program. As second
cousin to the one-set play or the
Saturday-afternoon kids' serial-epi-
sode, the "soapers," for instance,
would be hard pressed before the
camera to present a worthwhile
eleven minute "program" format.

A Chance to Promote

Speaking of programs only,
would it not be better to give them...
... let's say, 17 minutes each...
15 for programs and a maximum of
two for audio commercials? Video
commercials will have to be
regulated by other qualifications
than that of time. Three of these
17-minute programs in an hour
leaves a balance of nine minutes.
These I suggest should be used in
three segments, each consisting of:
1. A 10-second station identifica-
tion, (2) a 1/2 minute spot an-
nouncement, and (3) a 23-second
"service" spot.

The 10-second station identifica-
tion would immediately follow the
sign-off of the sponsored "pro-
gram," thus effectively eliminating
the hitch-hike effect of radio's two-
second identification brushed aside
by "Blurt's Belch Remedy." Ten
seconds of air time also would give
the television station a chance for

NEWCAST CLEANUP

WCMI Commercials Devoted
Solely to War Effort

ADDED to the growing list of
stations which are either displaying
new interest in cleaning up
commercials on newscasts or have
been doing so for some time is
WCMI Ashland, Ky., which in-
forms BROADCASTING it has been
following the pattern set forth in
the St. Louis Post-Dispatch ed-
torial [BROADCASTING, Jan. 22]
for some time.

On the Mutual Fulton Lewis Jr.
program, the local WCMI sponsor,
Ashland Dry Goods Co., which is
now in its second year of sponsor-
ship, has never used merchandise
mention or sales plugs. The time
usually allotted to commercials is
devoted solely to promotion of the
war effort, with copy boosting cur-
rent campaigns. Only the opening
and closing commercials and not
the middle break are used to state
that the program is presented by
the Ashland Dry Goods Co.

NBC Recording Expands

RADIO-RECORDING division of
NBC has opened offices in San
Francisco. Robert Z. Morrison,
formerly of the recording division's
sales staff in New York, is in
charge, assisted by Janet Sligh who,
until the expansion, handled the
division's local operations. The
San Francisco branch will make
available to all broadcasting sta-
tions, advertisers and agencies in
the area west of Denver, all of the
division's recording services.

promotion on its own behalf.
The 2½ minute commercial spot
announcement would be simply
to the video version of today's one-
minute spot, but the longer time plus
video policy similar to the NAB
Code, should insure entertainment
programming for at least a minute
and a half of the time. The thought
is that such entertainment pro-
gramming of spot announcements
would avoid a repetition in televi-
sion of today's radio row over the
spots. With the addition of "pic-
ture," building entertainment into
such spots has unscaled heights of
possibilities.

Finally, the "service" spot in the

(Continued on page 60)
AUGUSTO GODOY  
FORMERLY PARTNER
AND PRESIDENT OF
MESTRE & GODOY
HAVANA, CUBA

and

FERMIN P. CROSS
FORMERLY
CHIEF COPYWRITER
OF THE SAME FIRM

announce

the formation, on

January 13, 1945, of

GODOY & CROSS

with offices at

Prado 51,

Havana, Cuba

Telephone: Havana A-1941
division of time outlined above would give the facilities' salesman a second sale at each "break." The 20-second "service" spot would include time, temperature, weather forecast, airplane ceiling, overcast, visibility and landing conditions, and/or news items. It would close with a quick station identification before the opening of the next program.

A cross-section of an hour as suggested in the aforementioned would log as follows:

- \( \text{1:00-1:01:10 Station Identification} \)
- \( \text{1:01:10-1:02:00 "Life in a Laundry" Program} \)
- \( \text{1:02:00-1:02:10 "Sunshine Spots," Announcement} \)
- \( \text{1:02:10-1:03:00 Weather by Blake} \)
- \( \text{1:03:00-1:03:10 "Musically Speaking" Program} \)
- \( \text{1:03:10-1:04:00 Station Identification} \)
- \( \text{1:04:00-1:04:30 Red Heart Spots," Announcement} \)
- \( \text{1:04:30-1:05:30 "Weather by Blake"} \)
- \( \text{1:05:30-1:06:00 "Blind Spot" Program} \)

The 2½ minute spot, programmed and produced on sound film on a national basis, would be a boon to the secondary station with limited facilities. It would supply an entrant to the programming, giving the station with limited studio facilities a chance to set up for their next program.

The overall result of the plan, commercially, as compared with radio's four 15-minute segments per hour, would be 10 minutes of audio commercials per hour as compared with today's 13 to 16 minutes per hour. In the number of saleable periods for the facilities' salesman, it would total nine per hour as compared with today's eight (except where some stations are selling more than one break programs).

Personally, I think Joe Spadea has something there in his suggestion for radio ... and I'd be interested in thoughts of both radio and television management on my suggestion.

DAVID W. DOLE, Associate Radio Director, Henri, Hurst & McDonald, Inc.

New Talent Service

GROUP headed by James L. Saphier, Hollywood radio talent agency, J. L. Fonda, have taken over Myron Selznick & Co., Beverly Hills, Cal., talent service. Under new set-up firm will be known as Myron Selznick—James L. Saphier & Co., with personnel of both organizations retained. Mr. Fonda has assumed duties of general manager of the combined operations, with headquarters at 9700 Wilshire Blvd. Monica McCall continues as head of the New York office with Bruce Powell, manager of the radio department in New York, James Doane, associated with Mr. Saphier, becomes active in the new set-up, bringing his network package Mayor of the Town sponsored on CBS. Although Myron Selznick & Co. Ltd. of London is not included in the change of ownership, a close working agreement is being concluded for interchange of talent representation.

Pan American Video

PAN AMERICAN AIRWAYS System, New York, about March 12 will sponsor for the first time a series of weekly half-hour video film shows on the NBC television station, WNBV New York, through W. Walter Thompson Co., New York. Travelogue series, to run 52 weeks, will promote travel in Latin America via Clippers. A few live shows also will be presented. Although a time schedule has not been completed, show will probably be telecast Mondays at 5 p.m.

WITH no hotel rooms available in Syracuse and traffic at a standstill because of the heavy snowfall, 100 tickets to dance were set up in the studios of WFHL Syracuse for engineers and announcers one night last week, thus making sure the station was signed on at 6 a.m.
Whether Amplitude Modulation... Frequency Modulation... or Television — dependability is a must for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because it stands up.

For more than thirty-five achievement-studded years... from the Poulsen Arc to the new CBS Television Station... Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system ...

All this, plus the war-sharpened techniques that are the result of ability and experience, combine to give you craftsmanship... the kind of craftsmanship that builds dependability into all Federal equipment.

In AM... FM... TV...

... your prime need in broadcast equipment is dependability — look to Federal for it.
Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 26. OWI transcriptions contain six 30-second announcements suitable for sponsorship and three 30-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-</th>
<th>STATION</th>
<th>ANNOUNCEMENTS</th>
<th>GROUP</th>
<th>GROUP</th>
<th>NAT. SPOT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WORK</td>
<td>PLAN</td>
<td></td>
<td>NW</td>
<td>Ind.</td>
<td>Ind.</td>
</tr>
<tr>
<td>Army Nurses</td>
<td>X</td>
<td></td>
<td>X</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Keep Food Prices Down</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Hold Prices Down</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Careless Talk</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income Taxes</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop Wartime Accidents</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Red Cross Drive</td>
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<td>X</td>
<td>X</td>
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</tr>
</tbody>
</table>

See OWI Schedule of War Message 149 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

They aged another 20 years—in front of the camera—when James R. MacPherson, KOA general manager (1) reminded these staff members of their 20 years with the Denver station. "Old men" had a special KOA program in their honor. Adding up to 100 years of service are the scores of: Robert H. Owen (flowing beard), assistant manager and chief engineer; Lt. Comdr. J. A. Slusser (framed with black handbarbs) now on leave with the Navy; C. A. Peregine (with fringe on top), chief control supervisor; holding up the picture. Seated characters are: Walter L. Morrissey (gostee parted in middle), assistant control supervisor; Francis A. Nelson (beard at half mast), of KOA's transmitter staff. NBCers hanging on wall include (1 to r): John H. MacDonald, vice-president in charge of finance; William S. Hodges, vice-president in charge of stations; Niles Trammell, president; Frank E. Mullen, vice-president and general manager; A. L. Ashby, v-p and general counsel.

Fargo stores, and Fargo businesses, are just as modern and as big, as those found in many cities of much larger size! Why? Because Fargo is the shopping center of the entire Red River Valley—one of the country's richest farming sections—home of more than one million prosperous people.

And WDAY in Fargo, is the ONLY station that's heard throughout the whole Red River Valley—the best advertising medium between Minneapolis and the coast! May we tell you more?

**Only Fargo?**

**I thought it was Chicago!**

WDAY, INC.

N. B. C.

FARGO, N. D.
Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

**Three Join MBS**

WHKK Akron, owned and operated by United Broadcasting Co. with 1,000 w on 640 kc will become affiliated with Mutual Feb. 25, making a total of 249 MBS affiliates. Network has acquired two 250 w stations, both operating with on 1440 kc—WFIS Sunter, S. C., operated by Radio Station WFIG Inc., on Jan. 6; and WMLT Dub- lin, Ga., owned and operated by A. B. Robinson, on Jan. 16.

**Chicago Ad Women Give Details of Snapp Award**

FOR THE ninth consecutive year the Women's Advertiser's Club of Chicago will sponsor the Josephine Snapp Award competition, to be made in June, to the woman whose work in advertising represents the most outstanding contribution in that field during 1945. Contest was started in 1937 as a memorial to Josephine Snapp, former president of the Women's Ad Club of Chicago and vice-president of the Advertising Federation of America.

National in scope, the contest is open to all women in advertising. Entries must be received by April 5 to be considered for the award, a silver trophy, which will be presented at the convention of the Advertising Federation of America. Applications for the Josephine Snapp Award may be obtained from the chairman of the committee, C. B. Bertolte & Co., 30 N. Dearborn St., Chicago 2.

**WOL Staff Changes**

CHARLES LEWIS, formerly production manager of WBEN Buffalo, has joined the production staff of WOL Washington and will work with George Sutherland, production manager. Other staff appointments include Lillian Ruppert, formerly traffic manager of WOL to be assistant sales manager and Mae Griffin, former continuity editor, who becomes traffic manager. John Arnold, assistant to Miss Griffin, has been appointed continuity editor and Priscilla Hall, formerly of the service department, has transferred to the continuity staff as Miss Arnold's assistant.

**PAA Cancels**

EXECUTIVE Committee of the Proprietary Assn. of America has canceled the organization's 1945 annual convention, which was to have been held: May 15-17 at the Biltmore Hotel, New York.

**Broadcasting** • Broadcast Advertising
Only Gates Offers You This Choice of SPEECH INPUT CONSOLES

- Here are two popular examples of how Gates equipment is engineered for efficiency and economy to meet the requirements of every type of station. These two popular studio control units meet every demand for use as a main studio control unit, as sub-studio control equipment, for auditorium pick-ups and for large broadcasts such as symphonies, conventions, etc. You'll find these Gates units in service all over the world ... time-proven by dependable service in more than 100 U. S. broadcasting stations ranging from 250 to 50,000 watts.

**THE MODEL 30 CONSOLE** is streamline-designed for real showmanship by one of America's leading industrial designers, and carefully engineered to combine these important features:

- FM frequency response
- 5 complete pre-amplifiers
- Dual program and monitoring amplifiers instantly interchangeable
- All circuits controlled by keys (no push-buttons employed)
- Illuminated VU meter
- Massive modernistic appearance

**THE MODEL 51-CS STUDIOETTE** is a junior size of the Model 30, substantially lower in price and ideally suited for the moderate-size station, where quality control equipment with the following features is desired:

- FM frequency response
- High gain and low distortion
- Accommodates 5 microphones, of which any 3 may be mixed simultaneously
- Has 6 remote positions
- Complete cueing, monitoring and muting facilities
- Attractive 3-color finish

Wartime restrictions do not allow the sale of new broadcasting equipment without priority, therefore this equipment is presented merely to acquaint you with Gates' current developments.


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

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field

Broadcasting • Broadcast Advertising

February 5, 1945 • Page 63
National FM Experiments Under Way

FCC Meeting Discloses Probe of Spectrum By Stations

A NATIONWIDE experimental program in all phases of FM broadcasting is under way, it was disclosed last week following an all-day conference of 29 FCC and private engineers at Commission headquarters in Washington.

Cooperating with the Commission Engineering Dept., a dozen licensees have taken on specific assignments to probe the present FM spectrum (42-102 mc) and the proposed band (84-102 mc) in an effort to arrive at conclusions based on actual knowledge and to develop technical FM standards, both for educational and commercial broadcasting.

The experimental program, in line with the Commission’s new policy under Chairman Paul A. Porter of closer cooperation with broadcasters, is being carried on by a few stations, while others still are under construction. Latest organization to be added to the list of those authorized for the wide developmental work is that of the Georgia School of Technology (licensee of WGSP Atlanta), which on Jan. 25 was granted a construction permit for a 1 kw developmental FM station in Atlanta, frequency and call letters to be assigned by the Commission Engineering Dept.

The Journal Co. FM stations, WMFM and W8XJC Milwaukee, were the first to attempt FM boosters. Experiments over a long period of time have convinced station executives that boosters within the service area have worked well, according to Phil Laeser, chief engineer. Now W8XJC is moving its boosters to the edge of its service area and will report results.

New Antennas Tested KLZ Denver, which had no representation at the Monday conference, proposes to reverse the Milwaukee booster procedure and place its boosters at the edge of the service area of its FM experimental station, W0XLA, where signal strength is low. Because of the mountainous region around Denver the experiments will be watched with great interest.

New types of antennas are to be used by four stations. In Boston the Matheson Radio Co., licensee of WHDH-W1XMR, will place into use a biconical horn radiator, developed by A. Earl Cullum Jr., former consulting engineer now with the Office of Scientific Research & Development. W1XMR has been assigned channels at 49.9 mc and 99.8 mc for the experiments.

WSB Atlanta, operating W4XAJ, is working on a vertically polarized antenna. The station already has operated on 43.7 and 49.9 frequencies and is ready to start experiments on 99.8 mc. A fourth channel, 87.4 mc, has been assigned also.

Evansville On The Air Inc., licensee of WEOA and WGBF Evansville, Ind., and of W9XEV, is using another new type of antenna known as the stacked corner reflection antenna. W9XEV also will investigate multipath measurements by pulse transmission. The station has been assigned channels at 49.9 and 99.8 mc.

John Barron, Washington consulting engineer, has developed still another new type of antenna which will be put into operation by W4XCT Chattanooga, licensed to the Chattanooga Broadcasting Co., operator of WAFO. W4XCT also proposes to multiplex Frequencies of 43.7, 87.4 and 99.8 mc have been assigned for the experiments.

Maryland Broadcasting Co., licensee of W9XMB, will operate in conjunction with the Jansky & Bailey Washington station, W3XO, and W8XL and W4XLA, licensed to Commercial Radio Equipment Co., to determine the extent of co-channel and adjacent channel interference. The Baltimore station has been assigned 43.2 mc, same as the Jansky & Bailey frequency, and 49.9, same channel as W8XL, to broadcast simultaneously to ascertain the extent of co-channel interference.

Other frequencies assigned Maryland Broadcasting Co., of which Thomas Tinsley is president, are: 43.4, 99.8 86.4 mc. Commercial Radio Equipment Co., operated by Everett L. Dillard, has been assigned the 49.9 and 99.8 mc channels.

Voice of Alabama Inc., licensee of WAPI Birmingham, W4XAP and W4XFM, proposes to operate two transmitters into one antenna.
and investigate noise levels in Birmingham. Outside of Pittsburgh, Birmingham is said to have the highest noise level of any city in the country. Frequencies assigned the Birmingham stations are: 43.1, 49.1, 88.2, 98.2.

Little Burst Trouble
All last summer the Courier-Journal & Louisville Times Co., licensee of W2XJ, observed bursts. At last week's conference, D. C. Summerford, chief engineer, reported he had had occasional bursts won't be a major bother to FM at 45.0 mc. New assignments for W2XJ are: & WAPI-W4XAP-W4XFM Birmingham; WHDH-WXMR Boston; W9XJC Milwaukee; WAPO-W4XCT Washington, D.C.; & W9XEK Louisville; W3XL-W3XLA New York, N. Y.; WAPO-W4XCT Chattanooga.

Attending last Monday's conference were the following: A. Earl Cullum Jr., W1XMR Boston, Office of Scientific Research & Development; D. C. Summerford, WHAS-W2XJ Louisville; Paul Dillon, WMIT Winston Salem, N. C.; Phil Hedrick WSJS-W4CGG Winston-Salem; B. B. Barnes, WAPO-W4XCT Chattanooga.

Frank H. McIntosh, Washington consulting engineer; Wilton Chiles, W1OD Miami; C. F. Daughtery, WSB-WXAJ Atlanta; Ernest L. Adams WHIO Dayton; A. W. Shropshire, WSJF, all representing the Gov. James M. Cox stations.


Representing the FCC were: V. R. Simpson, assistant chief engineer; John A. Willoughby, chief, and C. H. Owen, assistant chief, Broadcast Engineering Division; C. M. Braun, chief; C. B. Plummer, assistant chief, and H. S. Cowperthwait, Nonstandard Broadcast Service; E. W. Allen Jr., Technical Information Division.

Benton & Bowles Named for GE Chemical Ads
GENERAL ELECTRIC Co., Schenectady, has appointed Benton & Bowles, New York, to handle advertising of the newly formed chemical department. It was announced last week by Robert L. Gibson, who has been appointed advertising and sales promotion manager of the department.

Department incorporates the plastics division, heretofore handled by Lightson & Nelson, Schenectady, and the resin and insulation material division, previously part of appliance and merchandise department, the latter now handled by Young & Rubicam, New York. Plans for national advertising of the plastics divisions are now being formulated and will be announced in the near future, Mr. Gibson said. Production of plastics is confined to raw materials and products advertised to the trade.

Where the elite meet to exchange ideas

These radio organizations presented their own stories to the nearly 16,000 Printers' Ink readers in 1944. Here radio's first promotional effort was delivered to the largest group of advertising, marketing and selling people in the world.

The Blue Network
COLUMBIA BROADCASTING SYSTEM

Columbia Pacific Network

COWLES BROADCASTING COMPANY

DON LEE BROADCASTING SYSTEM

MUTUAL BROADCASTING SYSTEM

NATIONAL BROADCASTING CO.

NBC SPOT SALES

KABC, San Antonio, Texas
KDKA, Pittsburgh, Pa.
KDKL, Salt Lake City, Utah
KECA, Los Angeles, Calif.
KFI, Los Angeles, Calif.
KOI, Honolulu, Hawaii
KKABC, Kansas City, Missouri
KAXO, St. Louis, Missouri
KNX, Los Angeles, Calif.
KOMO-KJR, Seattle, Wash.
KRS, Corpus Christi, Texas
KXNT, Des Moines, Iowa
KSBJ, Jacksonville, Fla.
KSTP, St. Paul, Minnesota
KTUL, Tulsa, Oklahoma
KXKK, Kansas City, Missouri
KXYZ, Houston, Texas
WABC, New York, N. Y.
WBBM, Chicago, Ill.
WBT, Charlotte, N. C.
WBBN, Boston, Mass.
WCAU, Philadelphia, Pa.
WCMX, Baltimore, Maryland
WCCO, Minneapolis, Minn.
WDAY, Fargo, North Dakota
WDJ, Roanoke, Virginia
WDEC, Hartford, Conn.
WDZ, Tuscania, Ill.
WEAF, New York, N. Y.
WEEI, Boston, Mass.
WENR, Chicago, Ill.
WFLA, Tampa, Florida
WGR, Cleveland, Ohio

WGAR-WJR KNPC, Cleveland, O.
WQBT, South Portland, Me.
WGN, Chicago, Ill.
WWJ, Detroit, Mich.
WHAM, Rochester, N. Y.
WHB, Kansas City, Mo.
WBF, Rock Island, Ill.
WHK, Cleveland, Ohio
WHKC, Columbus, Ohio
WHO, Des Moines, Iowa
WIOD, Miami, Florida
WJZ, New York, N. Y.
WJZKZ, Colonazzo, Mich.
WLAC, Nashville, Tenn.
WLB, New York, N. Y.
WLS, Chicago, Ill.
WMAQ, Chicago, Ill.
WMBD, Peoria, Ill.
WMC, Memphis, Tenn.
WMCA, New York, N. Y.
WMT, Cedar Rapids, Iowa
WMAQ, Des Moines, Iowa
WNAV, Yakima, Wash.
WNEW, New York, N. Y.
WOC, Davenport, Iowa
WOW, Omaha, Nebraska
WOW, Fort Wayne, Indiana
WPTF, Raleigh, N. Carolina
WRC, Washington, D. C.
WRL, Richmond, Virginia
WSYR, Syracuse, N. Y.
WTAM, Cleveland, Ohio
WTAR, Norfolk, Virginia
WTIC, Hartford, Conn.
WTOP, Washington, D. C.
WWL, New Orleans, La.

Printers' Ink
THE WEEKLY MAGAZINE OF ADVERTISING, MANUFACTURING AND SALES PROMOTION

205 East 42nd Street, New York 17, N. Y.

W. E. Long Company - World Homemakers

Broadcasting • Broadcast Advertising

February 5, 1945 • Page 65
only a fraction of the time, although the question has not been put formally to the Commission.

Under the Commission's proposals, television channels would be as follows: One channel, 45-50 mc; five channels, 54-84 mc; six channels, 180-216 mc.

ARRL Approves Proposal

FM would be 84-102 mc, with the 102-108 mc band assigned but later determination to be made by the Commission regarding the allocation of all or part to FM, non-Government emergency services, farside or television. Amateurs would be allocated, under the proposal, a 4-mc band from 50-54 mc, separating the first and second television channels.

The American Radio Relay League, which vigorously protested the RTPB-FMBI recommendations that amateurs be allocated only a 58-60 mc band in that portion of the spectrum, has advised the FCC that its board of directors voted to accept the allocations proposed by the FCC. K. B. Warner, managing secretary, asked permission to be heard in support of the Commission's recommendations.

Whether the ARRL would accept the compromise, as reportedly suggested by the FMBI and RTPB, could not be learned, although it was pointed out that the amateurs still would have four mc's instead of two, as the RTPB originally proposed.

Original RTPB recommendations were: Television, seven channels, 60-102 mc; 11 channels, 152-218 mc, making a total of 18. Under the proposed compromise, the six channels in the 180-216 mc band as suggested by the FCC, would remain, making a total of 12 channels for "downstairs" television.

Coupled with the reported attack on Mr. DuMont's statement and the proposed compromise allocation proposal, proponents of present-band FM are prepared, it was reliably reported, to challenge propagation data calculated by Dr. K. A. Norton, former FCC expert on leave to the War Dept., in which he observed FM could offer better service above 120 mc.

IRE Fight Renewed

The fight against Dr. Norton's conclusions, which flared at the annual winter conference of the Institute of Radio Engineers in New York on Jan. 26 [Broadcasting, Jan. 29], continued in a special session, Jan. 27, after last week's Broadcasting went to press.

On Saturday, C. M. Jansky Jr., of Jansky & Bailey, Washington consulting engineers, and chairman of RTPB Panel 5 on FM, told the IRE that the proposed FM shift would be like "fusing out of the frying pan into the fire". He made three specific charges as follows:

(1) Too little facts and too much interpretation of facts have been submitted as reasons why the FM change should be made.

(2) Confusion of thought by many between what is actually a service and what is pure interpretation.

(3) Attention is being directed to possible detrimental effects of sporadic skywave phenomena that might harm mar FM on its present band of 42-50 mc and too little upon actual quantitative evaluation of what goes on in the band 84-102 mc, to which it is proposed to move FM.

Norton Defends Move

Dr. Norton, who did not attend the Friday meeting but who wrote a paper which was read by E. W. Allen Jr., of the FCC Technical Information Division, came to Mr. Allen's aid in the Saturday session. He told the IRE:

"Part of the industry has begun a campaign to lead the public to believe their FM sets, purchased before the war, will be obsolete if the FCC makes this shift. Of course they will become obsolete. What this minority in the radio industry fails to add is that these receivers will be obsolete after the war regardless of the position of the FM band in the radio spectrum." Mr. Allen repeated his assertion of Friday that if FM suffers some now from long-distance interference, it will find more trouble when the maximum sunspot cycle is reached again about 1948-50. "The present FM frequencies will have to be revised upward by some 15% to get away from this expected trouble," he said.

Mr. DuMont and T. T. Goldsmith of the DuMont Labs, asked if they might speak in behalf of television but they were ruled out of order at the special Saturday session. Dr. Goldsmith said, however, that

For the complete list of BMI-licensed titles recorded by Kyser see your BMI DISC DATA or write for your copy of this special service.

The Professor, who introduced the "Kollege of Musical Knowledge" to radio listeners back in 1937, has rightly earned the affection of millions. His popularity on records, on the air and in pictures goes on year after year.

One alumna of Kyser Kollege, Ginny Simms, has gone on to great success of her own ... but remaining with the band are those perennial favorites, Ibib Kabbille, Sally Mason and Harry Babbitt.
the DuMont television station had operated its audio transmitter with FM at 84 mc without difficulty.

While the greatest opposition to the proposed allocations has arisen in the FM field, several individuals and groups have commended the Commission for its proposals. Among them is Metropolitan Television Inc., licensee of WABF New York, FM station, and W2XMT, experimental television station. E. H. Hirschmann, vice-president, wrote the FCC last week that he was "highly pleased with the Commission's decisions" and that "we are urging that the recommendations of the Commission will be adopted as the final report". He enclosed a copy of a letter which he addressed to Walter J. Damm, president of the FMIB, taking issue with the FMIB stand, as follows:

As members of the FMIB, we wish to inform you that we have studied the recommendations of the Commission relative to frequency modulation and are in complete accord with them. It is our intention to urge their final adoption. Will you therefore record radio station WABF as dissenting in any proposal to register a protest against the new allocations.

F. Logan, chairman.

Radiomarine, Inc., 
Randall Island, 
New York.

Mr. E. G.
Radio

Stromberg-Carlson

Corporation,

the following: FMBI

the names

Mathis.

Senauke

ver,

man

Committee

protest against the

plete accord with them.

are urging

mission's decisions" and

was

York, FM

Among them

and groups have

the proposed allocations

the DuMont television

features

for the station, with

radio features.

FM

STATICLESS broadcasting is

the theme of a nationwide

educational campaign initiated by the

Stromberg-Carlson Co., Rochester,

N. Y. Stanley H. Manson, man-

ager of public relations for the

firm, is shown with campaign

material—a counter display with a

supply of free booklets for

circulation by company distributors

and dealers. Agency is McCann-

Erickson, New York.

Subscription Radio Inc.—Joseph L. Wi-

ner,

American Trucking Assn.

Assn. of American Railroads.

Chicago, Rock Island & Pacific Railway

Co.

National Assn. of Motor Bus Operators

—Milo M. Dean.

AT&T.

U. S. Independent Telep. Assn.—Clyde

S. Bailey.

Wabash Telep. Co., Bloomington, Ill.;

Tri-County Telep. Co., North Haven,


Texas Telep. Co., Sherman, Texas; South-

ern Continental Telep Co., Cookeville,

Tenn.

Eastern States Police Radio League—

Capt. D. J. McFarlane, president; Lt. Arthur

H. Wickman, secretary. Sgt. Edward F.

Tiner, chairman, League's Frequency

Allocation Committee.


Jimbalian, vice-president in charge of engi-

neering, electronic division.

Edison Electric Institute and Assn. of

Edison Illuminating Co., Philip H. Chase.

U. S. Office of Education, Dr. R. R.

Loomer.

Lovell County Radio Corp.

Concurrences with the FCC allo-

cation proposals were filed by the

following:

Forestry Conservation Communications

Assn.—Will not appear but reserve right
to protest any objections to use of frequency

ranges.

Philco Corp. [BROADCASTING, Jan. 29].

Aeronaulithic Radio Inc.—satisfied with

proposed allocations but if opposition

arises, Gordon A. O'Reilly, vice-president,
takes right to appeal.

American Radio Relay League, K. B.

Warner. Concurs and asks permission to

appear.

Metropolitan Television Inc., New York.

Permission to file brief only was sought

by Dr. Alfred N. Goldsmith, consulting

engineer.

We are ready now to serve you again, if you have the proper priority to purchase new equipment.

In planning your next mail order program be sure to investigate the exclusive and superior features of the Lingo Vertical Tubular Steel Radiator. They are available in standard heights—100 to 500 feet. Orders placed now can be delivered within a few weeks. Write at once for details.

Lingo also produces tubular stalks for the support of FM, Television and other UHF antennas.

Our staff will be pleased to provide you with the complete story as it applies to your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.

JOHN E. LINGO & SON, INC.

Est. 1897

Compo, New Jersey

BROADCASTING • Broadcast Advertising
WGN Rejects Wallace
ALTHOUGH REFUSING to broadcast a speech by Henry A. Wallace on Jan. 29 on the grounds that Mr. Wallace at the time was not a Government official and was discussing political and controversial matters, WGN Chicago agreed to feed the program to WCFL, Chicago AFL station. Mr. Wallace spoke at a dinner given by the Union of Democratic Action in cooperation with the New Republic at the Hotel Commodore, New York. Mutual broadcast the speech at 9:30 p.m. (CWT). WGN filled the half-hour with a remote dance band.

Bataan
(Continued from page 16)
with the aid of Lt. Frank Burress of San Diego, Calif., built a small receiver during their long internment in Cabanatuan prison camp, filling toothpaste tubes with acid to furnish battery power. Through this medium, prisoners were kept informed of news of the outside world.
The first live broadcast from Luzon on the daring raid was put on the air at 5 a.m. Thursday by George Folster, NBC correspondent. Mr. Folster had proceeded 10 miles into the Jap territory to meet the returning rescue party, had interviewed a couple of the liberated Americans and returned to his base for the broadcast.
Word Awaited of Silen, Bell
NBC, it appeared, also scored a beat in direct pickups from the area to which the delivered prisoners were taken. At 9 a.m. Friday, NBC Correspondent Patrick Flaherty interviewed the following Americans who had been held by the Japs: Sgt. J. B. Brown, Madison, Fla.; Cpl. Carl E. Stuart, Omaha, Neb.; Pfc. Norman J. Lea, Chicago; T/Sgt. George J. Gavin, Dubuque, Ia.; Cpl. Max Greenberg, Brooklyn; Pfc. Frank Wilson, Salinas, Calif.
News that Bert Silen and Don Bell, the former general manager, and the latter news and special events chief of KZRH Manila before their capture, and both ex-NBC correspondents, were among the rescued was awaited anxiously by New York network headquarters. Last word received was that both are held in civilian camp near the U. of Manila. NBC New York hears that both are alive and are responsible for organizing morale building programs for prisoners in the area. Mr. Bell as a correspondent on the camp newspaper and Mr. Silen as a prisoner director, elected by his fellow-captives, KZRH is owned by Brig. Gen. Carlos P. Romulo, resident commissioner of the Philippines and former public relations aide to Gen. MacArthur.
CBS had three string men, not regular correspondents, on the air from Manila before its fall, from whom no word has been heard since

WROK THE only STATION THAT CAN DO A JOB FOR YOU IN ROCKFORD ILLINOIS
THIRD LARGEST MACHINE TOOL CENTER IN THE WORLD
Y CHECK WITH HEADLEY-REED

AGRICULTURE NET
AIRS FARM SERIES

AGRICULTURAL Network of some 35 stations in Illinois, Michigan, Indiana, Iowa, Missouri, and Kansas, in addition to the current stations affiliated with North Central Broadcasting System, has been established to carry a new series of farm programs to be produced by NCBS. It was announced last week by J. W. Boler, president of the system.

A primary purpose of programs to be originated out of WLOR Minneapolis, key station to network, is for dissemination of information to farmers engaged in the raising of grain, poultry, and livestock. Arrangements may be made at a later date to originate programs out of Chicago and to install special circuits to Washington, D. C., to enable members of the Department of Agriculture to participate on broadcasts intermittently, and to enable members of agricultural committees in the Senate and House of Representatives to speak direct to the farmers.

Stations which have to date approved North Central Broadcasting System's plan to establish this agricultural network and which have offered NCBS use of facilities are: ETTW, KWK WHB WDWS WASK KWOC WLRB KIUS WAOY KTSW EGGF KREO KBEY WERG KIAT KEPW KISN WULM, KCHJ WIRL, WHF KNEI WTRC WJBC WLAJ WDBE WKLK WEPS WMDM WBNM KORN WCLS.
NAB Parleys
(Continued from page 18)
Cross meeting and a War Fund parley.

The Byrnes' request, he pointed out, applies to all trade shows, exhibits, conferences, assemblies and conventions, including those of industrial, commercial, labor fraternal, social, professional, religious, civic, governmental organizations. "However necessary or essential to the work of an organization a conference or convention might normally be," he said, "it is difficult to think of any assemblage that could not be put off and its activities handled by temporary machinery or groups of less than 50 persons."

Canada Included

Attendance of persons using intercity transportation originating in the United States to attend a convention held at a nearby point outside the United States, such as Toronto, Canada, is considered as falling within the ban, Col. Johnson said. This may affect the plans of some American broadcasters to attend the convention of the Canadian Assn. of Broadcasters, to be held in Quebec Feb. 12-14. Canada has instituted no ban.

Col. Johnson concluded: "The yardstick used to measure the essentiality of any meeting is how the winning of the two wars we are now fighting will be impeded if the meeting in question were held to an attendance of 50 or canceled outright."

Keep It Brief

CLARITY and brevity in newscasts are stressed by George Cushing, WJR Detroit news editor, in a poster on the newsroom bulletin board. Beneath the picture of an elderly Chinese, Mr. Cushing printed: "Old Chinese newspaper say 'Use Small Words to Tell Big Story.'"

CLARE BOOTEHE LUCE WON'T TAKE TO AIR

REP. CLARE BOOTHE LUCE (R-Conn.) will not attend the convention held in New York as legislative duties will not go on the air, her office announced last week. Negotiations had been in progress whereby Mrs. Luce would have begun a commentary on Mutual, 10:15-10:30 p.m. Sundays for Textron Inc., clothing manufacturer.

"Pressure of legislative duties prevented Mrs. Luce from accepting the radio offer," said her secretary, Al Morano. "She might reconsider at a later date but the whole thing's off at the present."

The Connecticut Congresswoman had planned to comment on war supporting projects and was to have been given free reign in her program, according to Mr. Morano. Mutual confirmed that Mrs. Luce would go on the air starting Feb. 25, but a few hours later withdrew the confirmation. Agency for Textron Inc. is J. Walter Thompson Co., New York.

McDonald Joins Blue

JOSEPH A. MCDONALD, assistant general counsel of NBC, has resigned to join the American Broadcasting Co. (Blue Network's) Feb. 15 as general attorney. A native New Yorker and a graduate of Fordham and New York U. law schools, Mr. McDonald began to practice law with the firm of Hunt, Hill & Betts. He joined NBC as senior attorney in 1932, went to Chicago in 1937 to handle NBC's legal work in that city, and returned to New York as assistant general counsel in November, 1943. At the Blue he succeeds Robert D. Swezey, who last December became vice-president and assistant general manager of Mutual.

ESSO NEWS LEADS CAB NIGHT SURVEY

THE Esso five-minute nighttime news programs sponsored locally by Esso Marketers, Standard Oil Co. of N. J., scored a rating of 6.8, the highest rating of all locally placed national "spot" programs, according to the Cooperative Analysis of Broadcasting which last week released the first ratings for new service included in the CAB program reports.

Judy & Jane, a transcribed quarter-hour serial sponsored by Kroger Baking Co., ranked second with a 5.6 rating for December, and Symphonette, half-hour disc program sponsored by Longines Wittnauer Watch Co., third with 4.9 rating.

**THOROUGH PITTSBURGH COVERAGE**

... plus thorough cooperation

I HIT THE BALL AND FOLLOW THROUGH

PITTSBURGH COVERAGE

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

THE STROMBERG-CARLSON STATION

February 5, 1945 • Page 69
Kneebone Opens Agency

JOHN R. KNEEBONE, has re-
signed as account executive with
McJunkin Adv. Agency, Chicago,
to open his own agency, the John
R. Kneebone Co., at 221 N. La
Salle Street, Suite 1407, telephone,
And. 4722. Roy L. Moyer, copy-
writer with McJunkin, joins the
new firm as head of copy. New
agency will handle the advertising
schedule of the Simgniz Co., Chi-
cago, which was formerly with the
George H. Hartman Co., Chicago.
Moorman Mfg. Co., Quincy, Ill. and
the Brookfield Lab., Brookfield, Ill.
both former McJunkin Adv. ac-
counts, will be handled by the new
organization.

DRINKING A TOAST to the success of the new Coca-Cola Songs by
Morton Downey series which switched today (Feb. 8) to Mutual are
(1 to r): Edgar Kobak, MBS president; Morton Downey, star of the
program heard Monday through Friday 12:15-12:30 p.m., and Felix
Costa, vice-president and director of advertising for Coca-Cola Co.

Hooper Criticizes New CAB Figures, Reopening Feud Over Survey Methods

FEUD between the Cooperative
Analysis of Broadcasting and C. E.
Hooper Inc., quietsen for the past
year, has broken out again. First
volley comes from the Hooper or-
ganization in response to the re-
cent CAB announcement that, be-
ginning this month, the CAB will
issue to its subscribers six reports
a year showing the distribution of
audience for morning, afternoon and
evening among stations in each of
the 81 cities surveyed by the CAB
in the collection of data for its semi-monthly national program rath-
ers.

Declaring that this “would once
again build a situation of giving
to buyers and sellers reports with-
out comparability, “the Hooper or-
ganization is announcing that its
Continuing Measurement of Radio
Listening” reports are being avail-
able to advertisers, advertising
agencies and networks. Heretofore
these reports have been distributed
only to subscriber stations in some
60 cities and their station repre-
sentatives.

Will Ease Situation

“This availability,” the Hooper
announcement states, “will elimi-
nate a situation which might have
brought about chaos in timebuying
and selling—a chaos comparable to
that which existed prior to one year
ago when every network program
found itself with three ratings,
the Hooper rating and two CAB’s.”

The Hooper National Reports, in
the form of two pocket pieces for
evening audiences and one for day-
time audiences each month, will also
be distributed to the 458 sta-
tions subscribing to the local audi-
ence measurements, the announce-
ment states, adding that these sta-
tions will also receive the Hooper
Sectional Reports, published three
times annually. Stations will re-
ceive these additional reports at no
extra charge. Sponsors, agencies
and networks can get the local re-
ports at rates parallel to those they
now pay for the national Hooper
ratings now.

The 229 station subscribers
located in cities of over 100,000
population receive local audience
ratings by quarter-hour periods,
comparable with the national and
sectional Hooper ratings. The other
224 stations, in cities where the
35,000 call base cannot be secured
without undue duplication of calls,
can receive station listening index re-
ports, showing the distribution of
listening among stations for morn-
ing, afternoon and evening periods.
Five-month reports are issued, cov-
ering fall-winter, winter-spring,
and summer. Winter reports cover
about 60 cities, summer, about 50.

RCA Names Meola

THOMAS MEOLA, manager of
RCA Communications Inc., Medi-
terranean Theatre since October,
1943, has been appointed to the
newly created post of European
manager, in charge of all op-
erations on the con-
tinent, with headquarters in
Rome. Mr. Meola
opened the RCA
service in Naples
more than a year
ago. Main station
was subsequently
moved to Rome and new units estab-
lished in Naples, Caserta and in
Southern France.

MEMO

Must Contact
WBOC
Salisbury, Md.
One of America's
Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

BROADCASTING • Broadcast Advertising
Wakefield and D'Arcy Approve Post-Dispatch Newscast Stand

CHARGING that radio listeners are bombarbed with a "pill-barrage" covering virtually all bodily ills, the St. Louis Post-Dispatch last Monday Jan. 29 added another editorial condemnation of alleged bad taste in newscast advertising. The Pulitzer paper, owned by the same company that owns KSD, demanded: "How much longer will the big networks scramble the news with plug-uglies?"

"In a news broadcast," the editorial declared, "an objectionable plug is particularly noxious." It was also pointed out that KSD had stopped objectionable sponsorship of its news, along with adopting a policy of not interrupting newscasts by middle commercials.

The Dispatch challenged the networks to show leadership in "cleaning up" news commercials, adding that individual stations will not eliminate popular newscast programs because they contain advertising that is in bad taste.

Since starting its campaign, the Dispatch has printed several letters from prominent radioemen stating their stand.

FCC Commissioner Ray C. Wakefield wrote, "I approve heartily... I hope you are effective in bringing about a change!" While C. D'Arcy, of D'Arcy Adv. Agency, wrote to the paper, "Keep up what you have suggested. Some commerce with much lude and A bigger than excite a selling response."

In expressing CBS's policy on distasteful commercials, Paul W. White, CBS news director, today the first editorial of the campaign showed lack of knowledge of CBS policy. (KSD is affiliated with NBC.) Mr. White stated that CBS had not permitted sponsorship by objectionable advertisers. He said CBS did not agree that middle commercials "are, perhaps, objectionable."

"If KSD has certain policies with regard to local news programs," he added, "and yet permits network-produced programs to deviate from its standards, then it seems to me that I am sometimes as weak as its strongest link.

Latest Hooper Rates Bob Hope First In Night Shows; Fibber & Molly Second

BOB HOPE heads the list of "first fifteen" evening programs, released in the Jan. 30 evening newscast reports, followed by Fibber McGee & Molly in second place, and Bing Crosby third. Walter Winchell places fourth, followed respectively by Mr. District Attorney, Radio Theatre, Charlie McCarthy, Jack Benny, Joan Davis with Jack Haley, Screen Guild Players, Eddie Cantor, Abbott & Costello, Hildegarde, Take It or Leave It, and Kay Kyser (first half hour).

Jack Benny, with 1.61, has the largest number of women listeners per listening set; the Archer-Zanelli boxing bout, with 1.19, the most men listeners; and Lassie, with 1.16, the most children listeners per set.

Lux Radio Theatre scored a sponsor identification index of 91.4, the highest for any evening program, and 91.3 giving the correct product.

Average evening audience rating of 10.4, up 0.1 from the last report, showed no change from a year ago. Average listening set-in-use dropped 0.3 from the last report to 32.6, a rise of 1.2 from last year's figure. Average evening available audience is 80.2, 0.4 above the last report and 1.0 higher than last year.

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

<table>
<thead>
<tr>
<th>Women</th>
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Sealtest Change

隔离SEALTEST Inc., New York, through McKee & Albright Inc., Philadelphia, is lining up another star to replace Joan Davis, comedienne, who is scheduled to leave the WBC program Thursday, Feb. 7, 9:30-10 p.m. when her contract expires in July. New star will be featured with Jack Haley, comedienne, who is being retained on the Sealtest show along with the rest of "The Village Store" cast. Roy J. McKee, president of McKee & Albright, is understood to be on his way to Hollywood to make arrangements. Miss Davis will begin a program this fall for United Drug Co. on behalf of Sealtest products through N. W. Ayer & Son, New York [Broadcasting, Jan. 29], network still to be selected.

WTMJ Limits News Plugs

JOURNAL Co., owner and operator of WTMJ and WMPM Milwaukee, effective Feb. 18 will limit advertising messages in connection with 15- minute news broadcasts to the opening and closing of the period. This policy has for several years already applied to five-minute news programs. Action was taken in line with the growing sentiment that advertising messages should not be imposed upon the listener in the midst of news of such momentous happenings as are occurring daily, many of which remind listeners of some personal tragedy.

H. S. (Staple) KENNY, news commentator of WYIA Richmond, has written a book, "A Year of the War, which is scheduled for publication in the early spring.

Latin Advertising

AN ESTIMATED $16,000,000 was spent by U. S. advertisers in Latin America last year and appropriations are continuing to mount, according to W. A. Anderson, Director of the Advertising Section, Office of the Coordinator of Inter-American Affairs, in an article in Foreign Commerce Weekly, official publication of the Dept. of Commerce. Mr. Anderson believes these expenditures will have great value in postwar trade with the other Americas and warns against a mistaken notion that it is unnecessary to advertise in this market. Shortages occasioned by the war, he points out, "have created a vacuum into which American products must pour when the lid is lifted."
MUSIC has power—
WDAS is the only Philadelphia radio station featuring three hours of classical music every day

...In addition to the usual musical programs,
Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.
and its president, C. W. (Chuck) Myers, in observance of radio's 25th anniversary. More than 150 guests, including Gov. Earl Snell, Mayor Riley and other civic notables, were entertained by a 55-minute performance of KOIN talent, starring K. O. W. San- draga, 21 voices directed by Chester R. Duncan, the station's director of public relations, and the KOIN orchestra, Owen Dunning conducting. Other KOIN artists included Red's Gang, bass-baritone Bob McCoy, vocalist Melvann Gray and pianist Mel Hansen. Johnny Carpenter was mc and Ted Cooke, producer. Feature of the dinner was the serving of a three-layer 25th birthday cake with NAB President Ryan cutting the first slice. Arthur Kirkham, KOIN vice-president, was chairman.

A feature of the Tuesday forenoon session was a talk by Leonard Callahan, West Coast chief, radio branch, War Dept. Bureau of Public Relations. Women broadcasters of this area discussed problems of disseminating war information in a panel conducted by Clare Hays, KOIN. Marian Saltini, national director women's activities, OWI, told how her office can help solve these perplexities.

Tuesday luncheon was given with the congratulations of KGW Portland. Arden X. Pangborn, manager, and E. P. Hoyt, publisher of The Oregonian, were co-hosts on behalf of the station.

With Chet Wheeler, KWIL Albany, Ore., as chairman, the broadcasters turned to a discussion of advertising pointed up by a report by Lew Avery of NAB. Retail radio advertising was spotlighted by Helen Cornwallis, also of NAB.

The Small Markets Committee reported through Frank Loggan, KSND Bend. J. D. Kolesar, KMO Tacoma, conducted the session on engineering. Marshall Pengra, WCP Upheld in ILGWU Injunction

A radio Sunday lunch was given with the conclusions of KGW Portland. Arden X. Pangborn, manager, and E. P. Hoyt, publisher of The Oregonian, were co-hosts on behalf of the station.

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WCP Upheld in ILGWU Injunction

An application for a preliminary injunction to prevent the Mass. Broadcasting Corp., owners of WCP Boston, from terminating a time contract with the International Ladies Garment Workers Union was denied last week by Judge Francis J. W. Ford of the U. S. District Court in Boston.

Ford's Ruling

Judge Ford ruled that the station's agreement with the union was terminated in accordance with provisions in the contract requiring that two weeks notice be given by either party. The Court found that although the station agreed to furnish broadcasting facilities from Aug. 5, 1944 to Dec. 29, 1945, the contract included the following provision:

If the station terminates the agreement: either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

The controversy arose over the establishment of a policy by the new owners of WCP, the Iowa Broadcasting Co., to eliminate foreign language programs on the station. Comdr. T. A. M. Craven, vice-president of the company, said the change was made to enable the station to fully exercise its responsibilities to the FCC. He explained that the station was perfectly willing to continue the ILGWU programs in English, but that the use of foreign languages involved too many difficulties.

Sale of WCP by Arde Bulova and associates to the Cowles interests was approved last October by the FCC [Broadcasting, Oct. 15, 1944].

KSD Appoints Col. Coe Chief Postwar Engineer

LT. COL. ROBERT L. COE, who was chief engineer of KSD St. Louis before entering the service, has been retired from active Army duty, and is returning to KSD to direct postwar engineering activities of KSD. Col. Coe has been deputy chief of staff of the Army's Troop Carrier Command.

He joined KSD in 1924, two years after the station went on the air. He became chief engineer in 1933, and directed the technical aspects of the first facsimile experiments with a regular daily paper, the St. Louis Post-Dispatch. In his new post with KSD, Col. Coe will be in charge of the Pulitzer Publishing Co.'s engineering services in television, FM and facsimile.
CONSULTING SERVICE OF
MUNSEY
GEORGE F. FREQUENCY
Consulting
National Press Bldg., Wash., D. C.

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

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

GEOGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

FREQUENCY MEASURING SERVICE
Exact Measurements of any time
R. C. A. COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

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

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. * National 6513
Washington 4, D. C.

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

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
National Press Bldg., Wash., D. C.
District 7352 * Circle 5880

HERBERT L. WILSON ASSOCIATES
Consulting Radio Engineers
AM FM TELEVISION FACSIMILE
FIELD OFFICE
Metl Press Bldg. Wash., D. C.
Room 992 NA. 7846

MCNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. D. 1205
Washington, D. C.

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

COMMERCIAL RADIO EQUIP. CO.
* International Building, Washington, D. C.
* 321 K. Gregory Boulevard, Kansas City, Mo.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. * Republic 2347

RAYMOND M. WILLOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1409 Church St., N.W., Washington 5, D. C.

PAUL A. demARS
Consulting Electrical Engineer
"Pioneer in FM"
1900 F St., N. W. * Washington, D. C.
Phone: Metropolitan 0540

Frank H. McIntosh
Consulting Radio Engineers
Shareham Bldg. ME. 4477
Washington, D. C.

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG., WASH., D. C.
1315 F STREET N. W. DISTRICT 4127

Tel. Bridgeport 7-2465
Garo W. Ray
Communications Engineering Consultant
Hilltop Drive Stratford, Conn.

MENNE의 RESUMES
MENNE Co., Newark, regular user of radio for sale products, Jan. 29 starting off a spot 15th anniversary of "World News Roundup" locally on WEAF New York Monday through Saturday, 8-10 a.m., a number of other local programs to be added throughout the country at a later date. Menne's last major radio effort, Ed Sullivan Entertainers, was dis continued on CBS last June. Company has since tested spot radio in the Mid-West, Agent is Duane Jones Co., New York.

Warwick Corp. Cited
MISREPRESENTATION concerning tube capacity, prices, and television equipment of radio sets manufactured and assembled by the Warwick Mfg. Co., Chicago, is charged in a complaint issued last week by the FTC.

LYMAN BRYSON, CBS director of the program last winter, was quoted as stating by John W. Studebaker, U. S. commissioner of education, on the 10th anniversary of the American School of the Air.

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PROFESSIONAL DIRECTORY

FEDERAL COMMUNICATIONS COMMISSION
JANUARY 27 TO FEBRUARY 2 INCLUSIVE

NEW-44.1 mc WIBC Indianapolis—CP
new FM station, 9,240 sq. mi., $61,010 estimated cost.

NEW-43.9 mc Evangelical Lutheran Synod of Missouri, Ohio and other States Clayton, Mo.—CP new commercial educational station, 200 w unlimited, special emission for FM.

NEW-44.7 mc KMJ Fresno, Calif.—CP new FM station, 14,500 sq. mi., $61,010 estimated cost.

NEW-47.1 mc KFBR Sacramento, Calif.—CP new FM station, 2,540 sq. mi., $66,000 estimated cost.

Tentative Calendar
FEBRUARY 5
KROW Oakland, Calif.—license renewal.
Further Hearing
Cabinet Broadcasting Corp., Hammond, Ind.—CP 1920 kc 5 kw D.

FEBRUARY 7

Kraft, Dodge Appointed
To NBC Television Dept.
REYNOLD R. KRAFT and John H. Dodge have been appointed sales manager and assistant sales manager, respectively of the NBC Television Dept., which was announced last week by John P. Royal, NBC vice-president in charge of television.

Mr. Kraft returns to NBC after a nine-months period as account executive with Mr. Dodge Roy S. Durstine Inc., New York, as served as network salesmen for NBC from Jan. 1937 to April 1944. He started his advertising caree with Redbook and Collier's magazines. Mr. Dodge rejoins NBC after two year's absence while he served as a lieutenant in Naval Intelligence. He was associated with NBC Washington for five years as sales manager, having joined the staff in 1934, after ten years as a newspaperman.

Decisions
JANUARY 29
Actions by ADM. BOARD
912 kc WABR, Bangor, Me.—Adm. granted license to cover CP authorizing change to 600 kw. Increase power to 2 kw., install new trans. D.A.-N. condition.


Capital Broadcasting Corp. Indianapolis—Same.

WLIB New York—Same.

WDEL Wilmington—Same.

Atlantic Park Ltd., Asbury Park, N. J.—Placed in pending file application for new station.

Allen T. Simonsen, Akron, O.—Same.

Radio Broadcasting Co. Bowling Green—Same.

Oakland Agricultural Foundation, San Francisco—Same.

WHF Harrisburg—Same.

News-Journal Corp., Daytona Beach.


Horace H. Mann, Chicago, Ill.—Same.

Wisconsin Radio Inc., Milwaukee—Same.

Newscaster Corp., Connersville, Ind.—Same.

Central States Broadcasting Co., Omaha—Same.

Applications
JANUARY 29
960 kc WELI New Haven, Conn.—Vol. assign. license from City Broadcasting Corp. to Connecticut Radio Station standard station 250 w unlimited.

NEW 1240 kc Baron Broadcasting Co., Wilkes-Barre, Pa.—CP new standard station 250 w unlimited.

NEW 460 mc WHO Dayton, O.—CP new development station, 1 kw, special emission for FM.

NEW 1230 kc Birney Ims Jr., Corinth, Miss.—CP new standard station 250 w unlimited.

NEW 1400 kc Mississippi Broadcasting Co., Mason, Miss.—CP new standard station 1240 kw 500 w unlimited, to replace 1400 kw.


1240 kc KENO Las Vegas, Nev.—Vol. assign. license from Nevada Broadcasting Co. to Maxwell Redenbacher and Laura Beili Kelch 1 kw Nevada Broadcasting Co. 1240 kc KBHS San Francisco—CP Inst. new trans. and increase 500 w D-N limited time to 1 kw week 500 w N limited time (petition to reitate).

JANUARY 31
1450 kc NEW-Cupper City Broadcasting Corp., Rome, N. Y.—CP new standard station 250 w unlimited.

450 mc NEW-Moultrie, Ga.—CP new FM station, 10,100 sq. mi., $55,000 estimated cost.

45.3 mc NEW-Burlington, Ia.—CP new FM station, 10,100 sq. mi., $55,000 estimated cost.

FEBRUARY 2
NEW-44.5 mc S. E. Adcock, Knoxville.—CP new FM station, 14,640 sq. mi., $66,000 estimated cost.

NEW-39.2 mc WAW St. Louis—Special service authorization 770 kc 1 kw D 250 w N unlimited, special emission for FM.

1420 kc KICD Mankato, Minn.—Vol. transfer from L. W. Andrews to Ben B. Sanders.

Broadcast Advertising

Broadcast Advertising
Charles B. Reynolds, with the FCC four years and RCA 13 years, is serving as chief engineer of WINS, New York. From 1940 to 1944 Mr. Reynolds was acting inspector in charge of the Philadelphia office of the FCC. For two years, until he joined the Hearst station early in December, he was the New York examining officer of the FCC. He has active in general engineering work at RCA.

J. M. Lang has been appointed assistant manager of the New York division of the General Electric Co. electronics dept., with headquarters in Brooklyn. Mr. Lang has been with GE since 1928.

Edward C. McFadden, for 15 years with Sparko-Willington Co., Jackson, Mich. (Sparkon Air Force), and eastern sales manager of the division since 1948, has been appointed sales manager of the radio and appliance division of the company.

L. Godfrey F. Hohm, formerly in the radio tube division of Westinghouse Electric & Manufacturing Co., Bloomfield, N. J., is now on temporary duty with the Signal Corps at headquarters in Washington.

Elbridge Hooker has joined WBEI, Portsmouth, N. H., as engineer.

Paul Franklin, formerly with WBAI, New York, has joined the NBC central division studio engineer staff.

Ralph Buell, WJZ Chicago engineer, has been appointed assistant director of communications.
BMB Rolls On
(Continued from page 18)

President J. Harold Ryan several days before the meeting.

Others signing are: Oregon—KWil Albany, KBBR Baker, KBND Bend, KODL The Dalles, KORE Eugene, KUIN Granta Pass, KLBM LaGrande, KOOG Coos Bay, KMED Medford, KWRK Pendleton, KALE KEX KGW Portland, KSNR Roseburg, KSLM Salem; Washington — KELA Centralia, KTYW KIT Yakima, KKKO Everett, KLWL Longview, KGY Olympia, KEVR KOMO KJR KRSC Seattle, KMR KKB KVI TV Tacoma, KVAN Vancouver, KFJ Walla Walla.

At the request of the Seattle Advertising Club, Mr. Feltis flew to that city Jan. 30 to outline the history and development of BMB. Mr. Feltis will make a return visit to Kansas City for the District 10 conclave Feb. 7-8. He addressed the Advertising Club there on the BMB plans for the future. He will be assisted in the meeting and in the agency luncheon the following day by Harrow Roberts, vice-president of Goodkind, Jocie & Morgan, Chicago. Mr. Roberts is also president of the Chicago Radio Management Club and has arranged an open meeting in Chicago on Feb. 14 with radio station representatives and the press.

The highest district yet contracted is No. 13, which is 93% enrolled. Since the meeting of 44 stations in Dallas Jan. 17-19 new stations have worked the total up to 41 stations. New additions are KGRO Fort Worth, KEYS Corpus Christi, KSPD Pampa and KHPK Wichita Falls.

No new questions are reported from Los Angeles, where 22 stations were represented at District 16 meeting Jan. 22-23, and 15 signed.

Well? Well!
RADIO captured first place in newspaper reader interest in the recent survey conducted by The Advertising Research Foundation in its Continuing Study of Newspaper Reading Project. According to the study, an examination of the Durham (N. C.) Sun shows cases on Page 1 which attracted most attention of readers was headlined: "President Will Speak Tonight From Capitol!" Of those interviewed 42% of the men and 33% of the women read it, the study reveals.

Hickok Is Manager Of Wright-Sonovox

APPOINTMENT of Ward R. Hickok, Hollywood manager, as general manager of Wright-Sonovox, Inc., was announced last week by James L. Free, president of the organization and chairman of the board of Free & Peters Inc., radio station representatives.

Mr. Hickok's appointment was announced coincident with enlargement of the Hollywood office, in the light of expansion of the country's activities into dramatic and artistic uses in motion pictures. Sonovox already is well established in radio.

Other additions to the Sonovox Hollywood staff are Harold Strotz, manager, Motion Picture Division, and Norman Wright, production director, Motion Picture Division, formerly of Walt Disney.

Sonovox has already done considerable motion picture work, but now is embarking upon an extensive expansion program. Such talking pictures as Walt Disney's "Dumbo" and "Reluctant Dragon" and Kay Kyser's "You'll Find Out," among others, have used Sonovox talking and singing sound. Sonovox uses vibration of air through the vocal chords to produce sound in the human voice. The principle enables the operator (call it an "articulator") to substitute other sounds for his voice, which can then be formed into words. Radio examples are the Lifebuxy talking foghorn and Bromo-Seltzer's talking train.
Help Wanted

First class engineer wanted. Capable of becoming chief. Good pay, reasonable hours, excellent elevation above sea level, beautiful mountain views, all round experience. Applicant must have some knowledge of sales and service. Box 313, BROADCASTING.

Wanted for 500 watt southwestern network station. Two years staff announcer experience preferred, versatile, major continuities writer, capable of top flight production in both commercial and sustaining shows and spot announcements. Excellent salaries to right people. Large city, lots of drinking and sightseeing possibilities. Reply to Box 15, BROADCASTING.

ANNOUNCER WANTED

Forty-two, high school diploma. Experienced announcer, must be able to do all kinds of work, including sports. Full time position. Salary $2500 plus free room and board. Reply to Box 60, BROADCASTING.

Help Wanted (Cont'd)

Unusual opportunity for experienced production and merchandising man. A southern radio station is looking for an assistant to direct production and merchandising programs, planning and mailing, working with wholesalers and merchants in merchandising and putting into effect some other unusual promotional methods. If you are the right man we can make you a good deal. Send letter of application along with your work to Box 218, BROADCASTING.

 Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 5,000. Good post-war future. Box 92, BROADCASTING.

ANNOUNCER WANTED

Forty-two, high school diploma. Experienced announcer, must be able to do all kinds of work, including sports. Full time position. Salary $2500 plus free room and board. Reply to Box 60, BROADCASTING.

WANTED—PRODUCTION MANAGER: Must be capable of building and running a successful radio station. Experience essential. Box 76, BROADCASTING.

ANNOUNCER—(Cont'd)

We have openings for two experienced announcers who will have 1,000 watt Mutual affiliation. Hourly pay. Positions for right parties. Give name, address, experience, salary expected and late photo if possible. Address Box 201, BROADCASTING.

Wanted—First class transmitter engineer for station 93 miles from Pittsburgh. Must have first letter. Write or wire WISH, Butler, Penna.

We have openings for two experienced announcers who will have 1,000 watt Mutual affiliation. Hourly pay. Positions for right parties. Give name, address, experience, salary expected and late photo if possible. Address Box 201, BROADCASTING.

Good position for operator who can write copy. Permanent place in production department for right man. Address, KFJL, Elkhart Falls, Oreg.

Situations Wanted

Chief engineer, 5 kw. in midwest metropolitan market. Four years experience. Rate very good. Must be available immediately. Box 171, BROADCASTING.

Transmitter engineer. Experienced, deferring. 8990 watt Ohio station. State particular about yourself, including salary desired. Box 172, BROADCASTING.

250 watt Blue Network station looking for good studio announcer available about April 1st. Family man preferred. Located midwest. Excellent working and steady employment. A first or second or restricted license available. Send details to Box 183, BROADCASTING.

Dependable versatile announcer with references. Has worked in southwestern city 160,000, News, commercial, no spot work. Good health and working conditions. Box 183, BROADCASTING.

Lady announcer, experienced, for new station in Southern California. Excellent qualifications, starting salary. Box 196, BROADCASTING.

Production manager capable of originating, writing and supervising solid commercial announcing. Excellent working conditions. Future. Box 202, BROADCASTING.

Continuity director needed. WGT, Fort Wayne, Indiana, recently acquired by Farnsworth Television and Radio Corp. Minimum three years radio writing experience essential. Need a man or woman who is interested in postwar future: AM, FM and television. Please do not go to the expense of coming to Fort Wayne or telephoning here without submitting letter of application with references and enclosed photograph. Address Box 204, BROADCASTING. Paul Robert, WGT, Fort Wayne, Indiana.

Box 205, BROADCASTING.

KFUN, Las Vegas, wants young man with first class networking experience, who is interested in postwar future. AM, FM and television. Please do not go to the expense of coming to Las Vegas or telephoning before submitting letter of application with references and enclosed photograph. Address Box 204, BROADCASTING. Paul Robert, WGT, Fort Wayne, Indiana.

KFUN, Las Vegas, wants young man with first class networking experience, who is interested in postwar future. AM, FM and television. Please do not go to the expense of coming to Las Vegas or telephoning before submitting letter of application with references and enclosed photograph. Address Box 204, BROADCASTING. Paul Robert, WGT, Fort Wayne, Indiana.

Continent writer for NBC affiliate. Call attention to local time, WHAM. Saginaw, Michigan.
Platter Turner Issue Is Described By Woods And MacDonald

Platter turners or no music.

This was the substance of an exempted ruling by James C. Pettrillo, president of the American Federation of Musicians, to the major networks early in 1944, John H. MacDonald, NBC vice-president and Mark Woods, Blue president, last Tuesday told a New York hearing of the National Labor Relations Board.

It was this demand, insisted upon by Mr. Pettrillo regardless of contractual obligations of the networks with the National Assn. of Broadcast Engineers & Technicians (NABET), which started the whole platter turning controversy, the officials testified, and resulted in the unfair labor practice charge filed against the networks in NABET and the complaint case instituted by the Board.

Testifying before Howard Myers, New York trial examiner, questioning by Alan F. Perl, NLRB regional attorney, Mr. MacDonald related that Mr. Pettrillo advised NBC that he would not renew the musicians' contract after the expiration on Jan. 3, 1944 unless he were given platter turning functions at all the networks managed and operated stations. This situation, he admitted, prompted him to agree in writing to meet Mr. Pettrillo's demand.

NABET Not Notified

In answer to questioning by Martin F. O'Donoghue, NABET counsel, Mr. MacDonald further admitted that prior to meeting this agreement he received a letter from Allan T. Powley, NABET president, refusing to relinquish the platter turning jurisdiction. He did not notify Mr. Powley of this agreement, dated Jan. 28, 1944, he said, and not until Mr. Pettrillo reported on it in the April issue of the International Musician, official AFM journal, it was brought out, did NABET learn of it.

"Why did you make an agreement, in the face of your contract with NABET, to give the turntable operation to Pettrillo?" Mr. O'Donoghue asked.

"We thought we could work out a satisfactory division of the operation," Mr. MacDonald replied.

"Isn't it a fact that in the face of your contract with NABET you agreed to give Pettrillo the jurisdiction because if you did not you would get no music?"

"Yes."

Under cross examination by Harold Friedman, AFM counsel, Mr. MacDonald testified that following Mr. Pettrillo's demand he discussed the matter with Mr. Powley who regarded it as a "make-work" proposition. However, he admitted, NBC was willing to meet the Pettrillo demand even though it would require the hiring of extra men.

Certification by the NLRB on Nov. 24, of NABET's jurisdiction over turntable operations at NBC and Blue owned stations outside of Chicago did not deter Mr. Pettrillo from pressing his demand and on Dec. 1 Phil Harris, orchestra leader on the Jack Benny program, was notified by the Hollywood AFM local that the musicians would not appear for the broadcast scheduled for Dec. 3. Mr. MacDonald testified that he was present when Niles Trammell, NBC president, telephoned Mr. Pettrillo and persuaded him to rescind the order.

Pressed by Mr. Friedman for details of Mr. Trammell's end of the conversation, Mr. MacDonald said: "Mr. Trammell started off by saying 'How ya, Big Shot,' which is what he always calls him. What's this about your order on the Benny show?"

Forcing the Issue

Mr. MacDonald testified that Mr. Trammell then arranged to meet Mr. Pettrillo on Dec. 5 at which time the latter said he could not agree with the NLRB certification of NABET and that the Benny action was his way of "trying to force the issue" on platter turners.

"What did Trammell say when Pettrillo asked for the platter turners?" asked Mr. O'Donoghue.

"He told me him we were bound by the NLRB order," he answered.

Mr. Woods, identifying himself as "president of the American Broadcasting Co., merged with the Blue network," testified along the same line regarding Mr. Pettrillo's demands. He said Mr. Pettrillo wanted jurisdiction over turntables regardless of the fact that the operation was handled by the engineers and 'wasn't interested' in what the engineers might take if his demands were met.

"Later," Mr. Woods related, "we discussed his demands with NABET and they objected strenuously. They felt Pettrillo was trying to move in on the control booths and that if he were given the platter turning he would eventually take over the engineering operations."

Asked by Mr. Perl whether he had ascertained from Mr. Pettrillo whether he represented all the AFM membership, Mr. Woods replied: "Over the years we found out he does."

Told NABET

Questioned by Franklin Wood, Blue counsel, Mr. Woods said he had made the network's position clear to NABET before the Blue agreed to give platter turners to Mr. Pettrillo.

He testified that following the NLRB certification of NABET Mr. Pettrillo had "threatened" to pull the musicians from various Blue programs if Blue signed with NABET. He said that Mr. Pettrillo mentioned the Philco Hour among other shows he could "work on."

When Mr. Friedman objected to the word "threatened," Mr. Woods repeated his testimony but used the word "stated."

Under cross examination by Mr. O'Donoghue, Mr. Woods testified that Mr. Powley had served notice on Blue last May that NABET would go on strike June 1 if the musicians even "touched a turntable."

"We were right in the middle," he said. "Pettrillo was hammering at us on one side and NABET on the other. We were faced with the musicians' strike on one hand and a technicians' strike on the other."

Under further questioning by Mr. O'Donoghue, Mr. Woods testified he did not regard Blue's contract with NABET as absolutely binding as far as platter turners were concerned. "We felt we within our rights in negotiating with Mr. Pettrillo," he said. "We regard the turntable operation by the engineers as extra-curricular and nontechnical and therefore not covered in the contract."

Pressed further, he admitted that the contract with NABET included all the technical equipment in the control booth and that the turntables were part of that equipment. He contended, however, that the actual operation of the turntables was not specified in the contract.

When asked Mr. Woods how he could reconcile his position with a request made to NABET by the Blue four years ago to grant an exception in its contract to permit the musicians to operate the turntables in Chicago, AFM counsel objected to the question and was upheld by the trial examiner.

Renewal of Contract

Earlier in the hearing, Mr. Powell testified regarding negotiations between the NABET bargaining committee and the networks for renewal of contract following the certification of NABET's jurisdiction over turntables by NLRB. Various documents in support of the unfair practice charge filed by NABET were introduced.

At the outset of the hearing, Robert Wilson, AFM counsel, asked for a continuance of the proceeding in order to prove a charge filed Jan. 20, 1944, Section 10 (b) of the National Labor Relations Act, accusing the NBC and Blue of dominating NABET and conspiring with NABET against the musicians. Mr. Powell argued that the charge was an essential part of the case and that Joseph A. Padway, chief counsel for Mr. Pettrillo, had given him sufficient time to prepare his case.

After objections by Mr. Perl and Mr. O'Donoghue, Mr. Myers denied the motion for continuance.

The AFM charge set forth that the networks "dominated and interfered with the formation of NABET," that the musicians' union is a continuation of the Assn. of Technical (non-musicians or organization), that NBC and Blue "caused supervisory and managerial employees to be officers of and exercise control over NABET and that NBC and Blue "caused NABET to file charges of a violation of Section 8(5) of the Act for the purpose of making it appear that the said NABET was not dominated and formed" by the NBC and Blue.

Others participating in the proceeding were Joseph A. McDonald and John T. Cahill, NBC counsel, and Walter St. John, NABET counsel; Clair Meeder and Henry Steeper, assistants to the president of AFM; and Ed. Stulzenberger, editor, and H. E. Myers of the Broadcast Engineers Journal, official NABET publication.

New Cosmetic Spots

PARK & TILFORD, New York, cosmetic and perfume firm and manufacturers of Tintex dyes and tints, has developed a new cake makeup, which will be promoted on radio and in publications through Charles M. Storm Co., New York. Chain-break and one-minute spot announcements and participating programs will be used on a number of stations.
No blare of trumpets heralded the meeting of four men whose decision, "We seem to be of one opinion regarding the feasibility of starting a station, and so we'll do it," set into motion a great industry which is this year celebrating its 25th anniversary.

The meeting was held in the East Pittsburgh plant of Westinghouse, and the men present included Harry P. Davis, vice president, Dr. Frank Conrad, an engineer, M. C. Rypinski, sales department and J. C. McQuiston, publicity manager.

That these men had foresight is quite evident, but certainly no one at the time the above photograph was taken could have read into the record the full significance of "1920 (Nov. 2) - KDKA, Pittsburgh (Westinghouse Co.) founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns."

One has only to consider for a moment modern advancements in election coverage to illustrate in a small way the progress that has been made by broadcasting in its first 25 years. From the modest beginning of KDKA, the technique of election coverage has come of age with literally thousands of persons involved in making possible almost instantaneous reports.

The Columbia Broadcasting System is one of the best examples as to the magnitude of the job done. In the 1944 presidential election, KMBC of Kansas City, as one of the original sixteen basic CBS affiliates, supplemented network coverage with its expert staff of qualified newsmen and 200 string correspondents throughout the Heart of America.

That it was a job well done is a compliment, not just to KMBC, but to the broadcasting industry as a whole. In a like sense — while the industry has always recognized KDKA for its pioneering accomplishments, it is the combined efforts of all stations in Pittsburgh that give to radio in that area its high prestige. Pittsburgh is the cradle of many pioneering developments in the field of broadcasting, and this city, one of the great steel centers of the world, is justly proud of the call letters of its pioneer radio stations — KDKA, WJAS (1921), KQV and WCAE (1922) and WWSW (1931)."
No other station covers as much of Oklahoma's farm income as does WKY. In fact, WKY covers almost twice as much as the next station.

There are two reasons for this. First, WKY is located geographically in the center of the state near the center of Oklahoma's richest and most productive farming areas. Second, WKY covers more of Oklahoma than any other station.

The gross farm income of farmers in WKY's primary morning service area in 1943, for instance, was $285,779,000, or 65% of the gross farm income of the entire state. This is 90.5% more than is covered by the state's second station.

Coverage in this instance is based on the statewide study of radio listening made by Dr. F. L. Whan; farm income figures are from Sales Management's 1944 Survey of Buying Power.

WKY, furthermore, is the decisive favorite of farm listeners in Oklahoma. This, too, was the conclusion drawn from the 1944 survey of radio listening in Oklahoma.

With such authentic and conclusive facts at hand, there can be no question—not a shadow of a doubt—as to which station in Oklahoma does the best job for advertisers among farmers.