During the year 1944, WOR carried 24% of all spot accounts placed on all New York stations.

More specifically, WOR carried more than twice as many spot accounts as were listed for any other station in New York.*

—that power-full station

at 1440 Broadway, in New York

* According to National Radio Records, whose reports on spot advertising come from 94 advertising agencies whose spot business represents 70% of the total dollar volume.
The

VOICE of a FRIEND

with the Confidence long-time
Friendships give

When WLS Farm Program Director Art Page talks, many
of his listeners remember his voice from as
far back as 1923; still more recall his first days as
conductor of the Dinnerbell in 1929; and there are
thousands in his Midwest American audience who have
met him personally at farm meetings, state and county fairs
in these four states. (Dinnerbell was broadcast from remote
locations 53 times during 1944 alone; 37 of these broadcasts
originated outside Chicago and 16 from points within the city.)
Naturally, these listeners regard Arthur C. Page as an old
friend; his messages are more than just broadcasts; they are the
words of a friend who has stopped in for another visit.
So it goes on WLS. Farm editors, announcers, singers,
newsmen, musicians—all are accepted as friends. Which
makes WLS itself speak to Midwest America as The
Voice of a Friend. Friendship rests on mutual confidence. Confidence generates response. Response equals results for the advertisers
who use WLS — The Voice of a Friend in Midwest America.

890 Kilocycles
50,000 Watts
Blue Network

REPRESENTED BY
John Blair & Company

The PRAIRIE FARMER STATION

BURLINGTON D. BUTLER
President
GLAUN SNYDER
Manager

CHICAGO 7
Philadelphia is the country's third largest market. It has more single family homes than any other city in America. It buys the quantity and variety of products expected of a great home market. Under the new ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an increasing circle of listeners in this area that is so rich in opportunity for the advertiser.
Washington's smartest
city desk wishes to correspond with handsome sponsor...

(One profitable alliance)

So you were a newspaper man once yourself? Good. Born reporter? Fine. That makes it unanimous.

For apparently the million-and-a-quarter well-to-do people in WTOP’s 50,000-watt area are a lot like you. That’s why WTOP decided to give them a chance to play reporter.

We made a program called City Desk. A program of local news, as accurate and swift and sharp as our national and foreign news. We recruit our reporters from the audience. For every item used on the air, out goes one dollar to the reporter, with a certificate of excellence. What’s more, the reporter of the best story of each week gets City Desk’s special award of five bucks.

A veteran network newsman, Cliff Allen, sits in the slot of City Desk—processes the stories—broadcasts them daily (5:35-5:45 p.m. EWT) Monday through Friday—ten minutes of first-rate hometown news.

New twist? Yes. Sounds good? Is. Why didn’t somebody think of that before? Because it’s WTOP’s business to think’em up first, as witness Janice Gray, The Factfinder, Stump Us, Arthur Godfrey’s Sundial, Arch McDonald’s 6:30 Show, and Battle of the Bureaus.

All City Desk needs now is a smart sponsor. All a smart sponsor needs now is City Desk working for him.

So call us—or call Radio Sales—but call. Quick.

WTOP
WASHINGTON’S 50,000 Watt Station
COLUMBIA OWNED

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
General Manager
GORDON GRAY, M.

March
Omaha, Nebr.

Whether "spot" programs or announcements, they reach a big and friendly audience. Smart programming helps listener reception. In Omaha, let KOIL build sales for you with "spot" programming.

KOIL shines on National "Spot" Schedules. Whether "spot" programs or announcements, they reach a big and friendly audience. Smart programming helps listener reception. In Omaha, let KOIL build sales for you with "spot" programming.

Gordon Gray, General Manager
KOIL in Omaha!
3000 Watts
1290 Kilocycles

Wildroot Company, Inc.
Represented by Edward Petry Co., Inc.

ON KOIL
Wildroot has just renewed sponsorship of "Krink-Flair for the third year.

WILDROOT COMPANY, INC.
Yours very truly,
H. J. Lehman, President

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SOL TASHOFF
Editor and Publisher

EDITORIAL

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CIRCULATION
BERNARD PLATT, Circulation Manager
WASHINGTON: Elsie Ewers, Dorothy Young.

addresses
WASHINGTON: Natl. Press Bldg. Metropolis, 1022
NEW YORK: 250 Park Ave. Plaza S-2355.
HOLLYWOOD: 1039 N. Vine St. Glendale 7353.

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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 3 1/2 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"
CASA CUGAT 15 min. 156 programs. Xavier Cugat, his orchestra, chorus and vocalists, in a program of Latin rhythms.

JAM SESSION 15 min.. 156 programs. A brilliant show—131 of the country's top jazz men.

SONGS OF PRAISE 15 min.
... 156 programs. Devotional music by the celebrated Hamilton Quartet, George Broadbent at the organ.

RHYTHM RANGE 15 min.
... 26 programs. Cottonseed Clark and his cowboys in a lively show of cowboy music.

SINGING LADY 15 min.
... 52 programs. The popular Irene Wicker telling fairy tales, stories of great musicians and our national holidays.

MANDRAKE THE MAGICIAN
15 min. 156 programs. Adventures of this favorite of millions of newspaper readers.
Yes; each of these new World Features is "A Show for Your Money"—each one is priced to fit even the most moderate budgets. Yet each Feature bears the unmistakable imprint of World's experience and "know-how" in creating top flight radio shows.

Here is showmanship in its finest sense—the imagination to engage the best talent, the foremost writers, directors and producers and the ability to bring to the creating of each show the accumulated knowledge of what the listening public really wants to hear.

Listen to one of these new World Features—notice how smoothly, how skillfully the expert scripts are wedded to the music—with what showmanship these World Features are created.

There are two types of Features available—open end and World's flexible new form—"Audi-Flex," a combination of top ranking scripts with music on bands. If you are an advertiser or agency ask your local station about the unusually moderate prices of these Features and let them audition the shows for you. If the local station does not have World Features write us direct. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

**Transcription Headquarters**

**WORLD BROADCASTING SYSTEM, INC.**

*A Subsidiary of Decca Records, Inc.*

New York  Chicago  Hollywood  Washington

---

**STRANGE AS IT SEEMS**

15 min. . . . 13 programs. Hix tells of oddities that have fascinated millions in his newspaper columns.

**FOOTPRINTS ON THE SANDS OF TIME**

5 min. . . . 104 programs. Little known facts of well-known celebrities—told by Art Baker.

**FIRESIDE TALES**

5 min. . . . 26 programs. Frank Graham, "one-man theatre" dramatizes well known stories.

**ONCE UPON A TIME**

5 min. . . . 26 programs. Actress Maureen O'Sullivan tells the favorite children's stories.
Now it’s GREAT SCOTT
on the YAWN PATROL!

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

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

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

WWDC
the big sales result
station in Washington, D.C.
Represented nationally by WEED & COMPANY

At Deadline

SEVEN UP Inc., St. Louis (soft drink) on March 28 will begin sponsorship of a half-hour variety show on Mutual, 7:30-8 p.m. (CWT), originating in New York with rebroadcast for the West Coast. Contract for 52 weeks was placed by J. Walter Thompson Co., Chicago.

NEW APPLICATIONS filed with the FCC: Voluntary assignment of license of KTBC Austin, Tex. From State Capital Broadcasting Assn. to Claudia T. Johnson, majority owner, and wife of Rep. Johnson (D-Tex.); New standard station, 1490 kc 100 w unlimited time at Bloomington, Ind. sought by Fred O. Grimswood, radio engineer and former licensee of KLCN Blythesville, Ark.

P. BALLANTINE & Sons starts Cameron Andrews as featured comedian on CBS Monday, 10:30-11 p.m. Formerly featured Johnny Morgan. Agency is J. Walter Thompson Co., New York.

JOSEPH D. BOHAN has been elected vice-president of Sterling Drug Inc., New York, in charge of the Centaur Co. division, succeeding Harold B. Thomas, resigned to become partner in Pedlar & Ryan, New York. Formerly divisional vice-president of Centaur, Mr. Bohan has been with the company for years. He is chairman, national relations committee, Proprietary Assn. of America.

EFFECTIVE March 18 three CBS programs will be available for local sponsorship. They include Morning News Roundup, Monday-Saturday, 8-8:15 a.m.; Morning News, Monday-Friday, 9-9:15 a.m.; a ten-minute news program, five minutes of straight news, five minutes of analysis, 11-11:15 p.m., all EWT.

S. C. JOHNSON & SON, Racine, Wis., has renewed Fibber McGee & Molly Tuesday 9:30-10 p.m. on full NBC network for 52 weeks effective April 5. Agency is Needham, Louis & Borby, Chicago.

SELLERS OF SALES

TYPIFYING the American saga, from office boy to successful executive is the story of Frank Miller Reed, director of media for Hill Blackett Advertising Agency in Chicago.

Frank was born Dec. 16, 1902, in Fort Wayne, Ind. He attended the Western Military Academy, Alton, Ill. and studied at the University of Illinois for two years.

In 1923 Frank came to Chicago to join the Stack Advertising Agency (later known as Stack-Goble) as an office boy. For nineteen years he was associated with the agency. He was space buyer until 1942 when the agency dissolved. He was with WIND Chicago as time salesman for six months and then with Wm. Rambeau Co., station representatives for 10 months.

In 1943 he became Director of Media for Hill Blackett where he buys time for the following accounts: Wander Co., (Ovaltine), Chicago; Stanley Mfg. Co., Decatur Ill., and E. J. Brach Co., Chicago.

Frank maintains that his background as a station representative helps him to understand their problems and in some cases simplifies his own. He says on occasion he will call up a station representative and preface his requests with the remark, "I'd like to be so and so today . . ."

Frank married his school sweetheart, Frederica McClellan. They have two children, Phyllis, 17, and Nancy, 13. The Reeds live in their own home in Beverly Hills, Chicago.

When queried as to hobbies Frank insisted that he is "the finest grass cutter in the world" and that working around the house is his hobby. He used to play golf but because of the shortage of time he no longer can indulge in this game. Playing poker and seeing plays are his favorite methods of relaxation. Best of all Frank avers he likes to watch radio productions. He is a great studio fan and says "I get a kick out of watching radio broadcasts."
LET US CONSIDER TOGETHER

The broadcasting business as we know it in America today is confronted with new problems and new opportunities. For this reason, it becomes increasingly necessary to keep clearly in mind the fundamental principles that we, as broadcasters, believe are essential to the success of radio.

In the hope that we can arrive at some better understanding of our basic principles, KVOC offers to provide the editorial and advertising space in this publication and to the People, by the People, for the People... if it is so... or free.

William W. Mays
General Manager

March 5, 1945
"You're wrong again—spot broadcasting can do any kind of advertising job!"

- Shoes or ships or sealing wax, or cabbages or king-size cigarettes—yes, spot broadcasting can and has sold practically everything you can think of, and can do it again!

What's your advertising problem? Whatever it is, we'd like an opportunity to do some thinking for you, and perhaps to come up with something helpful.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

- WGR-WKBW - BUFFALO
- WCKY - CINCINNATI
- KODJ - DETROIT
- WDXK - FARGO
- WISH - INDIANAPOLIS
- WZPE-WZRO - GRAND RAPIDS
- WMBC - KALAMAZOO
- WJON - KANSAS CITY
- WCCO - LOS ANGELES
- WIND - MIAMI
- WQAM - FT. LAUDERDALE
- WNCN - ST. LOUIS
- WFKW - SYRACUSE
- WHO - IOWA
- WJR - DES MOINES
- WOC - DAVENPORT
- WOAI - SHENANDOAH
- WRCB - BALTIMORE
- WCSC - CHARLESTON
- WMLL - COLUMBIA
- WPGC - RALEIGH
- WDBJ - ROANOKE
- WBB - SOUTHWEST
- KOB - ALBUQUERQUE
- KEKN - BROWNSVILLE
- KBBF - CORPUS CHRISTI
- KHOE - HOUSTON
- KSL - OMAHA
- KQTV - OKLAHOMA CITY
- WTVW - TULSA
- WTH - PACIFIC COAST
- KON - PORTLAND
- KIRO - SEATTLE

CHICAGO: 180 N. Michigan
NEW YORK: 444 Madison Ave.
SAN FRANCISCO: 111 Sutter
HOLLYWOOD: 6531 Hollywood
ATLANTA: 322 Palmer Bldg.

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BROADCASTING • Broadcast Advertising
Military to Confide Secret Data to Radio

Basis for Norton Curves Will Be Revealed

By BILL BAILEY

WHAT PART classified military data on F2 layer transmission played in the FCC proposed allocations to FM and television will be disclosed at a secret session Monday morning (March 12) with Army and Navy communications officers at FCC headquarters.

The only hint to the inquiry in on the highly-guarded data on which Dr. K. A. Norton based his controversial curves was reached last Thursday during oral argument on the future frequencies. All of the FM, television and standard broadcast testimony had been concluded by noon Friday, with testimony to be heard on facsimile and non-broadcast services.

Economics of Interest

Argument opened Wednesday morning before the full Commission, with Commissioner Ray C. Wakefield absent on an overseas assignment. Chairman Paul A. Porter presided except for brief periods Thursday and Friday when Commissioner Paul A. Walker acted as chairman. Commissioners Clifford J. Durr, Norman S. Case and E. K. Jett shared in cross-examination of witnesses, with Commissioner Jett carrying the bulk on technical phases, and Commissioners Durr and Walker evincing unusual interest in the economic aspects of broadcasting. The record will be kept open until after the secret session Monday.

Developments in the oral argument last week included these: Dr. T. C. Goldsmith Jr., research director of the Allen B. DuMont Labs, Passaic, N. J., literally rocked the FM broadcasters on their respective heels with the assertion that adequate 6-mc television allocations will be provided “if eventually television occupies the entire spectrum between 44 and 216 mc,” (Continued on page 15).

Col. W. A. Roberts, counsel for Television Broadcasters Assn., submitted a plan of assignment of the proposed 12 channels below 300 mc, whereby 398 stations would be provided in the nation’s first 140 markets, with 112 cities assured of at least one outlet.

Industry engineers were divided in their opinions of Dr. Norton’s curves, with some challenging the accuracy of his conclusions and others, including T. A. M. Craven, vice-president of the Cowles Broadcast Co., and former Commissioner, lauding Dr. Norton as one of the world’s foremost propagation experts.

FM interests were equally divided as to economics. Manufacturers couldn’t agree on the comparable costs to the public of FM sets in the present band (42-50 mc) and receivers for the proposed band (84-102 mc).

Television interests did not oppose the Commission’s proposals, but all asked for assignment of the 102-108 mc band, now pegged as unassigned. They were divided, however, over interpretation of the allocations below 300 mc. Advocates of high-definition video urged the Commission to make the lower allocations on a “temporary” basis; proponents of present-day standards called for “permanent” assignment below 300 mc.

DuMont Would Give 44-216 mc To Television, Eliminating FM

EXPANSION of the 6-mc television band to include all the area between 44 and 216 mc, thus eliminating FM unless that service eventually moves still higher, was proposed last Friday at the FCC oral argument on spectrum proposals between 25-30,000 mc by Dr. T. T. Goldsmith, Jr., research director of the Allen B. DuMont Labs, Passaic, N. J.

Dr. Goldsmith, on behalf of the DuMont Labs, approved the FCC proposals, but requested that the 102-108 mc channel be assigned now to television. The Commission proposes to reserve that band for future assignment to television, FM, facsimile, or other services, dependent upon future needs.

“While 12 channels will provide for a limited competitive commercial service, the addition of the 13th channel will be of further assistance,” said Dr. Goldsmith in a statement prepared by the Allen B. DuMont Labs. “Furthermore, it will insure that the receiver design will be developed along lines probably capable of including all of these 13 channels, and assure ready adaptation to include other channels between 84 and 180 mc.”

Additional Channels

Dr. Goldsmith urged the Commission to “take such steps as are practical to earmark additional 6-mc channels in the region between 84 and 180 mc,” to be released by other services when no longer required.

Testifying in support of his calculations of early last November [Broadcasting, Nov. 6], which indicated that FM would be comparatively free of F2 layer transmission in the higher frequencies, Dr. Norton said the military would agree to a conference with industry propagation experts to make known to a select group of engineers reasons for his conclusions.

Chairman Porter accepted the invitation and designated the hearing for Monday to accommodate Maj. Edwin H. Armstrong, FM inventor, and Wednesday to accommodate Maj. Armstrong’s contentions. The conference originally was proposed for Friday of this week but Maj. Armstrong advised Chairman Porter he would not be available.

Rejects Norton Curves

Throughout the oral argument, Maj. Armstrong steadfastly refused to accept Dr. Norton’s curves as conclusive proof that F2 layer transmission in the 40-mc region would be detrimental to a nationwide FM service.

A committee of the TBA submitted a complete assignment plan based on the 12 channels below 300 mc proposed by the FCC whereby New York, Chicago, and Los Angeles would have seven Class A stations each; San Francisco, six; Boston, Detroit, Pittsburgh, St. Louis, Buffalo, and Cincinnati each five; Cleveland, Washington and Columbus each four; Baltimore, Albany-Schenectady-Troy and Rochester, three; and Youngstown, Akron and Toledo each one.

On the committee which drew up the proposal were: F. J. Bingley of the Philco Corp., chairman; Dr. Goldsmith, DuMont Labs; David B. Smith, Philco; O. B. Hanson, and Robert Shelby, NBC; George Lewis, Federal Telephone & Radio Corp.; E. A. Hayes, Hughes Productions; Harry Lubicke, Don Lee Broadcasting System; H. L. Blat- terman, Earle C. Anthony Inc.; W. J. Purcell, General Electric Co.

Proceeding rapidly on Wednesday morning, the Commission took up Fixed Public Service (other than Alaska), Haraden Pratt, chairman of Panel 8, read from his brief although Chairman Porter later reiterated the request that only new

(Continued on page 78)
Radio May Lose Older Men to Service

Draft Boards Expected To Call 30-33 Age Groups

By JACK LEVY

BARRING military developments which may reduce the needs of the armed services, broadcasters may be called upon by local draft boards to give up a substantial portion of their physically qualified registrants in the 30-33 age group beginning about April 1, according to a spot check of Selective Service boards and personnel directors by Broadcasting last week.

While the boards were unable to estimate how many 30-33 men would be called, it was indicated that the prospects for filling quotas from the 18 through 29 groups are exceedingly poor. Should the need for replacements continue at the present rate, it appeared, it would become necessary to make progressively greater demands on the older groups.

Must Be 'Necessary'

Under new procedures announced Feb. 25 by National Headquarters of Selective Service, registrants in the 30-33 group to be eligible for deferment must be “necessary to and regularly engaged in” essential activities. Previously, it was only required that registrants 30 years of age or over be “regularly engaged in” essential activities to be eligible for deferment. The status of registrants in the 34-37 group is not affected.

Forms 42 or 42A should be used by employers in requesting occupational deferment of registrants over 29. A spokesman for Selective Service said that boards can be expected to give no consideration to key employees and that technical men especially will likely be granted deferment. Determination in all cases will be left to the boards.

Whether the boards will allow present deferments to continue until date of expiration before calling up men for induction will depend on local conditions. In some areas, those who have had prejuducial physical examinations will be the first to be called and deferments will be permitted to stand. In other areas it may be necessary to review all deferments to furnish the necessary men to the draft boards.

For registrants under 30, the regulations call for filling a new form, 42A (Special Revisions), for obtaining occupational deferment and for certification by designated agencies in the Government responsible for procurement and production of war materials and those responsible for the maintenance of essential services. The local board's function is to assist local boards in determining which registrants, in the interest of the war effort, should be given serious consideration.

FCC Not Included

Although the FCC is not included in the list of 15 recommending agencies designated for the 18-29 group, Selective Service emphasized that employers may file the new form with the local board, even though certification has been denied by the Government agency having Jurisdiction or if the employer does not come within the jurisdiction of that agency.

The local board is empowered to grant or deny deferment as its judgment dictates but are instructed to give certified requests the most favorable consideration.

At the office of Col. Arthur V. McDermott, Director of Selective Service for the New York City area, it was predicted that “quite a few” men would be needed from the 30-33 age group to meet the demands of the military services, as the supply of 26-29-year-olds is limited. Spokesmen refused even to hint at the number of men in the 30-33 group who would be required from the city, stating only that this will depend entirely on the needs of the armed forces.

A quick check of a representative sample of New York stations revealed that while many station employees are in the 30-33 group, the industry will not be hard hit by the draft unless its present “essential” classification is withdrawn and unless there is to be a general reclassification of individuals now deferred for physical disability. Most stations reported that either they had been granted or had requested occupational deferment for all key employees. If selective service does move in on radio, the announcing, sales and technical staffs seem likely to be hit hardest, the reports indicated.

The proportion of men in the 30-33 group to total registrants varied widely with stations. One key network outlet reported 31 registrants in this group classified as 2A. An independent station had none who would be affected. Another had 60% of its operating staff in the 30-33 group.

In Chicago, one key network station reported 10% of its operating personnel in the 30-33 group while another had less than 5% and a third about 8%. One independent had 14% and another 7% in the 30-33 group.

In Washington, one key station reported 22% of its registrants in the 30-33 group classified as 2A while another said that all of its 30-33 men were 2A (F). Another major station reported about 30% in the 30-33 group. Generally, engineers constituted about half of the total registrants in the 30-33 group.

Carter Test

STARTING off with a ten-city test, Carter products, New York, will sponsor John J. Anthony's Goodwill Hour, Mutual's Pay Day, Friday, 1:45-2 p.m., probably starting April 2. Period was the one originally planned, the network delaying a later proposal for a 9:15 p.m. across-the-board spot on the grounds that combination of the product, fewer spots, the night hour and program would not make good radio. [Broadcasting, Feb. 26].

To be expanded to a larger group if the test is successful, series is scheduled for WOR WGN KJH KFTV TTN WAGW WRAT WAC WGN WKBW WOL Ted Bates Inc., New York, is agency. Carter sponsors Jimmie Fuller on the Blue, for Arrell, placed by Sid & Leo, New York. Mr. Anthony's last commercial series was on Mutual for D. L. Clark Co., Pittsburgh.

Murine Buys Spots

MURINE Co., Chicago, on March 5 begins sponsorship for 52 weeks of transcribed spot announcements on stations KOB WCPO KVOD WHO KFOR WOW KOY KVOO KANS WDEL WMGB KWBU. Agency is BBDO Chicago.

Blue Names Huber To Top Ad Post

Appointed Kenway Successor; Murray Grabhorn Promoted

E. J. (Mike) HUBER, formerly sales promotion manager of the Blue Network central division in Chicago, has been appointed advertising manager of the network, succeeding Mr. Simon, vice-president in charge of advertising, promotion and publicity, announced last week. Mr. Huber will supervise the advertising and promotion of Blue cooperative station promotion and business development as well as for the network itself, Mr. Smith said.

Kenway Named

Ivor Kenway, whom Mr. Huber succeeds as Blue advertising manager, has been placed in charge of advertising and promotion for the network's owned and managed stations. He will also supervise publicity and public relations, research and program development for the Blue's own stations.

Mr. Smith also announced the appointment of BBDO, New York, as advertising agency for the network, replacing Bell & Newhouse. Mr. Leonard Erikson, who recently joined the agency after some 15 years at CBS, where he was network sales manager, will be operating executive on the Blue account.

Murray Grabhorn, assistant sales manager of the Blue Network, has been placed in charge of the sales and promotion activities for programs built by the Blue program department. He has been temporarily relieved of his administrative duties, to concentrate on his special assignments. Mr. Grabhorn is the new operating director of the network's promotion department which has been assigned to assist Mr. Grabhorn in the preparation of special promotions for these programs.

Florshheim Named

STANLEY FLORSHEIM, formerly manager of cooperative programs for sales for the Blue Network, has been made director of cooperative programs, Mark Woods, president, American Broadcasting Co., owner of the Blue, announced last week.

Ludwig Simmel, formerly Blue sales service manager, has been named administrative assistant to Mr. Florshheim; George Schrier of the staff has been made publicity manager of the department, and Lydell Wilson, with the department since its inception two years ago, becomes business development manager for co-op show programs.

Robert Saudek, just returned from service overseas for the OWI as manager of ABSE, has rejoined the Blue as sales service manager, succeeding Mr. Simmel. Prior to leaving the Blue last spring, Mr. Saudek had been assistant to the executive vice-president.
NAB Urges 'Hitch-Hikers' Be Abolished

May Revise Code; Presidency Studied

CALLED UPON to dispose of a welter of problems due to cancelation of the membership meeting this year in keeping with wartime restrictions, the NAB Board of Directors at a two-day session in Washington Tuesday and Wednesday polished off a weighty interim agenda which it hopes will hold radio on even keel until the next regular board session scheduled for Omaha in May.

Highlighting the board's actions were:

(1) Enlargement of the committee to select a president to succeed J. Harold Ryan by adding Don D. Sneed, WTIC Hartford, Paul W. Morenci, WTIC Hartford, and John J. Gillin Jr., WOW Omaha, to supplement the original committee of Messrs. Ryan, James S. Strace, WLW Cincinnati and G. Richard Shaf- to, WSIS Columbus, S. C. Mr. Shafto was named temporary chairman, succeeding Mr. Ryan.

(2) Adoption of a resolution proposed by its Sales Managers Executive Committee calling upon the networks to eliminate "cow-catcher", "hitch-hike" and cross-references-terms "at the earliest possible date!"

Code Report Considered

(3) Consideration of interim report of the NAB Code Committee, exploring possible revisions in the self-regulation code and augmenting the board's code liaison committee to work out proposed amendments probably to be considered at the next annual meeting.

(4) Authorization of associate membership liaison with NAB standing committees and as first step naming three radio station representatives to consult with the Sales Manager Executive Committee. They are John Blair, John Blair & Co.; William Knod- del, Free & Peters Inc., and Henry L. Christal, vice-president, Edward Petry & Co. Inc.

(5) Authorization of steps to strengthen employer-employee relations in radio through expansion of station committees upon recommendations of John Morgan Davis, general counsel.

(6) Endorsement of recommendations of its news committee on handling of sponsored news. The board agreed on the recommendation that the recommendations be sent to all stations for edification and guidance.

(7) Referral to publicity relations committee of proposals prepared by Losh & Lee, Los Angeles public relations firm, for creation of a proposed Academy

of Radio Arts & Sciences, to award "Oscars" for outstanding radio performance and for other public relations purposes.

Without mentioning names, Presi- dent Ryan reported to the board on the search for a new president, who would take office on July 1—the deadline set by Mr. Ryan for his return to his regular duties as vice-president and directing head of the Western Broadcasting Co. stations. More than a dozen names originally were considered by the three-man committee and the list was narrowed down to three or four. The committee, however, requested the board to give it further instructions on such matters as tenure, salary, type of man preferred and authority to make a definite commitment within prescribed limitations.

Action at Omaha?

The enlarged committee will meet in New York March 21 for its first full meeting before the spring convention. They will review the interim report at the Omaha meeting.

That session will be held between May 1 and 15, at the invitation of Director Gillin. Mr. Ryan had assumed the NAB presidency on an interim basis in April 1944, with the understanding that he would not be required to serve beyond next July 1. He took over the presidency from Neville Miller, first paid executive of the NAB and now with UNRRA in the European war theatre. Mr. Miller's stipend was $35,000 per year, plus $5,000 in allow-

unanimously adopted were the recommendations proposed by the Sales Managers Committee against parasitic station-break an-

nouncements. Both NBC and CBS had made commitments for their elimination and these, it was reported, were renewed at the board meeting. Arthur Church, KMBC Kansas City, had petitioned the board to renew the plea for their prompt elimination, having called attention to it in a two-column editorial in The Kansas City Star on October 1, 1944, which report-

edly was not invoked because of the failure of other networks to follow through on commitments.

The resolutions as adopted by the board follow:

WHEREAS it should be the constant aim of radio station management to present programs of varied interest, and dual convention, the board liaison code committee was enlarged to include two additional members, with Campbell Arnoux, WTAR Norfolk, and Paul W. Morenci, WTIC Hartford, and the appointment of a fourth member of the executive board of the new advisory board of the NAB, and for their terms to expire simultaneously with the terms of the existing board of directors.

Nominations Made for Election to Fill Six Posts as NAB Directors-At-Large

FORCED TO conduct its annual election of directors-at-large by mail ballot because of the cancelation of the 1945 annual meeting in compliance with Government re-

requirements, the 17 district directors of the NAB last week nominated 18 broadcasters for the six-at-large positions, to take office July 1. The procedure is in compliance with re-

vised by-laws adopted by the con-

vention last year.

Nominated for the two large sta-

tions (over 250 kilowatt) director-

ships, were: Joseph O. Maland, WHO Des Moines; (incumbent); Paul W. Morenci, WTIC Hartford (now district director); W. H. Summerville, WWL New Orleans; J. Leonard Reinsch, WSB Atlanta (incumbent); Lee B. Wailles, West-

inghouse Radio Stations Inc.

Medium station nominations: T. A. Craven, Cowles Broadcasting Co. (incumbent); F. M. Doollitt, WDRC Hartford; Bob Pribee, KRSC Seattle; C. T. Hagman, WLYC Minneapolis; G. Richard Shaf- to, WSIS Columbus, S. C.; E. E. Hill, WTAG, Worcester; George M. Burbach, KS St. Louis. Don S. Elias, WWNC Asheville, a veteran of seven years on the board, declined nomination.

Small station nominations: Clair R. McCollough, Mason-Dixon sta-

tions in Pennsylvania and Dela-

ware; Frank King, WMBR Jack-

sonville; John O. Doolittle, WQW Dirks, KTRI Sioux City (incumb-

ent); Marshall Pengra, KRNR Roseburg, Ore.; Dale Taylor, WENY Elmira, N. Y.; Matthew H. Borowiecki, WSKW Wilkes-Barre. These nominations were considered by the committee respect- fully requests that the board of directors consider the following:

RESOLVED, That the NAB membership be notified of the at-large nominations by about May 15. Within 15 days new nominations may be made by a minimum of 10 station members, but these need not be by petition carrying that number of signatures. If a minimum of 10 members write in the same name for a broadcaster for any director class, the name will appear on the final ballots to go out by June 1, returnable in 15 days to the election committee.

The board also authorized a refer-

endum ballot on the election of a new director for the fifth district, to be conducted by Ernst & Ernst, in view of the split meeting necessi-

tated by the ODT restrictions on more than 50 attendees. Georgia and Alabama broadcasters of Dis-

trict 5 meet March 19-20 in At-

lanta, while Florida and Puerto Rico broadcasters meet in Jackson-

ville March 22-23. The incumbent directors are B. S. Robinson, John H. Wall, and Richard N. WBRB Birmingham. Two other dis-

tricts, the first, which meets in Boston March 5-6, and the ninth, which meets in Chicago March 29-30, have been established. The incumbent are Mr. Morenci for District 1 and Leslie C. Johnson, WHFP Rock Island.

Stations nominated for the two large stations are:

Shake-up of the use of so-called "cow-
catcher" and "hitch-hike" announce-

ments militates against the interests of all network advertisers, creating annoyance, confusion and mistrust among listeners. WHEREAS it be the constant aim of radio station management to present programs of varied interest, dual convention, the board liaison code committee was enlarged to include two additional members, with Campbell Arnoux, WTAR Norfolk, and Paul W. Morenci, WTIC Hartford, and the appointment of a fourth member of the executive board of the NAB, and for their terms to expire simultaneously with the terms of the existing board of directors.

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Denny, Hyde, Bartlett Figure
In FCC Promotion Speculation

General Counsel Is Mentioned as Successor to
Craven; Veteran Assistant May Move up

AN FCC "merit parlay" which would see General Counsel Charles R. Denny move up to a commissionship, Ross E. Hyde stepped up to note as Mr. Hyde was to succeed, and Col. Theodore L. Bartlett, recently returned from the Mediterranean theatre, is to assume an assistant general counselship, was being speculated upon during the last week.

All three have been mentioned for the existing FCC vacancy, created when Comdr. T. A. M. Craven retired to the broadcasting field last July.

Mr. Denny has not been a candidate, but is said to have the endorsement of Chairman Paul A. Porter. With the President's return to Washington last week from the Yalta war conference, it is expected a nomination will be sent the Senate any day. The 32-year-old general counsel is a Democrat and Washingtonian. He has assumed the confidence of the Commission and of members of Congress identified with radio during his tenure as the FCC's chief lawyer which began in 1938, after having served a year as assistant general counsel.

Hyde Gets Support

Mr. Hyde, veteran assistant general counsel in charge of broadcasting, has been supported strongly for the Craven vacancy. An Idaho Republican, he was the former Federal Radio Commission in 1926—shortly after its creation, has served continuously with it and the FCC. If Mr. Denny receives the FCC tightrope, the elevation to the general counselship is regarded almost as a certainty.

Col. Bartlett, likewise a veteran FCC attorney, was in charge of the Law Division's administrative activities before going on active Army duty three years ago. He was a communications officer in the Mediterranean theatre until his return to this country a few weeks ago. It was thought likely that Col. Bartlett, if not named to the Commission vacancy, would be preferred an assistant general counselship—possibly in connection with the important allocations.

Stock Sold

STOCK of Midland Radio & Television Schools Inc., all owned by KMBC Kansas City, has been acquired by G. L. Taylor, president and active head of the schools, according to Arthur B. Church, KMBC president. Mr. Taylor has resigned as a FCC commissioner in charge of technical development. Robin D. Compton, formerly of RCA and NBC, and active in television, has been named technical director of Midland Broadcasting Co. R. C. Rutledge was chief engineer, and A. K. Krabill, studio director, continues their KMBC posts.

$1,000,000 LIBEL CHARGED BY NOBLE

EDWARD J. NOBLE, chairman of the board of American Broadcasting
Corp. (RCA), Thursday, filed in motion in the New York Supreme
Court asking permission to file a counterclaim for libel for $1,000,-
000 on the $566,000 damage suit of Donald Flamm against Mr.
Noble in the sale of WMCA New York by Mr. Flamm to Mr. Noble
for $866,000. Justice William C. Hearst, Jr., recessed the case.

Mr. Noble's action is based on statements said to be contained in press releases issued on Mr. Flamm's behalf in connection with his suit, which charges Mr. Noble with coercion and illegal conspiracy with Mr. Flamm's employees to force Mr. Flamm to sell WMCA to Mr. Noble. Mr. Flamm's action to have the station restored to him was altered to a suit for damages following the sale of WMCA by Mr. Noble to a group headed by Nathan Strauss, now president.

Clear Group Plans Hearing Procedure

Craig Presides at Meeting of CCBS Executive Committee

INFORMAL conferences with the FCC were held on last week to determine the scope and magnitude of work that would be developed for the clear-channel allocations scheduled for May 8, were arranged by Mr. Craig, the First Channel Broadcasting Service, following a two-day session in Washington and an informal discussion with FCC Chairman Paul A. Porter.

Whether postponement of the May 9 date will be sought by the clear-channel stations will depend heavily upon the outcome of the staff discussions, it was believed. At the informal sessions, efforts were made to clarify the issues and to determine what technical problems might be worked out by the FCC and what portion the clear-channel group should supply. It was thought the group will seek postponement until fall, in any event.

Craig Presides

Edwin W. Craig, WSM Nashville, chairman of CCBS, presided over a meeting of the executive committee which met in Wash-
ington last Thursday and Friday. Attending the sessions were a number of clear-channel station representatives on the committee.

Those present included: J. Leon-
dreich, WSB Atlanta; B. J. Palmer, J. O. Maland, Paul Loyet and Ralph Evans, WHO Des Moines; Fred Scott, WAB-
ney; Mark Ethridge and W. Lee Coulson, WHAS Louisville; Wil-
liam B. Ryan and H. L. Blatter-
er, KFI Los Angeles; James D. Shapley, WABC New York; WKBW, WLW Cincinnati; Hugh A. L. Hal-
WQAI San Antonio; W. H. Sum-
merville, WWL New Orleans. Louis G. Caldwell, WDAY Grand Forks, WOR New York; and Andrew D. Ring, engineering consultant, also participated. Messrs. Craig, Ethridge, Maland, Caldwell and Ring conferred with Mr. Craig on Friday regarding the staff conferences on issues and procedures.

Shepard, Damm, Craney Seek
To Revive Regional Stations

FOLLOWING practically the identical pattern of previous allocation proceedings involving clear-channels, moves were initiated last week to revive an organization of regional broadcast stations to preclude alteration of allocations and to keep the FCC clear-channel hearings scheduled to begin May 9 in Wash-
ington.

John Shepard 3d., chairman of the Yankee Network and former president of the National Assn. of R e g i o n a l Broadcast Stations, formed in 1938; Walter J. Damm, vice-president of the Milwaukee Journal stations, and president of PM Broadcasters Inc.; and Ed Craney, KIRI Butte, last Monday sent telegrams to some 20 former directors of N ARBS proposing revi-

ving the group. The majority of those contacted, Mr. Shepard said last week, supported the move and a letter will go out forthwith to all regional or non-clear-channel stations inviting them to participate in the organization.

Steering Group

Mr. Shepard said it was not cer-
tain whether the organization, if created, would follow the pattern of N ARBS or whether it would simply become a committee. The organization was similar to the Newspaper-Radio Committee created several years ago to block moves looking toward divo-
cement of newspapers from station ownership. In any event, he said, the plan was to create a steering committee or executive commit-
te which would function for the organization.

In its letter to regional stations, the organizing committee will rec-

ommend an informal organization, probably to be known as the "Re-
gional Group," was suggested that the executive committee include the same membership as the last board of N ARBS but with two changes. In addition to Messrs. Shepard and Craney, the old board included Frank Reinsch, Wooten, WREC Memphis; Campbell WTR Norfolk; Edgar L. Bill, WMWD Peoria; Lewis Allen Weiss, Don Lee, and Edgar H. Twamley, then of WLB Buffalo. Mr. Twam-
ley, now with Spot Sales in New York, no longer is in the station

field, while Mr. Weiss declined to serve. The suggestion was made that the board consist of Messrs. T. A. M. Crave-
en, former FCC commissioner and executive vice-president of Cowles Broadcasting Co., be substituted for them. All mentioned have agreed to the suggestion and Mr. Bill, who could not be reached.

The plan, according to Mr. Shep-

ard, would be to present testimony at the May 9 hearings, opposing any encroachment on or operation of regional stations. This presumably would include opposition to any increases in power for clear-channel stations and would be in favor of the breakdown of the existing two dozen clear channels to I-B (duplicated) status.

N ARBS originally was formed on a provisional basis in 1936, prior to the engineering allocations hearings that followed the breakup of regional broadcasting. It was made a permanent organization in 1938, preparatory to the last clear-channel

hearings, which preceded the original National Association of Regional Broadcasting Agreement which exp-

ires next year.

It is expected both legal and en-
ingineering counsel would be retained by the regional organization. Paul D. P. Spearman, former counsel for N ARBS, is regarded as the likely selection as counsel. The former engineering counsel was Dr. Green-

leaf Whittier Pickard, of Boston.

Because of the OD T ban on conven-
tions of more than 50 out-of-
town people, it is doubted whether the regional group will call a gen-
eral meeting. Mr. Shepard said that the membership could be kept posted by mail.

FIRST public speech of Gen. Joseph W. Stillwell since his recall from the China-Burma-India theater by President Roosevelt, was in Boston, and exclusive from Cleveland by WJW. Gen. Stillwell spoke before the Cleveland Assn. of Ordnance Staff at the Hotel Statler.

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BROADCASTING • Broadcast Advertising
Cut yourself a piece of cake!

It's another W-I-T-H birthday we're inviting you to share in. This is our fourth. And the traditional W-I-T-H birthday cake for agency time buyers and advertisers, has been delivered or will arrive this week.

It's just a friendly way to express our appreciation to all of you who have helped our station to become one of the most successful independent stations in the country.

Many happy returns to your clients and yourselves, from the station that produces the largest number of listeners in the 6th largest market... for the lowest cost.

Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

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WOW Case Heard By Supreme Court

Invasion of FCC Domain by State Court Is Argued

Whether the physical properties of a station can be considered apart from its license became the major contention in the case between Radio Station WOW Inc. and Dr. Homer J. Johnson, stockholder of the Woodmen of the World Life Insurance Co., which was argued before the Supreme Court last Thursday by James Lawrence Fly, WOW's attorney. "Mr. Johnson, acting for Mr. Johnson. It was Mr. Fly's first court appearance since leaving the FCC last fall.

Two major questions to be decided by the court were: (1) as Mr. Johnson contends, the only issue is "constructive fraud" in granting a lease for the station for an alleged inadequate protection, and (2), as the lease holds, the decision of the Nebraska Supreme Court setting aside the lease and transfer of licenses with consideration to the FCC. The question of public interest also figured in the argument.

Amount of Rental

The stockholder claimed in the original suit which was lost in the lower Nebraska court and then reversed by the State Supreme Court that the station was rented to its manager and a group of associates by their friend, the president of the insurance company, at a rental of $1,000 a month for a quarter income and inconsistent with its value. Mr. Fly stated that on this issue, which is not the direct one to be decided by the court, it is the license which expired seven years after its valuation and without the equipment would be surplus material. Furthermore, he said, the figures given were not relevant since the insurance company, at a rental of $1,000 a month and rent to the managers that is not the case with WOW Inc.

The Nebraska high court, according to the argument, first ruled that the station and license he retained and in a motion to dismiss the ruling adhered to its original judgment on being incidental to the return. The trial court of violation of Sec. 41 (a) of the Communications Act brought the debate of whether a state court or the Commission should decide in cases of "constructive fraud". If as in normal legal proceedings, the state court rules how the matter of the license be handled or if the Commission's licensing powers instead cover the matter of "proper contract and fitness to run a station", the license be suspended before the highest tribunal.

Mr. Fly asked why the complainants didn't come before the Commission while the transfer was being weighed and his arguments argued belief that it was a state matter and said the case was started.

Nets Plan San Francisco Conference Coverage; BBC Also to Air Meetings

With the major networks planning coverage of the United Nations Conference in San Francisco, opening April 25, the Radio Corporation of America, which was detailed by the State Dept. to pass on all radio news applications planning to report the meeting.

Applications should be filed immediately with Michael J. Mc Dermott, assistant to the Senate Radio, Television and Press Relations. Mr. Mc Dermott's office in turn refers all applications to Earl Godwin, president of the Radio Correspondents Association. Although plans were not completed by the association, it appeared likely that H. Harold McGrafth, superintendent of the Senate Radio Gallery, probably would be in San Francisco to handle radio personnel.

CBS Group

CBS announced that a contingent of four newsmen from New York and one from Washington will be sent to San Francisco to work with CBS West Coast newsmen. Heading the group will be Harry Quinn, assistant director of news broadcasts. From New York will go these commentators: Professor L. Shirer, Bob Trout, Maj. George Fielding Elliott, Bill Henry of the Washington staff also will attend.

Members of the KQW San Francisco staff assigned to the conference include William Eilers, Don Mooney and Grant Holcombe, who will function under the direction of Philip Woodyatt, West Coast assistant news director. From Knx Los Angeles, Fox Case, director of news and special features, will head a group of correspondents and reporters including Harry Flannery, Chet Huntley, Nelson Fringle and Wallace Sterling. Two KNX technicians, John Clooney, and John Quinn, also have been assigned.

To give British listeners full coverage of the San Francisco conference, BBC will have a broadcasting booth. Louise Ryerson, in charge of facilities at the North American branch of the BBC in New York, lef Feb. 26 for San Francisco to make arrangements. Alistair Cooke and Anthony Wiggan, BBC newsmen, are expected to be on the ground, along with Chris Cross, BBC publicity director, also expects to attend the conference at the conclusion of a tour of the West and Midwest, contacting stations, radio editors and others with BBC activities in the U.S.

Marlin Expands Its Spot Coverage to 59 Stations

MARLIN FIREARMS Co., New Haven, has expanded to 59 the number of stations carrying spot annoucements. Among them are: Mr. Long's own southeast representative firm with headquarters in San Francisco, the firm will be located in the West. Mr. Long is former southeastern representative for CBS radio sales and commercial manager of the WBT station in Charlotte. In addition to representing stations in the southeast, he will act as consultant to stations in that area.

Blue Meeting

Representatives of the eight stations which will become affiliates of the American Broadcasting Co. (ABC) from New York will meet in New York the end of this month to discuss plans for promoting the new stations to the public.

Meeting, called by Oscar (Pete) Schloss of the Blue stations department, will be attended by executives of the Blue stations, Pittsburgh (currently MBS); WPHR Baltimore (MBS); KRTN De Moines; WHOL Washington; WICN Lansing (CBS); WPDQ Jacksonville, Fla. (MBS); WPTL Miami (MBS); WOCF Boston (Blue); WLAW Lawrence (CBS).

WPB Reconsiders Four Applications

New Stations Authorized

After Once Being Refused

AGAIN reversing itself, the War Production Board last week approved four applications for construction of new stations which had previously been denied authorization. The facilities were not essential to the war effort. The action permits construction of two new stations in Sacramento, Calif., an additional outlet in Pittsburgh, Pa., and a station in Petersburg, Va., which has no primary service.

Action Consistent

The Board's reversals were consistent with overrulings by the WPB Construction Bureau early in February of denial of two applications by the Radio & Radar Division and the light amateur and model radio. In December of refusing authorizations for new stations on the basis of essentiality during wartime. Following the turnabout on these applications, the WPB kindly notified the FCC that it had been denied authorization filed appeals and, it is understood, the Division recommended approval in the interest of consistency. The Board also reversed its previous policy regarding applications for construction of new studios for existing stations. Two such applications by KFAB Lincoln and WGES Chicago had been originally refused authorization by the WPB Construction Bureau although the Radio & Radar Division had recommended approval. Last week, the Bureau, on appeal, approved KFAB's application.

Action on WGES is being withheld pending a report from the War Manpower Commission on availability of labor in Chicago, a critical labor area.

Four applications approved for construction are for KXOA Sacramento, 250 w on 1490 ke, filed by Lincoln Deller, vice-president of KSFO San Francisco, KCRK Sacramento, 250 w on 1340 ke, filed by Central Valleys Broadcasting Co.; WHGB Harrisburg, Pa., 250 w on 1400 ke, filed by Herbert Hendrick and G. L. Has; and WHBID Petersburg, Va., 225 w on 1240 ke, headed by Joel Welland, owner of WFTC Kinston, N.C. All of the applicants had been granted conditional construction permits by the FCC prior to its Jan. 16 freeze order.

The Board also approved the application of Robert W. Runesville for a new station (WBAC) at Cleveland, Tenn. A conditional construction permit had been granted for this station by the FCC under the Jan. 16 policy following new facilities in areas lacking primary service. Authorization is also likely for WLAT Conway, S. C. which received a FCC conditional under the freeze provisions.
KFAB Opens the Gate to a 1½ Billion Dollar Market*

Beyond this gate...for hundreds of miles over rich rolling farmlands and into wide fertile valleys...stretches the vast 200 county area served by the BIG FARMER STATION.

Throughout this entire KFAB territory, folks enjoy a total annual effective buying income of 1½ billion dollars. Consider, too, Mr. Time-buyer, that this purchasing power is based on such solid sources of income as cattle, sheep, hogs, poultry, grains, along with payrolls from many large industrial plants.

Let KFAB "Open the Gate" to this 1½ Billion Dollar Market for you. Cash in NOW on this tremendous buying power.

*Sales Management, 1944, and CBS Listening Areas, Series 6, 1942.

"The Big Farmer of the Central States"

KFAB
Lincoln, Nebraska
OMAHA, Basic Columbia
1110 KC-10,000 Watts
Represented by PAUL H. RAYMER COMPANY
Everything that happens in Cleveland happens to Mr. Nemo. At least, that's the way he feels about it. He's the only guy we know who is completely happy when he says, "Everything happens to me."

At the drop of a fire alarm or a hockey puck, Nemo's off with a flash, with an announcer and microphone in tow. Nothing ever happens in Cleveland too big for WJW's Mr. Nemo to handle smoothly and professionally, and nothing too small to escape Nemo's attention. His head practically spins on his shoulders looking in all directions for any event that will interest Clevelanders.

We saw him at a prize fight the other night, and remarked, "Big crowd tonight."

He scoffed, "If you think this is a big crowd, you ought to see all the people I got on the other end of this wire!"

**Transfer Sought**

VOLUNTARY assignment of license of WDAK Columbus and WLRLD West Point, Ga. from the present licensee partnership to a new partnership composed of present owners. Four new individuals is sought in applications filed with the FCC. Allen M. Woodall, general manager of WDAK and sales manager of WLRLD, would acquire 10% interest and Margaret A. Pill, housewife and women's civic leader, would acquire 8% interest. Amount involved is $15,300. L. J. Duncan, who now is 51% owner, would hold 40% after transfer; Leila A. Duncan, now 25%, 20%; Josephine A. Rawls, now 14%, 12%; Effie H. Allen retains 4% interest. It is proposed, according to applications, Mrs. Pill would counsel stations on women's civic and public service programs.

**PAC NEWS SURVEY**

Charges Commentators

Are Anti-Labor

MONITORING survey conducted by the PAC over a 7-week period preceding the presidential election, covering 212 news items about labor broadcast by 23 network commentators, rates 21% of the items as being factual in content while 79% were comprised of the commentators' and opinions, according to last week's issue of the CIO News.

Declaring that "labor took a beating" from the network commentators, the News said: "Of the five programs which gave the most attention to labor—Fulton Lewis Jr. on Mutual, Morgan Beatty on NBC, Henry Taylor, Bumbage and Ray Henry on Blue—every one had a heavily unfavorable-to-labor score."

Mr. Beatty was singled out as "rarely" expressing his own views but quoting anti-labor as opposed to pro-labor opinion in a ratio of about 12 items to one.

"The survey shows," the News concludes, "that if major commentators are not to be accused of a sort of mass neurosis that finds them out of phase with the democratic temper of the times, they had better be more careful whom they quote when discussing labor topics."

**Lee Hat Plans**


**Stern Giren Bust**

BILL STERN, NBC sports director, guest of honor at a dinner given last Monday at Toots Shor in New York by the NBC press department, was presented with a bust of himself by Robert Hefey, advertising manager, Colgate-Palmolive-Peet Co. C-P-P, which sponsors Mr. Stern's Colgate Sports Network on NBC, commissioned Betty Seaver to do the sculpture. Agency is Sherman & Marquette, New York.
Announcing
THE NATIONAL REPRESENTATION
BY WEED and COMPANY

WMUR  WLAU
MANCHESTER, N. H.  LAWRENCE, MASS.
5000 WATTS DAYS  5000 WATTS FULL TIME
1000 WATTS NIGHTS  610 Kilocycles
610 Kilocycles

"Covering the Merrimac Valley"

*effective March 1, 1945

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD
RCA 1944 Earnings Show Gain
Over Previous Year’s Report

Net of $10,263,291
Per Common Share; Tax Share Large

NET PROFIT of the Radio Corp. of America in 1944 was $10,263,291 compared with $10,192,462 in 1943, the 25th annual report of the company, released Tuesday by Brig. Gen. David Sarnoff, president, revealed.

The earnings are subject to renegotiation but specific provisions on a basis similar to 1943 have been made. After payment of preferred dividends, earnings on common stock were $5.12 cents per share, compared with 50.5 cents in 1943.

Taxes Large

Representing 74.5% of income, provision for Federal income taxes amounted to $29,947,900, or 14.6% more than last year. The tax provision was equivalent to $2.16 per share on outstanding common stock in 1944; $1.88 in 1943.

The year-end financial statement also shows total current assets as amounting to $190,629,493 against $159,312,778 in 1943; liabilities, including borrowings under V-Loan credit, $133,251,944 in 1944 compared with $138,977,334 at the end of the previous year. Working capital amounted to $57,377,549 compared with $50,335,444 in 1943.

V-Loan credits decreased $10,000,000 during the year to $55,000,000. On Feb. 15, 1945 an additional $20,000,000 was repaid, reducing V-Loan credit to $35,000,000. After providing for dividends and adjustments, the total earned surplus was $43,645,087, and increase of $2,039,436 over last year. A chart showing the company’s growth in the past ten years reveals gross income increased from $99,228,898 in 1935 to $326,421,913 in 1944.

Report breaks down gross income by source for 1944 and 1943, showing that the manufacturing division’s gross of $244,246,887 is 15.5% above the 1943 total; the communications companies’ gross of $227,186,126 is 21.1% ahead of 1943; miscellaneous minus inter-company transactions totalled $2,477,126 in 1944, a decrease of 30.2% from the previous year, and RCA’s revenue from broadcasting, $66,994,085 in 1944, also decreased 6.3% from 1943. However, the 1943 broadcasting total included the income from nine months of operation of the Blue, before its sale to the American Broadcasting Co., so when that is deducted the figures show that NBC’s gross rose from $48,512,335 in 1943 to $56,994,085 in 1944, an increase of 17.5%.

New production peaks in radio-electronic equipment used in the war effort, new records in radio communications and completion of more than 100 research projects for the armed services are claimed in the annual report.

War products delivered by the RCA Victor division during 1944 set an all-time record, exceeding 1943 deliveries by 16%. More than a thousand engineers have been engaged in research, development and production of radio and electronic equipment for the war effort, resulting in the building of more than 200 new types of electron tubes and more than 350 types of apparatus not manufactured by anyone prior to the war.

For security reasons many developments cannot be revealed but it was disclosed RCA Victor designed and produced many radio altimeters assisting more effective night operations through fog and other bad flying conditions and for other aviation purposes. One of the major achievements in the field of electron tubes was the development of additional minature tubes and other types to perform new functions. Many post-war radio products will be considerably smaller because of these miniature tubes and they make possible greater designing flexibility.

Special electron tubes have enabled construction of a television transmitter operating at frequencies up to 300 mc, a wavelength of one meter. This is the first time a transmitter with a power output of 6,000 w has been devised for video broadcasting on a frequency so high in the spectrum. A highly efficient optical system for projecting television pictures has been designed which will, in home application, produce brighter pictures as large as 18 to 24 inches.

During 1944, NBC broadcast 2,173 programs originating in foreign countries, more than 400 over those broadcasts in 1943. The foreign staff numbered 58. It was 36 last year. RCA communications handled 150,000,000 words of radio traffic, largely related to the war. New direct circuits were established with India and Gambia, British West Africa. Direct service with Paris also was resumed. At the request of military authorities stations were established and operated in Naples and Southern France.

Stockholders at their annual meeting May 1, will be asked to approve the RCA retirement plan, adopted by the board of directors and effective since Dec. 1, 1944.

Airline Spots

MID-CONTINENT AIRLINES, Kansas City, on March 1 began three to seven spots weekly on KMOX ESD KOK KROC WTON KSO. Till forbid contracts were placed by Goodkind, Jolice & Morgan, Chicago.

KSOO

SIOUX FALLS, SD. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

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BROADCASTING • Broadcast Advertising
Little Elmer says: "There's no need exploring the major Chicago station market when WGN's leadership in local and national spot business is already known."

**A Clear Channel Station**

WGN

CHICAGO 11 ILLINOIS
50,000 WATTS 220 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.
29% of Station Personnel in Services

7,918 Men and Women From 900 Outlets Now in Uniform

BROADCASTING stations have given more than 29.69% of their personnel to the armed services, the annual survey conducted by BROADCASTING Yearbook disclosed. This does not include employees of networks. Neither does it take in the hundreds serving the Government in civilian capacity.

On the basis of statistics compiled from questionnaires, 7,918 men and women, representing more than 900 stations, are wearing uniforms of the services. Only six stations reported no personnel in the fighting forces.

Including the several hundred with OWI, WPR, OPA and in civilian capacities with the Army, Navy, Marine Corps, Coast Guard and Maritime Service, it is conservatively estimated that radio's wartime contribution in manpower exceeds 40%.

A year ago slightly more than 23% of radio's personnel was in uniform [BROADCASTING, Jan. 31, 1944]. Only 5,813 were listed in the 1944 Yearbook. Although the 1945 Yearbook, now in distribution, does not list radio personnel in service, the survey was conducted in conjunction with Yearbook information.

Casualties Double 1943

Casualties have increased more than 100% in the last year. Whereas the 1944 Yearbook listed 28 uniformed former employees killed in action or dead as a result of accidents, the 1945 Yearbook lists 57 dead, and 29 missing, as against only seven reported missing a year ago.

Three radio correspondents have met death in battle zones. They were Raymond Clapper and Frank Cubel of Mutual and Tom Treanor of NBC.

Scores of radio men have been decorated or cited for bravery and activities beyond the line of duty. Heading many of the key departments of Army and Navy are radio men who left their civilian jobs to don the uniform of the fighting forces.

Of the stations reporting personnel in the armed services, KNX Los Angeles leads with 197. Second is WLW Cincinnati, reporting 92 in uniform. WGN Chicago ranks third, with 73 of its former employees in the armed services. Next is WOR New York, reporting 44.

WMCA New York is fifth, with 40. Other stations listing 25 or more in the armed services follow:

KFI Los Angeles, 28; KOA Denver, WNAC Boston, each 37; WRUF Gainesville, Fla., WCAU Philadelphia, 36; WRC Washington, WIK Cleveland, 35; WTOP Washington, WCCO Minneapolis, 30; KDRA Pittsburgh, WFRA Dallas, 29; WEEI Boston, WBFC Greenville, S. C., KJR Seattle, KXOK St. Louis, WFBK Syracuse, 28; KRNF Des Moines, KFIP Wichita, Kan., WPIT Raleigh, N. C., 27; WO Des Moines, WCAE Pittsburgh, 26.

Average 8.45

Average per station is 8.45 persons in the armed forces.

The radio manufacturing industry has given more than one-third of its employees to the uniformed services, according to a survey conducted by the Radio Manufacturers Assn. Of 86,173 employed in radio manufacturing in 1940, the RMA reported 33,874 are with the fighting forces. Of that number 34,446 are men and 1,928 women.

BROADCASTING statistics do not include the thousands from advertising agencies, production, transcription, talent and kindred allied services who are serving the armed forces.

Rationing Complexities Explained on NBC Show

COMPLEXITIES of the rationing system, and problems relating to food conservation and nutrition are explained in Nation's Rations, a three-weekly quarter-hour public service program which started on NBC Feb. 26, with the network contributing the time, and General Mills Inc. furnishing "Betty Crocker," its home economist, as speaker, and copies of GM's Marjory Hartwell's food articles.

Government representatives explain point rationing and new developments in the food situation. Program originates from Chicago with pickups from Washington, and New York.

While there are no commercials for General Mills, program offers indirect promotional value as Betty Crocker is associated with General Mills for her Friday afternoon programs for Softasilk Cake Flour, and a Saturday morning show, both on NBC. Name is used for GM products, such as Betty Crocker soup.

WMPS News Policy

IN ADDITION to its recent decision to remove middle commercials [BROADCASTING, Feb. 19] WMPS Memphis has announced adoption of a new policy to make news programs more interesting. In an effort to change the set format of news periods, the 9:15 a.m. news will henceforth be titled "Over the Coffee Cups," with Bob Neal and Bob Greer of the WMPS staff giving the news informally, as though it were being discussed by a couple at breakfast. Stories will pass from one to the other, at times following copy of the news dispatches.
Since late November, KYW listeners have been welcomed to "Harmony Hall" every Wednesday evening, at 7:30. Strawbridge and Clothier, one of America's great department stores, sponsors thirty minutes of delightful music by a 25-piece orchestra, a mixed chorus of sixteen voices, and guest soloists.

"Harmony Hall" is the first program of its kind to be sponsored by a Philadelphia department store. KYW was the natural choice for this production, offering as it does the usual Westinghouse combination of fine facilities... equipment, talent, producers, announcers, and engineers... for major programming. These concerts are notable additions to other distinguished local programs, as well as NBC productions, on KYW.

The living-room chair is now a front-row seat for "Harmony Hall" every Wednesday evening at 7:30, in the thousands of homes in Philadelphia and its environs served by Strawbridge & Clothier and KYW.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
Look at the coverage WMT gives you with 5,000 watts at 600 kc.

1. WMT covers 128,500 square miles ... reaches 3,500,000 people ... an area whose population represents the bulk of Iowa's $1,500,000,000 yearly income.

2. You reach the listeners attracted by the powerful Columbia Network programs, plus the ingenious, personalized programming designed to appeal to the folks of this area.

3. You reach more of the important markets in Iowa ... because WMT is located approximately in the center of their concentration, covering an area 380 miles in diameter ... touching 5 states.

4. The rates? They're the lowest in Iowa per radio family!

WMT . . . "The Buckle on the Corn Belt" ... the simplest, least expensive, most effective way to reach the rich "Corn Country Folks of Iowa."

Small Market Group Selling Advantages Cited by Keystone

Report Confirms NAB Panel Findings on Rates, Programming, Market Data, Salesmanship

ANALYZING the small station picture, the work of the NAB Small Market Stations Panel was praised this week in a special report issued March 5 by the Keystone Broadcasting System. The report reviews parallel findings and similar conclusions on small market stations as a result of individual studies made by the NAB Panel and KBS, and follows by a few days publication of the NAB recommendations of the Small Market Stations Panel, of which Marshall Pengra, general manager of KRNR Roseburg, Ore., is chairman.

The KBS brochure issued on the study, titled "With a Bow to the NAB Small Market Stations Panel," corroborates the NAB Small Market Panel on the questions of: 1) group selling; 2) rates; 3) programming; 4) market data; 5) selling.

Timebuyers' Difficulty

On the subject of group selling, the KBS report states that "one sore thumb to the buyers of time has always been the difficulty in dealing individually with small markets. As compared with major metropolitan outlets, the time purchased in beyond metropolitan markets is much smaller. In the making of smaller contracts individually," the KBS report continues, "the bookkeeping and headaches and administrative expense have been out of proportion to the billing involved.

The advantage is obvious. Instead of many separate matters with many discussions involving many contracts, the timebuyer may reduce the business to a single operation under the group selling plan. The group selling plan is the base of the Keystone operation."

KBS report states the group selling method for small market stations is the solution of Lewis Avery, NAB director of broadcast advertising.

Regarding rates, the KBS report again parallels the NAB Panel, pointing out that the aim of KBS has been to establish a reliable standard and equitable rate scale, enabling the advertiser to purchase coverage of small towns and rural areas at costs comparable with those in larger cities.

NAB and KBS reports on programming are strikingly similar, both emphasizing the importance of local programming and the advantage of the local station in comprehending the catering to the local audience.

More and better market information data is advised both by the NAB Panel and KBS, the latter pointing out in its report that for the past four years it has provided agencies with data scientifically compiled on the small market picture generally, and specifically on the 208 KBS affiliates.

On the topic of selling, the KBS analysis agrees with the NAB sales suggestions, adding that the modern methods instituted by KBS and its affiliates, on presenting facts and presentations, has met with highly favorable response among agencies and timebuyers.

In conclusion, the KBS report states: "If there is any Back Seat in the national radio advertising picture, it need not, it will not be reserved for Small Market Stations!"

Harrison to Capital

APPOINTMENT of Al F. Harrison as special representative with headquarters in Washington was announced last week by Hugh Baillie, president of United Press. Mr. Harrison, who arrived in Washington Wednesday, has established offices in the National Press Bldg. He will deal with both radio and newspaper activities. For the last 10 years Mr. Harrison has been manager of radio sales, with headquarters in New York. He created the UP radio wire in 1935 and built it into a nationwide service, covering all 48 states and the District of Columbia.

Canceled by Canada

AT LEAST three Canadian network shows are being canceled earlier than the expiration of their contract, on the ground of budget controls and expenditure of more advertising appropriation than allowed under Canadian regulations. The shows affected are Quaker Oats' "Brewer Boy" which terminates April 8; Leh & Fink's "Hind's Cream, Blind Date" which terminates on March 25, and Fruittatives' "Double or Nothing" which terminates on March 31.

$139,553.50

PROCTOR & GAMBLE Co. show Truth or Consequences on NBC last Saturday celebrated its fifth birthday. Since it went on the air March 3, 1940, under the direction of Ralph Edwards, the program has several times demonstrated radio's pulling-power in the human interest field. An appeal for contributions to the March of Dimes campaign has to date drawn a total of 256,500 mail-in pieces representing gifts totaling $139,553.50—said to be the largest single contribution to the fund. Show will broadcast beginning March 17, while being filmed for a movie. Agency is Compton Adv., New York.
As a clear channel station, our job is to be heard where no other station is heard, to reach people in rural America heretofore reached only by their county weekly newspaper.

This means signal strength and programs with a purpose.

Our audience needs weather reports as quickly as we can get them.

They want market reports, stock and grain prices, news from the government, as well as news from the war fronts where their stalwart sons fight alongside other stalwart sons from the great cities of America.

Thousands upon thousands of farmers set their clocks, come and go to and from the fields in relation to the service programs WSM brings them. They've come to expect WSM service as confidently as they expect their next meal. This is the result of twenty years of broadcasting to rural America. This is, we believe, another demonstration of the need and purpose of clear channel broadcasting. This is WSM.

National Life and Accident Insurance Co.
Nashville, Tenn.

650 KILOCYCLES
Edwin W. Craig, Pres.

NBC Affiliate
Harry Stone, Gen. Mgr.

National Representatives, EDWARD PETRY & Co.
Worldwide Audience Hears MacArthur Turn Over Government of Philippines

A WORLDWIDE audience listened Feb. 26, 10 p. (EWT) as Gen. Douglas MacArthur turned the civil government of the Philippines over to his President, Sergio Osmeña. All four networks broadcast MacArthur’s address and a portion of the ceremony. O W I shortwaved the broadcast around the world. CIAA beamed it to Latin America.

For 24 hours Col. Schechter preceding the ceremonies, troops guarded land lines running 150 miles from Lingayen Gulf to Manila as a precaution against Japanese cutting the wires. As an added safety measure, very high frequency shortwave was used from the palace to the radio ship Apache lying off Luzon. [BROADCASTING, Feb. 26]. To lessen the possibility of Japanese jamming the airwaves, networks were alerted for the broadcast, but were restrained from using any preannouncements or teasers until 9:30 p.m.

Beamed to U. S.

A Signal Corps mobile unit also was in operation, shortwaving directly from the scene of the ceremonies to Apache. Press Wires used its transmitter for voice. Broadcast was beamed both to Press Wires in Los Angeles and to RCA in San Francisco for a choice of the better circuit. Lt. Col. A. A. Schechter, ex-NBC news and special events director, now radio public relations officer of Times, MacArthur’s staff, handled radio details from the Philippine capital. He has just been promoted to that rank. Col. E. M. Kirby, former NAB public relations director, now chief of the radio branch, Bureau of Public Relations, War Dept., contacted networks, individual stations and other radio facilities from Washington.

Arthur Feldman, Blue correspondent, introduced the General on the air, standing in for Clete Roberts, Blue representative wounded on Leyte [BROADCASTING, Nov. 6]. Roberts had been urging Gen. MacArthur to broadcast on Blue, but MacArthur pointed out that War Dept. forbade exclusive broadcasts. However, the General promised Roberts that when he made his next broadcast, Roberts could present him. As Clete Roberts is still invalided from his wounds, Feldman did the honors.

To carry the broadcast, Blue canceled the first 18 minutes of the Guy Lombardo program sponsored by Chelsea cigarettes, picking up the final 12 minutes of the half-hour show. MBS also aired the Philippines ceremony for 16 minutes, killing the quarter-hour sus-
tainer, Anita Ellis Sings, and cutting the opening three minutes from Paul Schuberth’s newscast, a Mutual cooperative program.

CBS and NBC each took 15 minutes of the MacArthur program, the latter canceling the half-hour Carnation Milk Contended Hour. Instead of canceling its commercials, CBS moved them back a quarter-hour, broadcasting Lady Esther’s Screen Actors Guild 10:15-10:45 p.m. instead of the usual 10-10:30, and airing the Johnny Morgan show for Ballantine 10:45-11:15 p.m. The 11 p.m. news program was moved back to 1:15 for which CBS dropped the repeat of Armour’s Hedda Hopper program.

Standard Radio Speeds Current Disc Releases

UNDER new stepped-up schedule, Standard Radio Inc., national transcription library service, will provide almost immediate delivery of current popular releases to its radio station subscribers. In making announcement, Jerry King and Milt Blank, co-owners, pointed out, “This means that new tunes included in the 50 numbers Standard Radio Inc. sends out every month will get to our 400-odd subscribing stations before their listeners even have a chance to request them.”

All recording of other types of music will be done to cover a period of from six months to a year from date of actual recording, thus allowing processors, who are loaded with Army work, more time to get firm’s releases out. Standard Radio Inc. is also starting policy of recording full libraries of orchestras and bands, which has been to avoid tying up large amounts of talent money over an extended period of time.

Squibb Reappoints Agency

E. R. SQUIBB & Sons New York, has reappointed Geyer, Cornell & Newell, New York, as agency for radio advertising, the appointment involving for the present handling of Squibb’s CBS program, which is being replaced with a new show, Jimmy Carroll Sings [BROADCASTING, Feb. 26]. BBDO New York, which has handled the CBS period continues to handle institutional copy in magazines and a new campaign on the Angle tooth brush, launched in magazines and newspapers.

CBS School Plan

PLANS to portray North American history and life on a program tentatively titled The American Story were outlined at a recent meeting of the National Board of Consultants of CBS Americas School of the Air, to discuss 1945-46 plans for the educational series. Teachers’ Manual, the program’s guide book, has reached a distribution of 200,000 copies.
Now in its third year over WWJ, the Detroit Orchestra completed its 125th consecutive broadcast on February 25th.

Each Sunday, from 6 to 7 P.M., this magnificent organization has been setting a widely copied standard in sponsored public service broadcasting. (Hooper rating 8.4)

The regular conductor is Karl Krueger; augmenting his work, many of America’s leading conductors have made guest appearances. The 1945 Season brings to WWJ’s podium . . .

Leonard Bernstein  William Steinberg
Vladimir Golschmann  Erich Leinsdorf
George Szell  Eugene Goossens
Reginald Stewart  Desire Defauw
Milton Forstat  Efrem Kurtz

Sir Ernest MacMillan

WWJ
America’s Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 Kilocycles—5000 Watts
THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

March 5, 1945 • Page 29
SESAC Offering Library Service
Selections of Affiliated Music Publishers To Be Included

ENTRANCE of SESAC into the transcription library field was announced last week by Paul Heinzeke, president of SESAC, which has more than 900 station licensees for the use of its music. Comprising American folk music, western, hillbilly and cowboy songs, yuans, gospel music and light concert music, the new library will be made up of selections from the catalogs of music publishers affiliated with SESAC, most of them not available in the other library services.

Vocalists and musicians performing for the SESAC Transcription Library include: Charlie Magnante, accordionist; Eddie Smith, singing cowboy; Avern de Monfre, organist and composer; Frank Novak, master of more than 30 instruments known as the "Stokowski of Corn"; Bert Hirsch, concertmaster and first violinist of many radio orchestras; Rosalie Allen, vocalist and yodeler.

"The use of such talent on transcriptions," Mr. Heinzeke said, "affords the smallest station the opportunity to build programs comparing favorably with live talent."

A low price has been set for the library service, he said, to make it available to all stations. Transcriptions are being recorded by Columbia Recording Corp.

Casite's Big List
CASITE Corp., Hastings, Mich., on March 14 begins an announcement campaign of 10 to 14 spots weekly, using 150 to 175 stations. Account is placed through Keeling & Co., Indianapolis.

WIP Philadelphia is canceling all singing commercials opening, occurring during, or following its newscasts.

PIGGY Wrigley Stores, San Antonio (local grocery chain), has arranged for sponsorship of The Voice of San Antonio on WOAM, San Antonio. Contract is for 26 weeks.

OWI CONTRADS TABER'S CHARGES
A STATEMENT explanatory of the OWI's position and procedure and calmly contradictory of the_grant charges made by Rep. Taber (R-N.Y.) on the House floor Tuesday, was issued by Neil Dalton, director of the Domestic Branch of OWI.

Rep. Taber charged that NBC and CBS are "under the absolute domination and control of the New Deal administration" and that Mutual "is just hanging on." The three networks, he said, are closed to administration critics. The OWI was declared to be "attempting to destroy freedom of the press" and being the press from obtaining information about the Government. He also declared the FCC pressure has nearly destroyed the freedom of the press.

Mr. Dalton pointed out that OWI was created at the insistence of the press and radio for better coordinated government information and that after long dealing with OWI they know it is not engaged in censorship. The letter referred to, Mr. Dalton said, was written to make procedures clear to all Agencies to "insure accuracy of the greatest possible degree and to avoid confusion as far as possible. Referring to James R. Brackett, deputy director of OWI, whom the representative said wrote the letter for Mr. Davis and whom he said was inexperienced, the OWI answered it "knows Mr. Taber is mistaken."

LENGTHEN BREAKS FOR NBC CHIMES
EFFECTIVE April 2, all NBC stations will utilize the NBC chimes at their station breaks. On the same date the interval between NBC's network programs will be increased from 20 to 30 seconds. Changes are results of a discovery by Nile Trammell, NBC president, at an affiliates' meeting that about 50% of the network's stations did not use the chimes at all and most of the others only some of the time, because the 20-second interval did not leave sufficient time for a local chain-break announcements. Mr. Trammell acted; told the stations; they reacted. Now the network's audible trademark will be sounded from coast to coast.

College Conference
J. HAROLD RYAN, president of the NAB; Augustin Frigon, general manager, CBS, and Frederic R. Gamble, president, AAA, are among the members of the advisory committee of a Conference of Radio and Business sponsored by the School of Business, College of the City of New York, it has been announced by Harry Noble Wright, president of CCNY and chairman of the committee. Conference, to be held April 26, will feature discussions of radio-business topics. A series of awards will be presented for "skill and craftsmanship in the effective creation of a radio program or promotion plan." Dr. Robert A. Love is director of the conference; Dr. John P. Feit is chairman of the awards group.
in War!

From the newsroom of KGW, by special direct wire to the thousands of war-workers in the Portland area, comes lunch-hour news. This morale booster, presented by KGW in cooperation with the Industrial Incentive Division of the U.S. Navy, is another FIRST for KGW.

in Peace!

In July of 1937 KGW pioneered what was at that time a sensational new technical development — a portable short-wave transmitter bringing on-the-spot coverage to KGW’s Pacific Northwest audience. A forerunner of the “Walkie-Talkie” carried by our G.I. Joes on the battlefields today, this transmitter brought the man-on-the-street into every KGW home.

in Audience Influence!

Twenty-three years of diligent effort to bring the Northwest audience in ever closer contact with the medium of radio has labeled KGW as one of the truly great radio stations of America. KGW reaches its public at work, on the street and in the home. KGW’s FIRSTS in war and its FIRSTS in peace keep it always FIRST in the minds of the Pacific Northwest radio audience.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.
Microwave Tests Are Held by AT&T

Annual Report Speculates On Postwar Possibilities

CONSTANT trend of radio toward shorter waves as techniques of generation and detection are devised is noted in the American Telephone & Telegraph Co. annual report.

These microwaves can be formed into beams like searchlight beams and penetrate darkness, fog, dust and rain, the report continues. Relay stations make possible transmission along the earth's surface beyond the horizon.

Relay Tests

Communications possibilities of microwaves appear promising and their use is being explored as a supplement or alternative to wires and cables for telephone and television transmission, the report says. Bell has obtained experimental licenses to test a radio relay system between New York and Boston.

Western Electric Co., manufacturing branch of the system, last year made more than a million airplane radio transmitters and receivers as well as vast numbers of pieces of war communications and electronic equipment.

Bell System operating revenues were $1,769,705,000, an increase of $121,628,000 or 7.4% over 1943. Net income was $85,64 per share compared with $9 in 1943.

Swing's 114 Sponsors

IN HIS FIRST month as a Blue cooperative program, Raymond Swing has been sold to 114 sponsors on 105 stations. Sponsors include 21 department stores, 17 grocery concerns, 11 breweries, 7 tire companies, 5 automobile distributors, 6 drug stores, 4 beverage concerns, 4 men's clothing stores, 4 dairy products companies, 3 furniture houses, 3 jewelry stores, 2 newspapers, 2 shoe companies, 2 candy stores and 14 miscellaneous concerns.

Tintex on 160

PARK & TILFORD, New York, resuming promotion of all-fabric Tintex tints and dyes after the usual mid-winter hiatus, last week started the first schedules in a spot radio campaign to cover some 160 stations in 33 States. The last drive, concluded in mid-December, included 125 stations. All types of time have been purchased with special emphasis on established local program features. Newspapers, home economics magazines and trade publications are also used. Agency is Charles M. Storm Co., New York.

KGW Backs Bond Sales

THE TAKER, "Bully's Hill" was christened at Kaiser's Swan Island yard by Harvard Nelson, first grade teacher in Portland's Alemeda school, representing the school who bought $78,000 worth of Bonds in the Sixth War Loan Drive. KGW Portland sponsored the contest over its weekly schools at war program in conjunction with the Oregon War Finance Committee. Launching was recorded and rebroadcast.

Gratitude

EXPRESSION of gratitude, in the form of a resolution adopted concurrently by the Senate and House of Representatives of Oregon, came to the KGW Portland staff on the occasion of Lincoln's Birthday, when the station's staff journeyed to Salem to take part in the traditional Lincoln Day celebration at the State House producing a half-hour live show. On Feb. 20 those on the program received copies of the joint resolution thanking the KGW participants for their time and effort.
In FM Broadcasting
Western Electric
equipment leads the way

...and here's one good reason why!

It's the Western Electric Synchronizer—announced in 1940 as a real contribution to FM—now proved outstandingly successful in years of operation.

In Western Electric Synchronized FM Transmitters, the mean carrier frequency is maintained continuously and precisely by a single low temperature coefficient crystal.

The Synchronizer compensates immediately and automatically for a change in the mean frequency of the modulated oscillator arising from any cause. It is uncannily accurate in keeping stations on frequency.

Developed by Bell Telephone Laboratories, the Synchronizer is a good example of the advanced design—and the leadership—you can count on in all equipment manufactured by Western Electric.

Buy all the War Bonds you can...and keep all you buy!
Meeting Attacks on Radio Advertising

Duane Jones Executive Points to Benefits Of Air Medium

To COMBAT ATTACKS which threaten the welfare of radio, Ralph Smith, general manager of Duane Jones Co., one of the five most important time-buying advertising agencies, suggests that steps be taken immediately to give the industry an official voice, not only to speak authoritatively in its own behalf but to promote the best interests of radio as an advertising medium.

The crusade against middle commercials launched by the St. Louis Post-Dispatch and ardently supported by many other leading dailies is a case in point, Mr. Smith states.

As quarterback on the team of specialists that make up the Duane Jones Co., 66% of whose advertising is now placed on the air, Mr. Smith is responsible for more than 2,000 commercials that are broadcast each week, 18% of them middle commercials. Clients of the agency spend approximately $75,000, 000 worth of goods annually with these commercials as the spearhead of their selling effort. In fact, 66% of the agency’s current billing, according to Mr. Smith, has resulted from earned sales increases gained primarily by radio broadcasts for the 55 products its advertisers.

“Although a code of fair practice exists in radio,” he said, “it has never been implemented by the appointment of either a spokesman or governing body with authority to meet current problems as they arise. Self-regulation, to be effective, must be backed by authority—especially authority to combat campaigns or movements calculated to turn public opinion against radio as a forerunner to onerous legislation which if passed might completely destroy the value of air advertising through arbitrary rules governing commercials.

“I wonder,” he asked, “if the papers conducting this campaign could be as interested in eliminating bad taste in commercials as they are in preparing for postwar liquidation of radio as an advertising commodity.

A statement issued regarding this controversy by Paul Porter, FCC Chairman, was interpreted in some trade papers as implying that if radio itself did not enforce good taste in advertising, Congress might, since the FCC lacks authority to prescribe program content.

“So far,” said Mr. Smith, “not a single voice has been lifted in behalf of radio in this present campaign, despite the code and strict network and station control of commercials. Although politically inspired censorship of radio advertising would be a direct threat to the source of revenue that supports radio’s very existence, nevertheless not one network or major executive has spoken affirmatively for advertising in this controversy. And for that reason it seems imperative that an authority be set up which can defend the industry when unfairly attacked as well as undertake its wise promotion as an advertising outlet.

Attacks Sporadic

“Considering that attacks against the industry are sporadic,” he said, “the main function of an industry policy-forming organization would be to advance radio’s value as a public service medium, in the advertising field as well as those of entertainment, information and education. In this respect, the press has wisely set up operating machinery, and as a result there reaches the business world a constant flow of well organized, selling copy, setting forth the advantages of newspaper advertising over other media. The time has come when radio should be doing the same thing. Time should be purchased on the air and proselytizing for postwar radio advertising should begin now, possibly with 15-minute programs, the commercials of which would tell how radio is helping to solve the world’s merchandising problems.

“Neither censorship nor legislation is needed to make middle commercials and other forms of air advertising complaint-free. All that is required is closer attention to local programming. No one likes, of course, to hear a Chopin concerto interrupted by a middle commercial of hillbilly music. If, therefore, agencies and advertisers would work with stations to get specific information regarding the content of programs, commercials could be tailored to fit into these programs.
NORTH CAROLINA
IS THE SOUTH’S
No. 1 STATE . . .

IN AGRICULTURE

\[
\begin{align*}
\text{NORTH CAROLINA} & \quad \text{AVERAGE OF NINE OTHER SOUTHERN STATES} \\
$221,768,000 & \quad $133,256,000
\end{align*}
\]

IN INDUSTRY

\[
\begin{align*}
\text{NORTH CAROLINA} & \quad \text{AVERAGE OF NINE OTHER SOUTHERN STATES} \\
\$1,420.6 & \quad \$536.5
\end{align*}
\]

WPTF
IS NORTH CAROLINA’S
No. 1 SALESMAN

\[
\begin{align*}
50,000 \text{ WATTS !} \\
\text{AT 680 KC !} \\
\text{N. B. C. !}
\end{align*}
\]

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
Again Available!

LINGO

VERTICAL TUBULAR STEEL RADIATORS

*AVAILABLE NOW ONLY TO THOSE WITH PROPER PRIORITY—READY FOR QUICK SHIPMENT TO ALL, THE MOMENT PRIORITY RESTRICTION ARE LIFTED...*

There's a Lingo Radiator and supporting pole for every need and purpose in standard heights—100 to 500 feet—for AM, FM, Television and other UHF uses. Immediate shipment to those with necessary priority. We invite your inquiries, whether your installation is large or small—for today or tomorrow.

Send for Your FREE Copy of Our New Brochure, Full of Detailed Information on Standard and Special Types of Lingo Radiators

JOHN E. LINGO & SON, INC.
Est. 1897
CAMDEN, NEW JERSEY

so that listener resistance would be nil. The real evil, then, is not bad commercials so much as it is conflict between commercials and program content. In the Duane Jones Co., we conduct program surveys to make certain our commercials fit into the shows.

Spots Everywhere

Specializing in the packaged goods field with radio campaigns that deal in the arithmetic of advertising, Mr. Smith says the agency places for its client, the Manhattan Soap Co., more than 1,000 commercials per week in 75 newscasts which that company is currently using. For Mueller's macaroni products the agency places close to 200 commercials per week on news broadcasts conducted in 18 important cities east of the Mississippi by Mueller's staff of 12 top newscasters.

Another client, Pierce's Proprietaries, is among the large users of one-minute spots, of which the agency places approximately 1,000 per week. The advertising value of these broadcasts, both news and spots, is not only indicated by sales rises for the products, Mr. Smith states, but also in the constant flow of favorable fan mail about them.

RADIO'S FORGOTTEN MAN

THE FOLLOWING is suggested by Mr. Smith as the type of commercial that might be used on sustaining or specially purchased time by the radio industry to sell its value as an advertising medium.

ANNOUNCERS—friends, just take a moment and look around your home for the various items that have made your life easier, happier, and really fulfilled your daily needs. Take a look at your medicine chest. Take a look at the groceries in the pantry. Take a look at the furniture in your home.

Dozens and dozens of these things, you'll find, were recommended to you over your radio. That's where you heard about them. And you're glad you did.

So you see, in addition to bringing you fine music, pleasant entertainment, latest news and valuable educational features, radio brings you another thing of value—actual radio advertising in commercials that tell valuable news about the developments of American industry for the American home—and radio advertising explains just how they can benefit you.

So today, let's tip our hats to radio's forgotten man—the radio advertiser. He not only sponsors radio's finest programs but the products he manufactures can make life pleasant for you.

Malone Back at Home

WILLIAM E. MALONE Jr., recently discharged from the Army, has returned to American Home Products Corp., in a new position—advertising and sales promotion manager of Allied Products Inc., the cosmetic unit. Before entering the service Mr. Malone was assistant to the vice-president of AHP's Kelynos Division, and had previously served as assistant advertising manager of the Kelvinator Division, Nash-Kelvinator Corp.

Philipine Service

PRESS WIRELESS on Feb. 25 resumed its Manila circuit, which had been discontinued Dec. 31, 1941, when the Japs invaded the Philippines. Station will handle all forms of radio communications, including radiotelegraph, radiotelephone and radiophoto, Joseph W. Chaplin, director of communications, announced.

Join Marlin List

WNOX Knoxville, WHBF Rock Island and WIBC Indianapolis have been added to the list of stations carrying the spot singing announcements for Marlin Firearms Co., New Haven, for razor blades and shaving cream. Contracts were placed through Craven & Hedrick, New York.

Ellis On Loan

GENERAL Motors Corp. has “loaned” Ray C. Ellis, former director of the Radio & Radar Division of WPB, to the Johns Hopkins Applied Physics Lab, Silver Spring, Md., Washington suburb, for a special assignment in highly secret and specialized electronics research.
Mind if We Salute a Couple of Great Pioneers?

Some of us here at the Blue, while old hands at radio, are new to certain phases of this network business.

Not exactly Johnny-Come-Lately's, though. The New Blood at the Blue spent many a year in the trenches, so to speak, at the agency end of radio. We played a part in helping advertisers build some of the present top-rating shows.

But now we're in the saddle of a network trying to make it more useful to more people, and, at the same time, trying to build in values that will make it possible for advertisers and agencies to sell more goods at less cost.

And the deeper we dig in, the more we realize how fortunate we are that our predecessors had level heads.

Broad Vision Avoided Traps

Ever think how sour radio might have gone with the wrong handling? We figured out the other day, for example, that the amount of listening in a single week to Blue Network shows is the equivalent of 475 million people.

And that's only one week on one network. Ours. Our predecessors, who have been in the business longer, have even larger audiences. So the sum total of the three major networks will probably run into a billion and a half or two billion. That is a lot of listening. A lot of opportunities through the years to make very bad mistakes from which no end of criticism would have arisen and about which the Government might have had to take violent action.

But the vision of the Paleys and Kestens and Sarnoffs and Trammells kept radio from falling into that trap.

Now comes a new era. During the war radio has become a vital instrument of communication, a greater personal friend to John Q. Public than ever before. And the job of serving an economy on-the-mend after the war is going to force radio into being a still better selling medium. So, armed with a radio system that's earned a brand new pedigree and with new jobs to do, we, at the Blue, are setting out to match our ideas against the old timers and benefit by their experience.

We feel that we are making progress—a lot of progress.

We have put together what is generally regarded as the ablest program department in the network business.

We have added 8 new powerful, well-managed stations.

We have permitted broad freedom of expression to our news commentators, believing that in this way the Blue can make "freedom of the air" a reality.

We can point to the biggest ratings of any network on weekday mornings—a record that has been maintained every month for over a year.

All this progress helps build confidence and reputation and, in turn, these two ingredients help our advertisers sell more goods.

Now There Are Three Great Networks

Yes, the radio "picture" is changing—perhaps by as much as 33 1/3 per cent—for many feel that where once there were only two great networks, now there are three. Shrewd Time Buyers are becoming increasingly aware of this and many now consider it sound postwar planning to have a good time period on the Blue tucked away.

Yep—we're building on the sound and firm foundation laid by the pioneers. God bless 'em.
An ANDREW SOLUTION to an ANTENNA PROBLEM

Faced with a difficult antenna problem, E. H. Andresen, Chief Engineer of Chicago’s Board of Education Station WBEZ, called on ANDREW engineers for a solution. The problem was that of coupling a 70-ohm unbalanced coaxial transmission line to the much smaller balanced impedance of the antenna. Uncertainty of the exact value of the antenna impedance made the problem difficult, and called for some kind of an adjustable coupling device.

ANDREW solved the problem by constructing a quarter wave impedance transforming section with a concentric ‘bazooka’ for the balance conversion. Adjustments were made by varying the average dielectric constant in resonant section.

This problem is but one of many that the experienced staff of ANDREW engineers are called upon to solve. As qualified experts in the field of FM, radio and television antenna equipment ANDREW engineers have solved many problems for military and broadcast engineers.

FOR THE SOLUTION OF YOUR ANTENNA PROBLEMS . . . FOR THE DESIGNING, ENGINEERING, AND BUILDING OF ANTENNA EQUIPMENT . . . CONSULT ANDREW

WEST DESCRIBES AD ROLE IN WAR

PAUL B. WEST, president of the Assn. of National Advertisers, speaking before the Advertising Club of Washington at the Hotel Statler last week, urged the use of the advertising medium as an aid to peace in bringing the facts before the public. Mr. West stated that the program to provide reemployment of veterans and problem of their rehabilitation will require the help of advertisers. As chairman of the War Advertising Council, Mr. West reviewed advertisers’ help in selling more than $800,000,000 in War Bonds, calling it the “greatest sales job in all history.” Mr. West pointed out that a public opinion poll conducted for the Assn. of National Advertisers has revealed that more than 85% of the people interviewed are aware that private business is using much of its advertising to tell people how they can help in the war effort.

Plea for Seamen

Citing as an example of radio’s wartime roll last December’s shipping crisis, Mr. West recalled the plea for sufficient numbers of merchant seamen to man the convoys. At one Atlantic port, Mr. West said, 185 first mates were needed, and only 14 were on hand. To help alleviate the Merchant Marine manpower problem, the War Advertising Council sprang into action, Mr. West said, and as a result all the December and January convoys sailed on time.

The Council, Mr. West said, intends to continue the volunteer organization “after the shooting stops,” deducing the forces of advertising which it represents to the public service.

Hodgson, Marshall Join Ivey & Ellington, N. Y.

HYLAND L. HODGSON, and Charles R. Marshall, vice-presidents and directors of J. M. Mathes Inc., New York, have resigned to join Ivey & Ellington, New York. Now a vice-president and member of the board of directors at I&E Mr. Hodgson was one of the original group which organized the Mathes Agency. As vice-president in charge of sales, his accounts included Ludens Inc. spot radio advertiser for Luden’s cough products. Mr. Marshall who had been with Mathes since 1935 becomes a new sales job in I&E. Both will service accounts. A third Mathes executive, Charles S. O’Donnell vice-president in charge of marketing, who left the agency in January, will shortly open a public relations firm in New York, specializing in Latin American accounts.

Following the resignations by Messrs. Hodgson and Marshall, Mathes announced the election of Hurley G. Hust, account executive, to the vice-presidency; and two new account executives—J. Edison Poler, and Clay W. Stephenon Jr. Mr. Stephenon was at one time advertising director of Duncan Coffee Co., Houston, and president of Steele Adv., in that city. Mr. Poler was advertising and sales promotion head of Esquire Publishing Co., and recently held a similar post at Samter Bros., Scranton, Pa.
The point we're making here is—variety, combined with quality. A mighty important consideration in the life of a program director... and a station's balance sheet.

For the number of listeners and clients you'll attract is in pretty direct ratio to how well you vary your shows, and still keep them appealing.

That's where associated is your best bet!

From hillbilly to grand opera, from jive to popular concert, from sacred music to modern dance... Associated brings you all this and showmanship, too. Not just a few peaks and a lot of fillers, but top-notch entertainment value throughout.

The word is getting around fast: Associated offers most hours of the best radio music! An endless stream of big-time, big-name, big-audience music... designed for maximum use, variety and sales power!

Get the facts without obligation. Write today for the Associated Library booklet!

Associated Program Service
25 West 45th Street, New York 19, N. Y.

Most Hours of the Best Radio Music... Represented by Loren Watson, 400 Madison Ave., N. Y. C.
Delivered, via Radio

EVERY DAY, almost every hour of this war, history is made. Precedents topple like duckpins. Even at that swift pace, radio is adding to its laurels. But before, as a whole world listened, Gen. Douglas MacArthur delivered to President Osmania the liberated capital of the Philippines. It was a stirring event. After three years of Japanese occupation Manila was free and MacArthur had fulfilled his promise.

All American networks, in a pooled broadcast, carried the making-ceremony. OWI relayed it over American shortwave stations and CIAA facilities carried it to the Latin-American nations.

Lt. Col. Abe Schechter, radio officer on MacArthur’s staff, arranged the broadcast, just as he had aligned hundreds of international pick-ups while director of news and special events at NBC. Acting for the combined networks was Art Feldman, youthful Blue war reporter, who had been at Abe Schechter’s elbow during those years at NBC.

That broadcast is a harbinger of the job ahead for radio in the mopping-up phases of the war—and the writing of the peace. As nations are liberated, the world will eavesdrop. And when the map of the world is redrawn, radio will be there.

After the peace is written, it will become free radio’s big function to help maintain the peace by keeping the world informed, and by overtaking the lies or half-truths of upstart aggressors.

Stop, Look—They Listen

THINGS ARE happening at a giddy pace over radio commercials. They may be getting out of hand. There’s a lot of yipping about things that aren’t germane.

Let’s get the record straight. Some months ago WJRE Dakota announced it would ban middle commercials in news programs. Even before that, the networks, goaded by their affiliates, had agreed to eliminate such ill-conceived devices as cow-catcher and hitch-hiker announcements (but they haven’t to date). WWJ Detroit later threw out singing and transcribed spots. Then the Post-Dispatch in St. Louis loosed a haymaker against middle-commercial and objectionable sponsors of news programs. Behind the powerful editorial prodding of that newspaper the crusade has snow-balled.

All these efforts in the interest of better radio are fine.

But let’s not go overboard. Some folk, in getting aboard the bandwagon, are overdoing it. One newspaper chain, itself in radio ownership, objects to radio saying “brought to you by” in its news broadcasts. That’s getting to the bell-bottom region. Certainly no one properly can claim radio doesn’t label news as to its source. Even the press associations and major newspapers now credit the networks for war news gathered by radio correspondents—top-flight newsmen in their own right. Stations credit their press associations (which they pay handsomely) with appropriate “by-lines”, not only because it’s a good practice, but because it has prestige value.

The fact is that American radio is the best and the most progressive in the world. Radio advertising and copy techniques are better today than they were five years or five months ago. They’ll be better five months from now.

Measure newspapers and magazines by the same standards and you’ll get results by-and-large, that are no better, if as good. There are many accounts on the best of the printed pages that can’t get on the air. Mutual, newest of the networks, has just turned down a million-dollar contract from a national proprietary account. The money probably will be spent in newspapers and magazines.

Let’s improve radio service. But let’s do it on the basis that the great job now being done can be done a little better. Let’s not be stampeded by zealots who don’t know or don’t care where to stop.

Write-of-Way

LELAND STOWE, the distinguished war observer, reports that a script he prepared for broadcast and submitted to the Army Review Branch in accordance with his commitments as an accredited correspondent was held up five days before release.

This in itself is lamentable, but possibly can be understood if one conceives that a military writer’s job is a difficult one in the face of that inexorable “chain of command.” But Mr. Stowe states also that during the period he was awaiting action on his piece, he was visited by a British army officer who asked him not to use the material.

The script was Mr. Stowe’s comment on the Great British statesman’s account of his personal observations in the beleaguered land. It did not deal gently with the British position in the matter.

It is apparent from this circumstantial evidence that our respected Ally was intent upon a project of political censorship. The practice does not become Great Britain or any other nation which is in this year to unshackle the peoples of the world. This is not an isolated instance, nor does the cloak hang only on the shoulders of Great Britain. American officers heretofore have taken liberties in the name of military security.

Censorship, as we see it, is a two-edged weapon of war. It can supply information to assist our armed forces in prosecuting our cause; it can delete material which harms that effort by aiding the enemy. This is the line which has been followed by Byron Price, Director of Censorship, and it is granted generally that his administration of the difficult task has been an informed one.

This policy merits study because the precedents established now may have far-reaching and serious effects on the availability of news at the peace conference. It must be, most agree, an open conference, with free discussion of the issues. The purpose of censorship in wartime is a noble one. It saves lives. It saves materials. But intolerable and misdirected censorship cannot save the world. Let’s look now, as there is ample evidence that our leaders are looking, toward the time when the victors will foregather in an attempt to chart a better world.

Let’s look and remember that a lasting peace cannot be written with a censor’s blue pencil.

Our Respects To —

CLYDE MORTON JOICE

WITH 20 years in advertising work but no radio experience, Clyde Morton Joice in the beginning of 1940 left the agency he was connected with to form Goodkind, Joice & Morgan. He immediately became immersed in the firm’s radio activities and by the end of the same year the agency received an award from the Chicago Federated Advertising Club for producing the best local program in Chicago.

Today, Clyde supervises the creative radio efforts of the agency originated in 1938 by Lew Goodkind who had previously handled radio for Lord & Thomas for nearly a decade. Clyde had left Mitchell-Faust after 20 years to go into business for himself. Raymond R. Morgan, operating his own company in Hollywood, completed the new triumvirate, managing its operations on the coast.

Born in Wells, Minn., Dec. 23, 1889, Clyde was graduated from Hyde Park high school in Chicago and then spent a year and a half handling inquiries for a correspondence school. His earnings enabled him to enroll at the U. of Chicago where among his fellow-students were Paul Hoffman of Studebaker, Ralph Rosenthal of Arthur Meyerhoff and Hilmar Bauckhage.

After graduation from the University, Clyde entered law school but before finishing the so-called "Wilson depression" forced him to return to work. He entered merchandising—and stayed, first selling typewriters and then, in the spring of 1915, joining the advertising department of The Fair, Chicago department store.

Within a few months he was producing the greater part of the store’s newspaper and direct-mail advertising. Some two years later, he was made advertising manager, responsible for an annual budget of close to $500,000. Clyde entered the Mitchell-Faust Adv. Agency in 1926, soon becoming associate copy chief. In 1927, he was made copy chief, supervising such accounts as Armour & Co., General Motors Truck, Ward Baking Co. and Dr. West’s Tooth Brush. He was named vice-president in 1933.

As president of Goodkind, Joice & Morgan, Clyde supervises an assortment of accounts including Planters Peanuts, Goldenrod Ice Cream, Hooke Glass & Paint, Iowa Soap Co. and Jewel Tea Co. The agency’s success in radio after its first year has acted as a spur on its activities. Each of the partners has gone after business, travelling nearly 60,000 miles in a year, visiting radio stations, working with sales crews, making radio expenditures pay.

Clyde is the father of two children. His son, Lt. John Alden Joice, is with the Army Air

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BROADCASTING • Broadcast Advertising

(Continued on page 44)
Two "down in front"... for History!

November 19th, 1919—10:30 p.m. The Senate galleries were jammed by tense crowds. Hundreds overflowed into the corridors outside, unable to get into the Senate Chamber.

Four months of fiery debate on the League Covenant and the Versailles Treaty. Millions sat at home—wondering what their representatives had to say.

Today, the very same legislative body faces the very same momentous task. But today, in the Metropolitan area alone, hundreds of thousands of people have, in effect, front-row seats for the drama of democracy as it unfolds in the halls of Congress.

Because, through stirring re-enactment each Sunday from 3:30 to 4:00 p.m., WMCA takes its listeners—for the first time in radio—into those chambers where today's and tomorrow's history is created.

WMCA's "Halls of Congress" is based directly upon the Congressional Record. With "chaff" removed by skilful editing, with human interest supplied by a special reporter sitting in on each session and with roles of legislators performed by professional actors...the pages of the Record spring to life.

No radio play can surpass, in vividness and meaning, these dramatizations of the week's debates in Congress...no "documentary" program can perform a greater service for Americans.

"Halls of Congress" is available for sponsorship. Available to an advertiser who wants to be identified with a program that already occupies a unique place in radio...and in the minds of its listeners.

WMCA
First on New York's Dial...570
Represented by Weed and Company
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don’t Get Much Business.

CHNS DOES—Try It.

In a week’s trip to the Midwest, he arrives in Chicago Monday and proceeds from there to Omaha accompanied by ADOLPH MULHAN, Midwest sales manager of Mutual, and DAN ORTH, Mutual’s Chicago station. Mr. Kolak will address the Omaha Ad Club Tuesday evening. He will be back in Chicago Wednesday through Friday and will return to New York Saturday.

HUBBELL ROBINSON, Jr., vice-president in charge of promotions and production for the Blue Network, left Feb. 25 for a month trip to the West Coast, stopping off in Chicago en route.

ARTHUR WEILL, former daytime operations manager of WEN New York, has been appointed comptroller. He succeeds JACQUES VAN STRATTEN, who has been elected assistant treasurer of MGM. Formerly the Mountain subsidiary of Lorne Inc., WEN’s owner.

WAYNE HUGHES, former announcer with KSB and KENT Des Moines, replaces Mr. Weill as daytime operations manager.

NAOMI FINE has joined WMCA New York as sales promotion manager, replacing HOWARD KRAMAN, who has been made account executive. Miss Fine goes to WMCA from CBS radio sales, working on promotion of CBS owned stations. Previously she was assistant promotion manager of CBS New York affiliate, WABC.

R. MARSHNER has been transferred from the sales department as charge of personnel, replacing GLADYS HARDY, who has resigned.

HERBERT T. KAYE Jr., former assistant director of sales of Allen B. Dulles, Inc., Palmers, N.J., has been appointed director of transmitter equipment sales.

RICHARD F. FROHLICH, former assistant to the late ROBERT L. MURRAY, publicity relations director of ASCAP, has been placed in charge of the department. WASHINGON, D.C., has been named assistant to ASCAP’s radio program service.

HARRY A. CROPP, former West Virginia newspaperman and more recently the sales manager of WMN Clarksburg, W. Va., has joined the commercial staff of WMNN Fairmont, W. Va.

DAN SHERIDAN has been named manager of CECMO Vancouver, replacing ROY WRIGHT. Mr. Sheridan is a former scanner on U. S. West Coast stations.

SPENCE CALDWELL, manager of CJBC Toronto, has resigned effective March 15 to become director of the transcription division of all-Canada Radio Facilities with headquarters at Toronto. Before joining CJBC he was manager of CKEW Vancouver. His new post returns him to the Taylor-Penson-Carson organization with which he had been connected for 15 years prior to joining CJBC.

JEAN ELDREDGE of the Chicago office of Shielding and FRED KLEIN, time buyer at Daniel & Fitzgerald, Sample, Chicago, have announced their engagement.

GERALD N. IRWIN, formerly with Joseph Katz Agency and Newell-Kennel, New York, has joined the sales department of WSBN Birmingham.

ROBERT MENAUGH, superintendent of the House radio gallery of Congress, has been named executive officer of the War Intelligence Division, Bureau of Public Relations, War Dept., and has been promoted from captain to major.

COMDR. YODER BACK AS KOA MANAGER

Lt. Comdr. Lloyd E. Yoder has resumed his post as general manager of NBC’s Denver station KOA. Frank E. Mullen, NBC vice-president and general manager announced last week. Mr. Yoder, who took up his former duties at KOA last Thursday, relinquished the post over two and a half years ago to assume active service in the U. S. naval reserve. Mr. Mullen has been name assistant manager, in charge of all commercial activities. Robert H. Owen continues as assistant manager in charge of engineering.

Welcoming Mr. Yoder back to the company, Mr. Mullen said, “It will be a great pleasure indeed when hostilities cease that we are able to bring back into the service of the company so many men and women now in the armed forces.”

A graduate of Carnegie Tech, and a member of its football team, Mr. Yoder served successively as radio editor of a Pittsburgh newspaper, announcer of WCAE Pittsburgh; NBC staff announcer; chief of NBC’s West Coast press department, becoming KOA general manager in October 1939.

William J. Cord

WILLIAM J. CORD, 58, son of Errett L. Cord, owner of KFAC Los Angeles and former automobile manufacturer, died last weekend after an accidental fall from a penthouse balcony. Police said the young man called to friends, “see how strong I am,” attempted a hand stand on the balcony railing and fell 28 feet to the marble floor.

SOT. RICHARD B. WESTERGAARD, on leave as vice-president of Broadcasting Radio Inc. and general manager of WABC-NY, is now “in France,” attached to an engineering combat detachment.

TOM GILCHRIST, manager of WMU Orlando, Fla., is the father of a girl.

KEITH KIGGINS, Blue vice-president in charge of station relations, New York, is in Hollywood for conferences with DON SEARLE, western area general manager of that network.

ARTHUR H. CROGHAN, vice-president and sales manager of WJBK Detroit, has resigned from the station, retaining his interest as minority stockholder, to plans to spend a month in Mexico, arriving in Los Angeles around the first of May.

DON NORMAN, manager of NBC western division spot sales, has been transferred to New York.

JAMES A. KENNEDY, general attorney of All American Cables and Radio Inc., affiliate of International Telephone & Telegraph Company, has been elected vice-president. Mr. Kennedy was with the FTC from 1944-1945, serving the last four years as assistant general counsel.

MAJ. EDNEY RIDGE, general manager and owner of WBIS Greensboro, N. C., has been named commander of the North Carolina division of the Sons of Confederate Veterans.

HENRY P. JOHNSTON, vice-president and general manager of WSBN Birmingham, has been reelected to the board of directors of the Planters & Merchants National Bank. Johnston has been appointed a new branch manager of the Birmingham office. He is the father of a girl.

Our Respects to

(Continued from page 48)

Corps flying the Hump in India, and his daughter Priscilla is a sophomore at his old Alma Mater. Clyde’s hobbies are golf and swimming, but he takes an active part in church and civic affairs in Evanston, where he resides.
Pride of the West. Solid timbers up to 136 feet long for Navy boat keels help speed the eclipse of the Rising Sun. After the war, thin boards from the world's largest stand of White Pine will be glued into giant beams to extend prosperity into the post-war era.

-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.

BROADCASTING • Broadcast Advertising

March 5, 1945 • Page 45
Mr. Reinsch

Reinsch is Named NAB Large Station Director

J. LEONARD REINSCH, managing director of the Gov. James E. Cox radio stations WSB Atlanta, WHIO Dayton, and WIOD Miami—last week was elected director-at-large of the NAB for large stations. He will complete the unexpired portion of the term of Hugh Felts, who resigned following his election to the presidency of Broadcast Measurement Bureau in January.

A veteran of 20 years in radio at 36, Mr. Reinsch was radio director of the Democratic National Committee during the last Presidential campaign. He has served on the NAB legislative committee. Mr. Reinsch was named large station director by the board, because of his identity with WSB, a 50,000 watt channel six station. He makes his home in Atlanta.

Mahoney to Chicago

JAMES MAHONEY last week became head of Mutual's new station relations department in Chicago, established in keeping with the network's policy of expansion and service to affiliates. Mr. Mahoney had been headquartered in New York as manager of the western division station relations, Plans for the Chicago office were announced last month by Adolph N. Hult, western sales manager (BROADCASTING, Feb. 6). Mr. Mahoney's offices are at 441 N. Michigan Ave. Carl Haverlin is vice-president in charge of station relations.

Roemer Appointed

H. C. ROEMER, former vice-president in charge of the Federal Telephone & Radio Corp., has been appointed executive vice-president of the company, an IT&T affiliate. T. M. Douglas has been placed in charge of operations in the radio, telephone and general manufacturing divisions. E. N. Wendell, vice-president, assumed direction of the radio division while R. E. Smith, vice-president, continues to head the telephone division. Directing the general manufacturing division is C. E. Freid.

Hays OPA Consultant

HERMAN S. HAYS, manager of field service engineering for Radio & Television Corp., Philadelphia, has been appointed a consultant to the Service Trades Price Project of OPA. Mr. Hays will advise OPA's national office chiefly on matters relating to radio and household appliance repairs.

LISTENING post to receive foreign broadcasts has been contracted with various foreign broadcasting departments for radio, particularly the broadcasting department of the USNT Des Moines. Special programs, analyzing foreign broadcasts, are to be presented.

Heads Service Programs

MRS. HARRIET PRESSLY is new director of public service programs at WPTF Raleigh, Manager Richard H. Mason has announced. She will maintain and strengthen station relations with public service groups including all branches of the Armed Forces. Mrs. Pressly is a graduate of Goucher College, Baltimore, and came to Raleigh in 1919 as faculty member of the science department of Peace Junior College. She married Dr. W. C. Pressly, president of Peace, in 1921. She is the mother of five children, whose radio debut in 1939 doing a 15-minute women's and children's broadcast once a week. She now writes and produces We the Women.

Robert T. Price, writer on NBC Bob Hope Show, is father of a girl.

FORDYCE W. COWING, assistant executive officer of Armed Forces Radio Service, Hollywood, has been promoted to captain. Prior to his entry into the Army, Capt. Cowing was announcer of WHIC Rochester, N. Y.

Robert B. MacDougal, president of Region 1 of the Education by Radio, has joined WAAT Newark as director of educational activities. New radio lecturer at Newark State Teacher's College, Mr. MacDougal is first vice-president of the Radio Council of N. J. Other staff additions are Ed Cow- man, new to radio, as director of war activities; and Ed Goux, as assistant director.

Dave Moore, formerly on the editorial staff of Billboard, on March 6 becomes publicity director of KMOX St. Louis. On Jan. 27 Mr. Moore married Shirley H. Ford and has joined the promotions department of the Blue, Chicago.

KOBETTE RYAN has been named Mutual traffic director of WIP Philadelphia. She will continue in her present capacity as program consultant coordinator is Alice Hyam, shortwave monitor.

Joan Kessler of the program department of WWIL Philadelphia on Feb. 5 married Howard Stil- bourne of WBCO Bals- bury, Md. as announcer.

Ott Roush of Jackson, Tenn., has replaced Jack Wolery as program director of WSX Nashville and Jack Dowton has joined the WRX announc- ing staff.

Bill Talbot, formerly of KSFM San- ta Clara, Calif., is joining newscasting staff on KOIL Omaha.

Irene Rubicam, formerly of WJR Detroit, has joined the announcing staff of WWCD Washington, D. C.

L. T. Col. Paul C. Chamberman of Armed Forces Radio Service, Hollywood, has been named chief of AFBS installations in Great Britain, France and Italy and will soon resume duties as officer in charge of troop information.

Robert 1. T. Price, writer on NBC Bob Hope Show, is father of a girl.

GO AHEAD SIGNAL FOR IDAHO SALES

KSEL

POCATELLO • IDAHO

BROADCASTING • Broadcast Advertising
Here's Power That is Making
A GREATER INDUSTRIAL KNOXVILLE!

WBIR

covers more
than 75%
of the populous,
concentrated
Knoxville Market
... most efficiently!
Ask a John E. Pearson
man about us.

This is but one of the many TVA dams and electric plants
at Knoxville's "back door" that is furnishing industrial Knoxville
with power—POWER THAT IS MAKING KNOXVILLE ONE OF
AMERICA'S FASTEST GROWING INDUSTRIAL MARKETS. Knox-
ville has set nation-wide records in sales increases during the
past few months. It is also a great distribution center for East
Tennessee. The population of greater Knoxville is now over
201,000 people. Let WBIR supply you with up-to-the-minute
data on this important market.

- KNOXVILLE IS THE HOME OF TVA -

Blue WBIR
A Nunn Station

Network

KNOXVILLE, TENN.
JOHN P. HART, MGR.
MRS. DOROTHY HELM, formerly of WJDP Panama City, Fla., has joined the continuity staff of WHN New York City, as news associate. She was formerly with WJDP, Panama City, Fla., and has been named program-production manager.

LARRY KEITH, announcer at WSNQ Birmingham, and Mary Elizabeth Browne have been married.

RICHARD HUBBELL, broadcasting production manager of Crovle Corp., Cincinnati, is author of a new book, "Television: Programming and Production," which will be published this spring by Murray Hill Books Inc, technical division of Farrar & Rinehart, New York. He also was "400 Years of Television."

DOUGLAS W. OLIVER, formerly with WLAW Lawrence, Mass., has joined the announcing staff of WJHP Jacksonville, Fla.

RAY HUBERT GUNCKEL, Jr., recently promoted from announcer-narrator to production manager of WJHP Jack- sonville, Fla., on March 3 was married to Blanche Jones.

SCOTT DAVIS, formerly of WXYZ De- troit, and KALU CLEVELAND, previously of KWKH Shreveport, La., are new members of the announcing staff of NOE Monroe, La., and will be on the WHN New York stations.

TONY PARISH, formerly with WJAR New Orleans, has been appointed program director.

HARLEY WEST, formerly with WSNQ Marion, Ohio, is a new addition to the WSNQ announcing staff.

TONY PARISH, formerly with WTN Norfolk, Va., has joined WTIP Washington as announcer.

JOHNES STOHL, commentator on WHN New York, has been appointed associate editor of Read and Facts magazine.

JANE DUNBAR, former scriptwriter at WSMN Nashville, Tenn., during her last vacation, has joined WMRN Marion, Ohio, as music director.

MAXINE KEITH, the radio and television consultant and conductor of From Me to You, is a new member of the American Women's Voluntary Services as head of the national radio department.

GORDON HEATH, announcer, heard on several New York stations, has been associated with WLIB and WOR New York. He was recently appointed announcer of WMCA.

BILL CORUM, who has been handling the disc for the Gillette Safety Razor Corp Friday night boxing bouts on Mutual, has been replaced by ELLIS, who, in addition, is working with the Public Health Service.

PAT BRENNAN and ALICE FELLER have joined the promotion-publicity staff of WLW Washington as assistant to TOM MEANS, director of promotion and publicity.

ROSALIE GRAHAN has been named head of WJZN New York's new transfer department.

VIOLET HELGREN, head of KAK's Houston script department, and James O'Reefe of Los Angeles were married in Las Vegas Feb. 19.

LEON BLUM, former assistant director of ZBS network, and James O'Reefe of Los Angeles were married in Las Vegas Feb. 19.

JOHN RUSSELL, former assistant director of ZBS network, and James O'Reffe of Los Angeles were married in Las Vegas Feb. 19.

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BRLYN BURCH, who has been handling the Gillette Safety Razor Corp Friday night boxing bouts on Mutual, has been replaced by ELLIS, who, in addition, is working with the Public Health Service.

J. PAT DUNPHY continues to handle play-by-play coverage of the Giants games.

PAT BRENNAN and ALICE FELLER have joined the promotion-publicity staff of WLW Washington as assistant to TOM MEANS, director of promotion and publicity.

ROSALIE GRAHAN has been named head of KAK's Houston script department, and James O'Reefe of Los Angeles were married in Las Vegas Feb. 19.

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KALE Names Osborne

Clay Osborne, formerly chief of the Japanese section, overseas division of OWI, has been named program director of KALE Portland, Ore. Prior to the OWI assign- ment Mr. Osborne was with KFI Los Angeles as production manager and later became West Coast manager of Russell M. Seeds Co., Hollywood.

Sterling Adv. New York, has been appointed to handle WHDE Bos- ton. Emmanuel Levine is executive account.
Today’s BEST BUYS

EAST

WHN—New York
50,000 Watts
SYDNEY WALTON, COMMENTATOR
10:45-11:00 P.M.
Mon. thru Fri.
Sincerely, Factual! Experienced! 14 years in radio! Can deliver his loyal following in this great market.
Complete $800.00 per week.

WNBH—New Bedford, Mass.
250 Watts—Blue
LOCAL NEWS
8:30 A.M. - 12:45 P.M.
6:15 P.M. - 10:00 P.M.
Fifteen years of telling the folks what happens locally. Participation—$4.00 day-time—$8.00 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 eight years.
Participation—$75.00 per wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual
SADDLE PALS
11:15-11:45 A.M. - 2:15-2:30 P.M.
Mon. thru Sat.
That old time 12-12 show that gets mail and sells merchandise.
Participation—3 per week—$15.00. 6 per week—$30.00.

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

WJAS—Pittsburgh
5,000 Watts
LEE KEETON’S ORCHESTRA
5:30-6:00 P.M.
Mon. thru Fri.
A half-hour of entertaining, easy-to-listen to music by one of Pittsburgh’s leading orchestras.
Participation—One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue
1450 CLUB
7:00 - 8:00 A.M.
Mon. thru Sat.
Bridgewater’s best bet for breakfast.
Daily participation—$2.40 per week.

WHIC—New Haven
250 Watts
ALARM KLOK CLUB
1:00 - 2:00 P.M.
Mon. thru Sat.
As an hour of breakfast music on New Haven’s newest station.
Daily participation—$20.00 Wk.

WATC—Cape Cod, Mass.
250 Watts—Blue
WORLD NEWS
7:00 A.M. - 12:00 P.M.
5:00 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.

WTBN—Jamestown, N. Y.
250 Watts—Blue
MEMORY MATINEE
3:00-5:00 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.00 Wk.

NBUR—Burlington, Ia.
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.

WLCJ—Janesville, Wis.
250 Watts—Mutual
THE HOMEMAKERS
9:00-9:30 A.M.
Mon. thru Sat.
A unique show has been telling ‘em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts
VILLAGE RAMBLERS
11:15-11:30 A.M.
Mon. thru Fri.
Old time music at its best, on the leather-jacket station of the great Northwest.
$160.00 per week, complete.

KYMR—Denver
250 Watts
BEN BESOFF
6:00 to 6:15 P.M.
Mon. thru Fri.
Denver’s most popular commentator.
Just returned from a tour of France and England.
Complete at $220 per week.

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

WDSM—Duluth-Superior
250 Watts—Blue
TWILIGHT TIME
5:15-6:00 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual
FARM & HOME PROGRAM
11:30-12:00 Noon
Mon. thru Sat.
A wavy farm prog.com in the State where the tall corn grows.
Daily participation—$10.20 Wk.

WEST

KCBS—San Francisco
250 Watts—Blue
HOPKINS HALL
2:00-2:30 P.M.
Mon. thru Fri.
A great time for the folks who make up the San Francisco press association.
Daily participation—$15.00 Wk.

KFUN—Las Vegas, N. M.
250 Watts
THE SPANISH HOUR
1:00-1:30 P.M.
Mon. thru Sat.
Two hours of New Mexico’s favorite music.
Daily participation—$16.20 Wk.

KFBC—Cheyenne, Wyo.
250 Watts—Blue
PIE & COFFEE TIME
1:30 to 2:45 P.M.
Mon. thru Fri.
A smart emcee and the customers in the popular Shy Ann Cafe makes this a piping quarter-hour.
$75.00 per week complete.

KFWB—Los Angeles
5,000 Watts
MAKE BELIEVE BALLROOM
11:00 A.M. to 2:30 P.M.
Lowest cost per listener in Los Angeles.
According to an agency conducted audience study!
$50.00 per 1/4 hr.; 50 word spots—$115.00.

KFJ—San Francisco
500 Watts
ALARM KLOK CLUB
6:30-8:00 A.M.
Mon. thru Sat.
Surveys prove It the best dollar buy in the Bay area.
Spot participation—50.00 base rate.

KFWX—San Diego
250 Watts—Blue
MORNING MELLODIES
8:00-11:45 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $9.00.

KYTK—Fresno-Visalia
5,000 Watts—Blue
ALL STAR DANCE PROGRAM
1:45-3:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here’s forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts
BREAKFAST PLATTERS
7:00-9:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and who doesn’t) this is where they get it.
Participation—$12.50 each.

SOUTH

WHTQ—Memphis
250 Watts—Mutual
JITTERBUG HALL
9:00-11:00 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.
Minute 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 Aggie Station with farm news for Texas Farmers.
Spot Participation—Base Rate $8.40.

WTSP—St. Petersburg-Tampa
1,500 Watts—Mutual
WOMEN IN THE NEWS
10:30 to 11:45 A.M.
Mon. thru Fri.
Mostly news about women, of especial interest to women.
Daily participation—$31.00 Wk.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD
Grove Must Pay Kastor $15,000 in 75,000 Suit

U.S. DISTRICT Judge Rubey M. Hansen on Feb. 22 awarded H. W. Kastor & Sons Adv. Co., $15,000 for services rendered Grove Labs. during the period from April 1 to July 30, 1943. Damages of $75,000 were denied. Through the winter of 1943 the Grove firm spent $1,414,000 advertising the new Four Way Cold Tablets. On April 2, 1943 the agency testified it solicited a $50,000 advertising budget for the 1943-44 season. Kastor charged that although it was authorized to proceed, on July 20 Grove ended the agreement and notified Kastor that another advertising firm had been engaged. By that time 98% of its work on the advertising campaign had been done, the plaintiff added. The court ruled that the agency had not completed a third of its services.

THOMAS A. CRABBE has resigned as copy and contact executive of MacFarland, Aveyard & Co., New York, to join Roy S. Durlin & Co., Los Angeles, open to packaging products. He came to MacFarland from Colgate-Palmolive Co., where he had served as assistant advertising manager, Ralph E. Durlin, vice-president and account executive at MacFarland Averyard.

MELVIN W. HUBBARD Jr., copy writer, formerly with J. Walter Thompson Co. and Campbell-Ewald, took up residence in Hollywood. Telephone is Cabinet 1651.

EARL C. DOWLING, group head in the service department of McCann-Erickson, New York, has been appointed a vice-president.

WILLIAM BOLTON Jr., for 15 years with McCann-Erickson, has joined the Philadelphia office of W. A. Averill & Sons as account executive. Edward Ford, formerly with the Chilton Co., joined Averill copy department.

R. E. REEB, who recently resigned as director of advertising for the National Cash Register Co., Dayton, Ohio, has become a partner in Hugo Wagensell & Assoc., Dayton agency.

Grant Forms Firm

GENE GRANT, for many years account executive of NBC San Francisco and more recently of the Blue Network, has opened station representative office at 1651 Columbus St., Hollywood, telephone 7874. Firm will operate under name of Grant & Co. Mr. Grant has been in radio since 1929, having started with KFI Los Angeles, and later going to NBC San Francisco. Upon sale of the Blue from NBC, he continued with the former network, transferring to Hollywood last August.
Philadelphia's
MAN OF THE HOUR
(and a half)

FROM 6 TO 7:30 P.M.
MONDAY THROUGH SATURDAY...

Doug Arthur spins records and chats informally with his great unseen audience — selling such diversified commodities and services as liquid shampoo, beer, furniture, dentistry and a correspondence school.

And by all three surveys (Crossley, Pulse and Hooper) this "Danceland Program" enjoys the highest consistent rating for a full hour and a half of any program in Philadelphia!

TOP RATINGS (CROSSLEY, PULSE AND HOOPER)
TOP SALES (DIFFERENT SPONSORS)

...increased number of applicants is highly gratifying, indeed surprising. — LAVENSON BUREAU

...producing sales at a lower cost than anywhere in the Eastern District. — AMERICAN SCHOOL

...one of the best in Atlantic's nine years of football broadcasting. — N. W. AYER & SON

...the most important factor enabling us to get workers. — INTERNATIONAL RESISTANCE CO.

...the work you have done on our behalf has materially aided us. — WILLIAM GRETZ BREWING CO.

REPRESENTED BY
(In New York) JOSEPH LANG
(Nationally) SPOT SALES INC.

WIBG
10,000 WATTS • DAY & NIGHT
Philadelphia's Most Powerful Independent

BROADCASTING • Broadcast Advertising
March 5, 1945 • Page 51
... were the Egyptians “hep cats?”

Although it is not known when the first clarinet was made, ancient Egyptians used a simple clarinet made from a hollow cane, with part of the cane forming the reed. Today, low-cost Egyptians play a double clarinet, similar to the earlier instrument, but fashioned of two canes glued together. This same instrument, without any changes, dates back at least 5,000 years.

Learning “by ear”

The triple clarinet, a later variant of the Egyptian instrument, is still used in Sardinia. A constant flow of air is necessary to play the Sardinian Clarinet, and instruments have devised a unique method to teach breathing. The prospective virtuosi blow through a straw into a glass of water. If the bubbling stops while the pupil inhales, his master boxes his ears.

Enter the “licorice stick”

The modern clarinet was developed from the French chabaneaux, a short, cylindrical wind instrument, in the late 19th century. Shaped like a jointed oboe with a bell and two keys, it was never played at the same time as the oboe—for the simple reason that both were made by the same artist.

In 1936, Adolphe Sax straightened out the offset of the oboe, and introduced the present day “licorice stick.”

The brilliant tone patterns of the clarinet range from less than 200 to 10,000 c.p.s. The true tonal quality of the instrument is best featured by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
Western Electric Company

193 BROADWAY, NEW YORK, N. Y.

Page 52 • March 5, 1945
Have you "GOT THE COMBINATION"?

**WKZO**

CBS - FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

**WJEF**

CBS - FOR GRAND RAPIDS AND KENT COUNTY

Turn right to your Standard Rate & Data listing for WKZO, Kalamazoo. Look at the rates. Then turn back to WJEF, Grand Rapids—and look at the rates “in combination with WKZO”.

Gents, that IS a combination!

WKZO gives you eighteen Western Michigan counties including Kalamazoo and Battle Creek—630,762 people, daytime.

... WJEF gives you a quarter-million Grand Rapids people (with the best frequency in the market, AND CBS)... Together, they do an unbeatable coverage job in Western Michigan, and at an unapproachably low cost!

May we send you all the facts—or will you ask Free & Peters?

Owned and operated by Fetzer Broadcasting Company

FREE & PETERS, INC., Exclusive National Representatives
AND NOW TO THE NIGHT CLUB!

Of course that's not Farmer Bill's destination, but don't think he couldn't afford any entertainment he wants. The average Iowa farmer made $7,672 in 1943. In 1944, it was up about 20% more.

And while we at KMA know he doesn't wear a top hat and white gloves, perhaps some of the alleged "farm stations" aren't aware of the fact. Else they wouldn't offer him hot-spot jive recordings, Broadway wisecracks, and suave big-city announcers reading meager farm-news bulletins.

We say a farm station should be a farm station. Announcers and news editors should know the farming business. Market reports should be not only read but interpreted. Entertainment should be of the homey sort that farmers enjoy. And the proof that we're right lies in the fact that we get more than twice as much listener-mail as any other station in this 80% rural area.

Let us—or Free and Peters—tell you more about the amazing results which are rewarding our policy. Write!

KMA
Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, Ia.

Free & Peters, Inc.
Exclusive Dealership Representatives

KGO
5000 WATTS

ORL'S
EMBOLDEN MARKET
"BATTLE" ROUNDS BETTER GUARANTEE

Nbc in richmond, Va.

The San Francisco Radio Picture

Look up Blue's

5000 WATTS

in your latest Hooper!

It's THE Bay Area Buy!

SOIL-OFF ExPANSION
SOIL-OFF MFG. Co., Glendale, Calif. (paint cleaners), on March 5 starts daily participation in combined Sunrise Safety and Housewives Protective League programs on WBBM Chicago. Contract is for 52 weeks. Firm is heavy user of daily local newscasts and regional news time in eleven western states and is now expanding to other areas. Agency is McCann-Erickson, Los Angeles.

New Michelson Series
NEW quarter-hour recorded program series titled A Date With Muscle has been prepared by Charles Michelson, featuring Phil Brick, singer; Sammy Liner, pianist of the Andre Kostelanetz orchestra, Dor Whipple, composer and organist, and Ally Edwards, network announcer of Kaiser Alken, music director of WRL Cincinnati, directed the program. Content of series will be announced at a later date.

Luncheon Exhibit
APPROXIMATELY 250 agency executives participated in the luncheon, sponsored by WABC, on March 21, in the press attended NBC Parade of Stars and exhibitions. Luncheon was held at the Hotel America, which presented the first report summarizing the three months period opening the NBC Parade of Stars campaign.

Shell Signs WBBM
SHELL Oil Co., New York, has signed a contract with WBBM Chicago for sponsorship of 50 half-hour national broadcasts, which will begin sometime next fall. Contract extension through the period will be announced by John Harrington. Contract for series of 10 half-hours was placed through J. Walter Thompson Co., New York.

WSPA Farm Awards
CLIFF (Farmer) Gray, WSPA, Spantamburg, S. C., farm service director and conductor of the Piedmont Farm Hour, has presented the first Farm Hour program for the current Farm Hour season on the farm and production tour of C. L. Cooper, of Lowell, S. C., who Cooper received the award in his modern chicken house. Three Join Keystone
THREE more stations have become affiliated with the Keystone Broadcasting System: they are KODY North Platte, Neb., WMJ Coloma, Ga., and WKLW Ludington, Mich.
Herr Hitler's first interview

It was in 1933 that Pierre J. Huss, INS correspondent, tracked Adolf Hitler to Berchtesgaden. He got his interview,—the first granted to a foreign newspaperman after Hitler's rise to power. But "Pete" Huss' journalistic career is marked by a long string of beats.

Born in Luxembourg, speaking several languages fluently, Europe is a familiar stamping ground to Huss. For nearly two decades, he has represented INS—in Mexico, London, Madrid, Paris, Berlin and elsewhere on the continent. He is an authority on central European affairs.

After eight years as INS Berlin bureau chief, Huss returned to the United States. In this interlude, he wrote the best seller, "The Foe We Face"—a lucid account of the rise of Hitlerism. The outbreak of war, shortly thereafter, again took him abroad.

Huss covered the campaign of our forces in Africa and the Mediterranean theaters. He reported the Roosevelt-Churchill conference in Cairo. He was with the American forces during their training for D-Day, covered the invasion of Normandy from the bridge of H.M.S. Scylla, landed in France with the Allied forces. At the invitation of the chief of staff, Pete joined General Patton's famous U.S. Third Army, graphically describing its drive up to the Saar Valley. From the 20th U.S. Army Corps, he received a citation for his "fearless activity" in covering American army movements across Europe.

Like those of other INS reporters, Huss' eyewitness accounts from spots where the fighting is hottest have consistently made front pages in the nation's newspapers. Radio news editors have found these stories admirably suited for news broadcasts.

The INS wire, day in and day out, remains in the forefront with lead stories and top headline stories. In specialized news and feature writing, too, INS leads in local, national and world-wide services.

INTERNATIONAL NEWS SERVICE
235 EAST 45TH STREET, NEW YORK 17, N.Y.
WE'RE SELLING POST-WAR PROFIT INSURANCE...

There'll be profits flying high, wide and handsome in America's Third Market after the war. And if you are interested in earmarking a healthy portion for yourself now is the time to begin. CKLW's 5000 watts at 800 kc, gives you the largest concentrated coverage of this rich area. It's the profit policy you need to assure a prosperous future, and the unusually low premiums will surprise you. True, schedules are jammed at present but let's get together and we'll do our best to squeeze you in right now!

L. E. T. T. E R in answer to ticket requests for Glamour Manor, mythical hotel program on Blue Monday through Friday, features a letterhead picture of Cliff Arquette, proprietor, and the 52-room, 2 bath hotel. Letter is typed on lined paper and written in the style of the program. "Positively every room equipped with Ciscop & Ivory Snow" is leged at bottom of page. Program is sponsored by Procter & Gamble Co., Cincinnati.

Talent Contest

UNCLE DON, who conducts a children's program on WOR New York, is presenting his fifth annual "Uncle Don Child Talent Contest" to pick the "golds" of tomorrow! Final winners, to be selected May 2, will be interviewed by film talent agents and will receive a special clothes outfit, visit Governor Dewey and attend theatre and radio broadsides. There are over 8000 entries.

DuMont Brochure

"TIME, Tubas and Television" is the title of a brochure issued by DuMont Labs, Passaic, N. J., which traces the development of electronics from the dawn of history to the present day. Pictures of the DuMont Labs, the television station WABD New York, and key personnel in the DuMont organization are shown.

KMB Folder

IN A PROGRESSIVE recognition of the 25th anniversary of radio, KMB Kansas City is distributing a mail piece relating the progress of KMB. Piece is illustrated with photos of key personnel of the station and is headlined, "This Institution Called KMB of Kansas City."

WBNM Brochure

"From mush and milk to mink and sables" is title of promotion brochure issued by WBNM Columbus, O., to promote the program of Fern Sharp, director of women's activities for WBNM. Copy states that Miss Sharp is available to her listeners "around the clock" and is not content to serve her listeners with broadcasts alone. A copy of a charcoal sketch of Miss Sharp is attached to the brochure.

KGO Prospectus

KGO-Blue San Francisco has issued a four page prospectus with an inside double page spread as the first of a series of promotion pieces titled "You Should Know." The idea is to acquaint the trade with the station's announcers, what they are doing and why they are worth consideration when selecting announcers for transmitted spots, etc. Inside spread and back page gives advance program schedule.

Lear Booklet

LEAR Inc., Piqua, O., manufacturer of aircraft radio equipment, electric and mechanical controls for aircraft, which has recently announced plans to enter the home radio field after the war, has issued a 12-page booklet describing its contributions to radio development and its current manufacturer of radio programs. Federal Council of the Churches of Christ in America is in charge of applications which close March 15.

WBNS Brochure

"Glamour Manor in the Detroit Area" is title of prospectus with an inside spread illustration of "Yours Truly,匀, June Smith,"匀, the Sunday evening radio home program of a Miami housewife. The 4-page booklet also lists all the other stations over which the program is heard, both in Miami and the nation, and provides information on the show's guests and sponsors.

WBFS Brochure

The three NBC stations in the Miami area, WBFS, WPLG, WPLR, the School of Broadcast Arts in Miami, Fla., have prepared a brochure for the purpose of promoting their various programs. The booklet lists the time to begin. Copies are available to advertisers for distribution to their customers through the mail or at the station offices.

KMOX Brochure

KMOX-St. Louis, extends a special invitation to all auto enthusiasts to join the "John H. Dwyer" advertising campaign. This is the most important and the largest advertising train to be run in St. Louis this year. The train will carry advertising for John H. Dwyer for the promotion of his new models, the "John H. Dwyer" and the "John H. Dwyer." The train will make its first stop in St. Louis on March 10th, and will continue on its round trip to the south.

KPCW Brochure

KPCW, a new radio station in Salt Lake City, has just issued its first brochure. The brochure contains a map of the station's signal area, a list of the station's programs, and a brief history of the station. The brochure is printed on high quality paper and is attractive in appearance.

KRAK Brochure

KRAK, a new radio station in Milwaukee, has issued its first brochure. The brochure contains a map of the station's signal area, a list of the station's programs, and a brief history of the station. The brochure is printed on high quality paper and is attractive in appearance.

KDOO Brochure

KDOO, a new radio station in Portland, has issued its first brochure. The brochure contains a map of the station's signal area, a list of the station's programs, and a brief history of the station. The brochure is printed on high quality paper and is attractive in appearance.

KFI Brochure

KFI, a new radio station in Los Angeles, has issued its first brochure. The brochure contains a map of the station's signal area, a list of the station's programs, and a brief history of the station. The brochure is printed on high quality paper and is attractive in appearance.

KFTC Brochure

KFTC, a new radio station in Dallas, has issued its first brochure. The brochure contains a map of the station's signal area, a list of the station's programs, and a brief history of the station. The brochure is printed on high quality paper and is attractive in appearance.

KALO Brochure

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The Most Powerful High-Frequency Tube

200 Kilowatts—developed especially for high-power, high-frequency broadcast and industrial applications.

Into this development has gone all the knowledge and experience of the tube-building art that make the name Federal stand for dependability—a reputation earned by more than 35 years of service in the electronics field.

Federal tubes are built for long life... produced with all the care and precision of fine craftsmanship.

*Federal always has made better tubes.*

Federal Telephone and Radio Corporation

Newark 1, N. J.
Sony is Always First

WHBQ

was the first (and only) Memphis radio station to operate on a continuous 24 hour basis—since March 15, 1944.

WHBQ

Bob Alburty, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by Rameau

Someone is Always First

We'll Harvest This Crop Tomorrow!

A slight exaggeration, yes—but all fooling aside, the crops up here in the Red River Valley are gigantic. It's a cinch to raise almost anything in this fertile valley...including sales quotas! For our busy hayseeds make plenty of money—and spend it (an average of more than $7250 each, during 1944)!

WDAY is the only chain station that covers all the Red River Valley. It's one of the most productive smaller stations in the entire U.S.A. If you want the PROOF, just write us. We've got some facts to show you!

WDAY, INC.

N. B. C.

FARGO, N. D.
Affiliated with the Fargo Forum
970 Kilocycles...5000 Watts
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Hardy Stresses Use of Local Programs

INSTEAD of stations “trying to ‘out-network’ the networks,” Ralph W. Hardy, program director of KSL Salt Lake City, said at the NAB 14th District meeting in that city, [Broadcasting, Feb. 8] “it would be wiser to augment network program services with features conceived and handled throughout from a local point of view and thus do a job the networks are not in a position to do.”

Another point Mr. Hardy brought out, with the program department especially in mind, is that “we encourage our public service units to use small segments of time to use them well, particularly where we are appealing to only a small section of our audience.” He also suggested a more frequent reviewing of the total weekly broadcasting schedule, with special focus on programs that have been running “year after year without any particular direction or analysis as to their aims or achievements.”

“I may re-dedicate ourselves,” he said in closing, “to providing more excellent program facilities for the public, and may we discriminate the difference between serving the public’s convenience and that of serving interest and necessity.”

Ad Club Award

THE WOMAN’S Advertising Club of St. Louis is sponsoring the Erma Proetz award in memory of a member who died Aug. 7, 1944. The award will be in recognition of the outstanding creative advertising work done by a woman during the period from March 1, 1944 to March 1, 1945. The contest is open to any woman in the advertising profession. Four $100 bonds will be awarded, one each for advertising copy, advertising art work, advertising photography, and creative radio writing which advertises a specific product or service. The award will be made at a dinner in St. Louis May 21, 1945. Mrs. Norrie Passino, 7850 Stanford Ave., University City 14, Mo., will supply detailed contest rules.
KTSA was designed and built to serve this 64-county sales area. Every recognized standard of measurement and survey proves that it DOES THE JOB! Get the complete KTSA story of the specific job it is doing for sales now and in the postwar era.
KMPC News Policy
LIVE commercials only will be used for newscasts on KMPC Hollywood, effective March 19, according to Robert O. Reynolds, station manager. Opening news program commercials will be limited to 15 words maximum. Policy is in line with improved programming and better handling of newscast commercials, it was said.

Vigoro in Four Markets
SWIFT & Co., Chicago (Vigoro), on March 1 will begin sponsorship of spot announcement campaign for four weeks, six to nine spots weekly, in four markets. Agency is J. Walter Thompson Co., Chicago.

CBC's Shortwave Station Takes Air
By JAMES MONTAGNES
CANADA'S FIRST government-owned shortwave transmitter went on the air officially February 25 with a one-hour feature program to Canadian troops in Great Britain and western Europe. Prime Minister Mackenzie King and Justice Minister Louis St. Laurent spoke during the dedication ceremonies, and programs from all parts of the Dominion were broadcast.

The transmitter has been two years in the building, at Sackville, N. B., by Canadian Broadcasting Corp., engineers, at a cost of about $1,000,000. Two RCA 50 kw transmitters are housed in the shortwave transmitter section of the modernistic building, which also houses the broadcast band transmitter of CBA Sackville, N. B. Canada started late in the shortwave field, but its transmitter has been in use now since Christmas Day with broadcasts in English and French to Canadian troops and in German with war news to Germany. Now Dutch, Czech, and Flemish language broadcasts are to be added, with Spanish and Portuguese programs for Latin-America to follow later this year.

Three antenna arrays are used to feed programs to several zones. One beam now in use is directed at Great Britain, western Europe and a part of Soviet Russia. In reverse it will be used to send programs to Mexico, Central America and New Zealand. A second beam will be directed to South America, and in reverse to eastern Asia. The third beam goes to Africa and Australia in reverse.

CBC is operating the transmitter for the Canadian government, with a committee from the Department of External Affairs working with CBC on program policy. Later it is expected that the Department of Trade and Commerce will have a voice in program policy as the station becomes a Canadian trade envoy. CBC has formed an international service division with offices at Montreal, where programs will be built and produced. Offices are located at 1255 Crescent Street, Montreal. Peter Aylmer, formerly liaison officer at Ottawa, is in charge of the international service division. CBC international service is working with OWI in programming.

Shortwave broadcasts will be carried eventually on 11 frequencies. One transmitter will use 6.09 mc with call letters CKOB, 9.63 mc with CKLO, 11.705 mc with CKXA, 15.19 mc with CKCX, and 17.82 with CKNC. The other transmitter will be heard as CHAC on 6.16 mc, CHLS on 9.61 mc, CHMD on 9.64 mc, CHOL on 11.72 mc, CHTA on 15.22 mc, and CHLA on 21.71 mc.

DOMINATING ITS COMMUNITY IN PUBLIC SERVICE!

PORTLAND, OREGON
CBS Affiliate

FREE & PETERS - National Representatives
*Hands that Capture the Future...*

**FOR THE RADIO OF TOMORROW**

War-trained hands... fingers educated in accuracy and speed... guided by new facts wrested from the widening frontiers of electronics research... hands that will create unsurpassed values in "Detrola-built" Radio Receivers... Television Receivers... Automatic Record Changers, and other electronic instruments.

**KEEP YOUR EYE ON DETROLA**

**DETROLA RADIO**

DIVISION OF INTERNATIONAL DETROLA CORPORATION

BEARD AT CHATFIELD • DETROIT 5, MICH.

**KEEP ON BUYING AND KEEP THOSE WAR BONDS**
LEADER in the list of "Top Ten" week-day programs reported by C. E. Hooper, Inc., in the February Network Hooperratings on daytimers, is When A Girl Marries. Second place goes to Breakfast in Hollywood (11:15 a.m.) and third place to Ma Perkins (CBS), followed respectively by Portia Faces Life, Kate Smith Speaks, Our Gal Sunday, Backstage Wife, Big Sister. Pepper Young's Family, Lorenzo Jones. Top-ranking Saturday day-time shows are Theatre of Today, first; and Stars Over Hollywood, second.

Aunt Jenny has the highest sponsor identification index—73.8. Some 5.6% gave the wrong identification of the sponsor, and 20.6 couldn't name the sponsor.

Average daytime audience rating is 5.2, up 0.3 from the last report, down 0.1 from a year ago; average daytime sets-in-use is 16.8, up 0.4 from last report, down 0.1 from a year ago; average daytime available audience is 72.6, down 0.7 from last report, down 1.2 from last year.

The five top ranking programs listed in terms of the number of listeners per listening set are as follows:

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.89</td>
<td>0.42</td>
<td>1.44</td>
<td>2.75</td>
</tr>
<tr>
<td>1.00</td>
<td>0.33</td>
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<td>1.02</td>
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<td>0.74</td>
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<tr>
<td>0.84</td>
<td>0.34</td>
<td>1.28</td>
<td>2.46</td>
</tr>
</tbody>
</table>

Joyce Jordan Mc.D. had the largest number of women listeners per set (1.35); Metropolitan Opera, the most men listeners (0.53); and Jack Armstrong the most child listeners per set.

INCREASING its broadcast day by a half-hour, KBBQ Santa Rosa, Cal., on Feb. 26 started operations at 6 a.m. instead of 6:30. New broadcast starts with a program titled Ranch & Home Hour, designed to give more complete and comprehensive service to farmers, dairymen and poultrymen in the area. New feature is under direction of Bill Frost.

TWO Mutual-WGN educational programs, The Human Adventure, Wednesday 7:30-8 p.m. and Northwestern University Renewing Saul, Sunday 10:30-11 a.m., are presented each week via transcription over the Law-son General Hospital's public address system as a part of the reconditioning program for more than 2,000 patients suffering from numerous conditions.

ITPICANS

FORMATION of a new society, known as the ITPICANS, designed to improve upon any improvements suggested for radio by the elders, has been announced by Miss Gale (Scop) Russell, president (center). Miss Russell is surrounded by her ITPICANS Board of Governors (1 to r), ring-around-the-rosy-wise; Judith Lee (Duchess) Glasscock; Craig Smith, Jerry Fisher, Mahlon B. (Duke) Glasscock and Adeline Roberta Terrell.

Occasion for formation of the society was the first birthday anniversary of Miss Russell, daughter of Frank M. Russell, NBC Washington vice-president, Board members are the children of these WMC Washington dignitaries: Mahlon B. Glasscock, general manager; Carleton D. Smith, general manager; Donald Fisher, announcer, and Robert Terrell, operations supervisor.

ITPICAN, Miss Russell explained, is a contraction of the term "integrated." In the ITPICANS, "Integrity, Prudence and Necessity" which she said, was a popular dinner-table topic in her home.

KFRE News Policy

FALLING in line with other stations nationally, KFRE, Fresno, Cal. has started eliminating middle commercials from newscasts, according to Paul Bartlett, station manager. Mr. Bartlett said, "All KFRE news sponsors have enthusiastically endorsed this new policy, which we feel they believe to be a real step forward in the presenting of news broadcasts. News programs originated by the network (MBS) will continue as before, pending adoption of a similar policy by the network companies. General adoption of such a policy by the industry has been urged by the St. Louis Post-Dispatch owner of KSD. Other stations to join the move are WJR Detroit and WTMJ Milwaukee. KMPC Hollywood effective March 19 will use only live commercials on newscasts with opening announcement limited to a 15-second maximum.

Moley on Blue

RAYMOND MOLEY, newsweek associate and author of the Newsweek feature "Perspective", will be heard on the Blue Sunday, 8:15-8:30 p.m. beginning March 11. Program will not be available for sponsorship for the present according to the case. Sunday period has been occupied by Dorothy Thompson, who moves over to Mutual for Tri- mount Clothing Co. beginning March 25.
Strong Bill Sought To Curb Petullo

Chairman Lea Wants Broader Measure Than S-63

PROBABILITY of further hearings before the House Committee on Interstate & Foreign Commerce to provide the basis for legislation to prevent interference with freedom of the air was seen last week by Rep. Clarence F. Lea (D-Cal.), chairman of the Committee. Chairman Lea told Broadcasting that testimony heard Feb. 22-23 on the Vandenberg bill, passed by the Senate, which is intended to prohibit broadcasting of noncommercial cultural programs, demonstrates the need for a broader measure.

Chairman Lea revealed that he has sent out letters to interested organizations for suggestions for dealing with the problem precipitated by James C. Petullo's demands on broadcasters, insofar as they concern freedom of communications. He said that Chairman Paul A. Porter of the FCC had laid down broad principles for action in this matter [BROADCASTING, Feb. 25] and "we feel the necessity for getting more complete facts."

Cites Petullo Ban

Referring to the Petullo ban against broadcasts of the National Music Camp at Interlochen, Mich., on which the Committee heard testimony, Chairman Lea said: "In principle, it applies to the right to restrict communications over the air. That's quite a fundamental principle there. The airwaves belong to the public and no one has a right to interfere."

Chairman Lea said the Committee may forego its current consideration of railroad in view of legislation long enough to devote another day to the Vandenberg bill. A broader measure would in all probability be worked out in executive session, he said.

Meanwhile, the first major reversion to the royalty system exerted by Mr. Petullo from the recording industry developed with the demand by John L. Lewis, president of the United Mine Workers, for a 10c per ton payment to the UMW on all coal produced in the bituminous industry. Like the recording agreement, which requires that the fees are to be used for an "employment fund," the Lewis proposal provides for a "participation" in royalties which would be "anti-inflationary" and which "seeks only to promote the physical welfare of the miners, thereby increasing their productivity."

The plan, said Mr. Lewis, "will not violate the Government's stabilization policy, or any wage formula."

When the recording dispute was before the WLB the royalty fee system was held as not opposed to wage stabilization policy.
FCC Allocation Hearing

(Continued from page 19)

evidence be submitted. Mr. Price of ATT, complained of the lack of certainty as to the number of frequencies which would be assigned and requested a "reasonable" number for common carrier service exclusively. He also asked if the company's three existing radio services must be moved that five years be given for the adjustment. Others scheduled on the subject declined to testify.

Also testifying on Coastal, Marine Relay, Ship, Mobile Press and Fixed Public Service in Alaska, Mr. Pratt suggested higher frequency ranges (above 1000 mc) for obstacle detection for ships at sea. Frank Dunbar Jr., appearing for the Lorain County Radio Corp. which operates a ship service on the Great Lakes, specified that the bands assigned be adjacent and that they be moved up slightly from the 30-40 mc range to 40-44 mc.

Smythe Describes Production of FM

Dallas W. Smythe, chief of the Economics Division, FCC Accounting Dept., opening the FM phase of the argument, testified that in a survey of 101 manufacturing plants conducted by the Commission, it was learned that 396,755 FM units have been made in this country. Of that number 365,648 were combination FM-AM receivers, 13,388 were exclusively FM and 16,719 were FM adapters.

He estimated total retail value of the 396,755 sets at $76,083,063, divided as follows: Combination sets, $71,908,878; FM exclusively, $3,995,981; FM adapters, $807,204. Mr. Smythe cited figures submitted by the Philco Corp., Philadelphia, which he said manufactured 40% of the total combined FM-AM sets. Philco estimated the aggregate total retail value of the 171,994 units sold at $19,791,812.

Of those sets, however, Philco estimated that the retail value of the FM band in combination sets averaged $12.50 per set, making the overall public investment in Philco sets $2,149,925. Arbitrarily doubling that figure for the remainder, Mr. Smythe arrived at the figure of $4,841,350, for an aggregate of $6,991,275 for the FM units in combination sets. Including exclusive FM sets and adaptors, the total public investment in FM is $11,165,460. Mr. Smythe estimated for an alternative computation, based on Philco's estimate of $12.50 per unit in combination sets and $48.28 per unit in all others, Mr. Smythe submitted the estimated public investment of $15,675,725.

As for depreciation, under the first method of estimation, the depreciated retail value in 1945 attributable to FM would be: 5-year life, $4,466,184; 7-year life, $6,375,477; 10-year life, $7,815,825. Depreciated retail value in 1947 (on the assumption that it will be two years before FM gets into mass production): 5-year life, scrap value only; 7-year life, $5,182,156; 10-year life, $5,673.

Under the alternative method of computation Mr. Smythe listed the depreciated values as follows: 1945 — 5-year life, $6,209,490; 7-year life, $8,949,696; 10-year life, $10,971,608; 1947 — 5-year life, scrap value only; 7-year life, $4,477,012; 10-year life, $7,836,863.

FM Stations Licensed By FCC Reviewed

Mr. Smythe estimated that the original cost of total technical broadcast property involving FM was $1,923,337 and the depreciated value, $1,349,756. His estimates were based on financial reports to the Commission for 48 licensees and construction permit holders as of Dec. 31, 1945, which gave an average cost per station of $40,070.

Investments by power were given as follows: 1 kw or less, $357,081

COVER THIS RICH SUBSTANTIAL MARKET WITH A SINGLE MEDIUM

KWKH

THE SHrevePORT TIMES STATION
50,000 Watts CBS

THE BRANHAM CO.
Thesaurus’ new versatile far-from-the-city-slickers: left to right: Al Azorro, accordionist, comedian; Loppy Bryant, bass fiddler, emcee; Slim Bryant, guitarist, comedian and handy man; and Ken Newton, fiddler, tenor soloist, comedian.

Fenced in? Far from it—they’re now a feature of Thesaurus

It’s a pleasure to announce that Slim Bryant and his Wildcats are now available to NBC Thesaurus subscribers for local sponsorship.

Slim and his gang are specialists in every field of cowboy and hillbilly entertainment—ballads of the old Wild West, hoo-downs, novelties, square dances, close harmony, popular songs, originals and comedy skits. Not only specialists, but they’re skilled entertainers—and they’re good. People take them to heart—respond to their warmth, sincerity and whimsy.

In the past five years in which they have ranked as a top presentation on America’s pioneer station KDKA, Pittsburgh—won friends by the thousands in KDKA’s broadcast area—they have fulfilled demands for 800 personal appearances, regretfully declined many more.

Slim and his likable colleagues are available now on Thesaurus to fill a wide variety of sponsorship requirements. Soon they will be featured in a well-tailored script series designed to lend favorable and distinctive product or institutional identity.

The versatile entertainment of Slim Bryant and his Wildcats is another step in the NBC Thesaurus new five-point plan for more well-rounded programs . . . a service especially designed for radio, music exclusive to the subscriber . . . enough selections by every performer to make programming worth-while . . . plus “network quality.”
Reach the ACTIVE SALT LAKE MARKET

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

PITTSBURGH ADVERTISERS KNOW THE LOCAL SCORE

That's why it means something that 7 of Pittsburgh's 8 leading department stores used KQV last year.

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES

BROADCASTING • Broadcast Advertising

for 18 stations; 1.1/3 kw, $288,781 for 12 stations; 10 kw, $546,827 for 11 stations; 10.1 kw and over, $730,648 for 7 stations.

C. M. Braun, chief of the Non-standard Broadcast Application Section, Broadcast Division, FCC Engineering Dept., testified that as of Feb. 20, 1945, there were 46 FM stations licensed, seven for which construction permits are outstanding, and two of the seven under active construction. Considering 48 stations, he said four are operating under wartime experimental or developmental licenses, leaving 44 whose requirements and coverage have been determined.

Of the 44 stations, 33 have installed full transmitter power and two have installed the antenna system authorized. Only 10 FM stations have completed full construction and testing, he added, while 32 of the stations are authorized on a wartime basis to operate without their regular transmitter power or with temporary antenna systems or both; six other stations are complete except for minor items.

Should FM be moved upward, he said, one licensee of a 50-kw station estimated the transition cost would be from $20,000-$25,000 or about one-third of the list price of the transmitter, which cost $67,000. Using the one-third as a factor, Mr. Braun estimated the aggregate cost to broadcasters of modifying transmitters would be around $300,000. He didn't hazard a guess as to cost of changing antennas, since little information was available.

Jett Asks Estimates Of Potential Losses

Commissioner Jett asked that witnesses supply estimates of the potential losses if transmitters are modified. Chairman Porter suggested that industry witnesses "bear in mind Mr. Jett's suggestion." He made it plain the Commission wants all the facts possible to guide it in its decision.

Mr. Jansky told the Commission that on Tuesday Panel 5 met in Washington and voted 21-1 to reaffirm its original stand at the hearings last fall and to support the brief submitted by the chairman and vice-chairman of Panel 5 [Broadcasting, Feb. 26]. Dr. T. T. Goldsmith, representing the Allen B. DuMont Labs, he said, cast the only dissenting vote, while five members did not vote.

He submitted a memorandum by Maj. Armstrong, Dr. H. H. Beverage of RCA Labs, and Dr. Charles R. Burrows, based on propagation studies conducted by the three in collaboration with Dr. G. W. Pickard, Dr. H. T. Stetson and Stuart Bailey. Challenging conclusions by Dr. Norton, submitted in the closing days of the fall hearings, Mr. Jansky said:

"The basic data available to Mr. Norton—and it was available also to our members—does not justify such wide conclusions as he has drawn ... The most important issue is one dealing with propagation. Men can overcome whatever temporary obstacles may exist ... That memorandum concludes that the evidence on which you based your opinion was unsound."

Mr. Jansky admonished the Commission they must "believe Norton and the errors he has made" or "Dellinger, Beverage and Armstrong." Questioned by Mr. Denny as to quantitative data showing interference in the maximum sunspot cycle, Mr. Jansky said such data means little at 50 mc unless in contrast equally quantitative data is available in other frequencies.

Manson Says Costs Based on Moving Band

Dr. Ray H. Manson, vice-president of the Stromberg-Carlson Co. and chairman of the Panel 5 receiver committee, testified that his committee, composed of manufacturers, agreed that receivers could be built for the 84-102 mc band, but such a change "imposes important technical difficulties, such as receiver drift and the attainment of the requisite sensitivity and selectivity, which will have a bearing upon the quality of service to be rendered to the public."

The committee agreed also that at least six months additional engineering time will be required to prepare for receivers at 84-102 mc, that the increased cost involved to the consumer would range from $4-$32 per set, with the majority opinion tending toward $32.

Adequate field testing and design revisions for the 84-102 mc band would entail an additional three months. The committee recommended that a firm allocation commitment be made by the FCC so "unnecessary delay and increased cost to the public can be avoided".

Dr. Manson testified that the
Increased cost estimate was based solely on moving the FM band and not on other factors.

W. R. David of GE, chairman of the transmitter committee, said, his group, meeting Feb. 24 in New York, agreed that transmitters could be built for 78-105 mc operation, but the change imposes "very important technical difficulties particularly in the matter of high frequency tubes, transmitter circuits, antennas and transmission lines".

Considerable engineering time will be required, up to six months for lower powers and 1-3 years for higher powers, he said. It was the opinion of a majority of his committee that transmitters for the higher frequency band will cost more, particularly the higher power ratings, he added.

Mr. David submitted a letter from the Radio Manufacturers Assn. transmitter tube engineering committee on tube availability as follows: All tubes, 250 w-50 kw power level available for FM in the band 42-50 mc; tubes of 250 and 1,000 w available in the 84-102 mc band, but those of 3 kw power level and higher would not be available for periods ranging from 6 months to 3 years.

Maj. Armstrong submitted correspondence kept by an amateur broadcaster in Phoenix, Ariz., who reported receiving F2 layer reception during the maximum of the last sunspot cycle, dating from October 1936 to March 1938. He heard Maj. Armstrong's station, once picked up the NBC television sound channel, picked up stations in South America and a few others, but the NBC sound channel, operating on 49.75 mc, was the only one above 43 mc which he received.

On the other hand another station, five miles away and equipped with better facilities than the Phoenix station, experienced none of the F2 layer transmission. Maj. Armstrong explained.

Sunspot Interference Called Unpredictable

Maj. Armstrong told the Commission that if FM moves up, as proposed by the FCC, it would be delayed at least a year. To offset any ideas that he might be interested financially in keeping FM in its present location, the inventor told the Commission that if it retains FM in its present band, he will turn over all his royalties for one year to a board to be appointed, the money to be expended as the board sees fit.

He asserted "we can't predict sunspot interference" and drew a comparison between "actual experience" and "theory", declaring that the Commission should base its conclusions on "the years of experience of those in the FM field" rather than theory. Maj. Armstrong said he wasn't worried as to the ability of the manufacturing industry to expand with FM. As the art progresses new designs will be created and the transmitter and receiver manufacturers will keep pace. He pointed out that it would be some time before a maximum number of transmitters could be in operation and by that time the receiver manufacturers would be ready to expand.

Maj. Armstrong questioned Dr. Norton's calculations, saying his predictions based on frequencies twice as high as those on which standards were made and the recommendations of those "who have had actual experience" were so different "it seems something must be left out...some errors were made".

The Commission's staff was confused in two places and "misunderstood" testimony of three witnesses, said the inventor. He listed the three main sources of interference as F2 layer, sporadic E and Tropospheric. He dwelt at length on F2 layer, explained its characteristics and told the Commission that during the last sunspot peak amateurs operating on 56-68 mc attempted to establish coast-to-coast transmission on F2 layer, but didn't succeed. He concluded that "Norton's predictions were based on assumptions, not facts".

"I think our vast experience dur-
ing the sunspot cycle and Dr. Delinger's predictions which I'm sure were based on the hop, probably will be our best guide through the next sunspot cycle!"

Major Armstrong discussed Sporadic E, disagreed with some of Dr. Norton's conclusions and touched briefly on the tropospheric wave. He offered the following proposed allocations in the bands 44-108 mc; amateurs 44-48 mc; FM 48-66 mc; first television channel 69-75 mc; five television channels 78-108 mc.

He would leave the two 3-mc bands unassigned, the space ultimately going to FM or television, depending on which service demonstrates the greater need. He suggested it could go to television by moving the No. 1 band down to 66 mc or it could go to FM. Major Armstrong suggested that a temporary deviation from his arrangement could be adopted pending adjustments in all the services.

Cyrus T. Read, director of sales engineering of Hallicrafters Co., Chicago, concluded the first day's testimony by supporting the proposed allocations. He estimated the cost of converting present-day FM sets to higher frequencies would be $10,915.

Thursday's session opened with Commissioner Walker setting chairman of the brief absence of Chairman Porter, who was called to appear before the Senate Appropriations Committee. Mr. Shepard, chairman of the board and general manager of the Yankee Network, recommended that FM be allocated to either 44-62 mc or 46-64 mc and that high-powered stations be assigned to the upper portion of the band.

He listed these three factors leading to Yankee's opposition to the FCC proposals: (1) delay in providing FM service; (2) loss of incentive for pioneer FM broadcasters; (3) obsolescence of receiving sets and loss of investment made by broadcasters to date.

Mr. Shepard said information from transmitter manufacturers indicated it would take from two to three years before a transmitter of 50 kw could be delivered complete. Therefore, a period of three to four years would elapse before full production of FM receivers could be attained. He estimated the average life of receivers now on the market to be seven years and therefore, an assumption on Dept. of Commerce statistics.

"I am convinced that FM reception by the great majority of the public would be delayed for approximately five years based on the facts which have just been outlined," said Mr. Shepard. "This would be in addition to the delays which FM already encountered in part to unavoidable circumstances.

Fears FM Will Be Adversely Affected

"Our conclusion, therefore, is that, if the assignments proposed by the Commission put into effect, FM as a broadcasting service will be put back where it was in 1936, and it will be very difficult for a period of many years, probably on its death bed," Mr. Shepard cited statistics gathered by Ernst & Ernst, New York, showing that 373,675 FM receivers were manufactured at an aggregate cost to the public of $8,189,131. "The Ernst & Ernst survey was not as extensive as that conducted by the FCC, and introduced on Wednesday,"

Mr. Shepard made these recommendations: (1) That FM be assigned to the lower part of the 44-108 mc band; (2) that present operators be given permanent new assignments immediately; (3) that the matter of operating on both the old or the new frequency be left to the discretion of the licensee until such time as there are sufficient number of sets in the hands of the public to justify operation on the new frequency exclusively; and (4) that the educational interest requires the use of these frequencies in any given locality; that the Commission take cognizance of the millions of dollars which have been invested in the development of an FM broadcasting system.

On the basis of another survey Mr. Shepard said the total FM investment on the part of broadcasters is $5,961,872, of which he placed the cost of transmitters, transmission lines and antenna at $1,661,642. Under cross-examination by Commissioner Jett, Mr. Shepard said if from an engineering standpoint the Commission finds FM should be located above 50 mc and that such a move would "improve it greatly", he would agree that FM should be moved. He agreed with Mr. Jett that economics should not outweigh engineering factors, but added that economics should be considered along with other phases of the problem.

Commissioner Jett said it was his understanding that 50 kw FM equipment has been developed and is ready to start the minute freezes

AT BLUE Network's television kickoff Feb. 25 at General Electric's video station, WRGB Schenectady, Mark Woods, (1) president of the American Broadcasting Co., and Robert Peare (1), vice-president of GE in charge of advertising, flanked Johnny Olson, m.c. of the Ladies Be Seated telecast.

Ladies Be Seated is lifted, though he added it might take two or three years to produce the equipment.

Mr. Shepard, under cross-examination by Mr. Denny, said the FMBI brief which opposed the Commission's proposals was concurred in by the six members who signed it. They were, besides Mr. Shepard, Theodore Stieb, Jr., E. Brown, comprising a committee on behalf of Mr. Shepard, and Walter J. Dann, FMBI president. He added that the FMBI was not unanimous in its views.

Cranen Supports FM Move Upward

T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and former Commissioner, said Cowles would continue to support the Commission's allocations. He expressed the view that F2 layer and Sporadic E interference would be such that FM in the 42-44 mc portion could not perform a good service.

Comdr. Craven said "The people on FM made no quantitative study" of skywave interference. He agreed with the views of Drs. Wheeler and Norton whom he lauded as two of the foremost propagation experts in the field and told the Commission, "I see no reason whatsoever in doubting their judgment".

Supporting his contention that FM should be moved upward, the veteran engineer said the FCC must protect the outer regions of service areas to afford service to those living outside of cities. "I think it's the duty of the Commission to take
any step whatsoever to protect service in all areas," said Comdr. Craven. On the predicted delay, if FM is moved up, the Cowies executive said he thought manufacturers are ready now to turn out 50 kw equipment for the higher frequencies. "If we were to increase the speed of war, it won't take very long," he said. "If television transmission in sound can be produced in the 108 mc band, can FM. There's no mystery about it. . . . I've been impressed that the attitude of industry is negative. If industry took that attitude in war we wouldn't get anywhere. We must take initiative," added Comdr. Craven.

Crosley feels the FCC proposed allocations are sound and it is desirable to shift the FM band to 84-102 mc.

C. R. Miner, design engineer, receiving division, electronics department, GE, said the majority of manufacturers believed that the cost to consumers for the higher frequency sets would range from $15 to $30 more than at 40 mc. He said the cost of expanding the band would not be appreciable but listed the increase as due principally to a change in the operating frequency. GE estimates its cost of manufacturing sets in the higher frequencies would be $24-$30 more per unit to the consumer. He said the increased cost was mainly to the use of expensive materials and declared "it will be everybody's endeavor to pull cost down in the future." He said GE estimates were based on receivers sold in 1940 for $59.35.

Lodge Describes Interference Factors

William B. Lodge, CBS director of general engineering, said he had studied Dr. Norton's testimony and failed to find any discrepancies. He referred to an article he wrote for Broadcasting, Aug. 14, 1944, as setting forth his views and asserted that he had not changed his opinion. He said some of the apparent discrepancies in propagation opinions were caused by "different objectives." He said Dr. Norton was a highly qualified expert in the field of propagation and that he agreed with Dr. Norton that long-distance interference frequencies below 50 mc made it necessary to move FM to higher frequencies if a general service is to be provided. Mr. Lodge doubted there would be any delay in broadcasting with power up to 10 kw and declared that when a broadcasting goes to a manufacturer with a definite order, "he can generally get a better delivery date than he reports to committees." Dr. Marx, technical advisor, engineering department, American Broadcasting Co. (Blue) restated the Blue's position as set forth in its brief, that the network believes the Commission's proposal should be adopted.

Leonard L. Asch, president of the Capitol Broadcasting Co., licensee of WBCA, Schenectady, the only independent FM station in the country, opposed the allocation move on the grounds that it likely would force his station out of business. He said WBCA has been on the air commercially since July 17, 1941, operating 16 hours daily, and although gross time sales have been $55,000 the company has operated at a loss of $70,000. Nevertheless his firm believes the investment was good, inasmuch as it looks forward to wide service in the present band.

Mr. Asch attempted to insert in the record a letter from a listener threatening complaint to Congress if the Commission moves the FM band but Chairman Porter, who arrived shortly before noon recess, overruled the letter as irrelevant. Mr. Asch also attempted to insert in the record a telegram from CBS which he said refused him network service because his was an FM station but the Chairman also refused to admit it on the point that it had nothing to do with allocations. Dr. Manson, recalled to the stand, said he did not believe the Commission should decide allocations on the problem of receivers. "All other factors being equal," he said, "the Commission should consider receivers in the hands of the public." He said that while it would cost more to manufacture sets for higher frequencies he had no doubt that all manufacturers would build receivers regardless of where the FM band is finally located.

"At the present moment postwar is," he said, "We are fighting a war and everything else is secondary. When we get engineers we can make the sets. One is no object. We must get results, but we must make sets that the public can handle." He said WHFM, the RCA Victor Division broadcasting with the AM station under the same ownership, had received no reports of interference.

David S. Smith, director of research, Philco Corp., said that Philco's tests on FM-WBIC-WBCA indicated that the BHC-WBIC station is carrying signals from WBCA in the 92-95 mc band and from the station's 121 mc band.

Mr. Smith declared that the Philco station has been in operation for some time and that the Philco station had been in operation for some time and that the Philco station had not as yet received any complaints. He said that the Philco station had not as yet received any complaints. He said that the Philco station had received some complaints.

Mr. Smith declared that the Philco station has been in operation for some time and that the Philco station had not as yet received any complaints. He said that the Philco station had not as yet received any complaints.
co., largest manufacturer of FM receivers for the home, is in agreement in general with the Commission's proposals for FM and television. Considering the magnitude of the problem, he testified, the Commission has done "a splendid overall job" in reconciling the claims of the various services.

Mr. Smith supported the Commission's predictions that the present band would cause interference which he said "would seriously impair the value of FM broadcasting and reception." He said the primary purpose of FM "would be defeated if any substantial amount of interference developed due to vagaries in transmission."

He testified that a shift to the proposed FM band would not impair the usefulness of the 170,000 combination sets sold by Philco for standard broadcast and shortwave reception although it "will have the effect of obsoleting the FM band of most FM sets now in the hands of the public."

He estimated a shift of frequencies from 60 mc to the region of 90 mc will add from $2.50 to $5 to the list price of receivers and a similar increase in cost if the band width is increased from 90 to 150

WHLN Joins MBS

WHLN Harlan, Kentucky, 250 w on 1600 kc, starts operation as a Mutual outlet March 19. Affiliation was announced last October as the sixth Kentucky station for Mutual. Network now has 260 affiliates.

channels. With experience the cost differential will tend to disappear, he added.

He asserted that "if it is necessary to pay a bit more in the form of increased receiver cost for the higher frequencies in order to obtain interference-free service, then the cost should be incurred. On the other hand, the shift should not be made unless it seems that there will be substantial interference in the lower frequencies where FM now is.

Daniel E. Noble, appearing as an engineer interested in the FCC proposals, said that if the FM engineer "would sit tight for a while, the television engineer would solve his problems for him." Supporting the 84-102 mc recommendation, he testified that will be conducted among engineers showed a substantial majority favoring the higher band.

Engineers Testify on Interference Studies

Archer Taylor, representative of the Paul Godley Co., Montclair, N. J., consulting engineer, submitted data based on studies he conducted while at the Bureau of Standards which supported the contention regarding interference in the present band.

Ralph J. Renton, chief, Equipment & Project Section, Field Division, FCC Engineering Dept., testified regarding field strength surveys made near Louisville, Ky., over different terrain at both 45% and 91 mc which, he said, demonstrated that shadows over this area do not appear to be noticeably different at either frequency.

E. W. Allen Jr., chief, Technical Analysis Section, Technical Information Service, FCC Engineering Dept., testified regarding correction factors applied to Mr. Renton's surveys for making the data applicable to a broadcast service.

$1,000 CHECK for prizes in WWDC Washington's bowling tournament is owed to Arrville Ebersole, chairman of the National Bowling Congress, by Tony Wakeman on whose All Sports Parade program results will be given. The contest gets under way March 1 in 31 Washington duckpin establishments. Ten percent of the grand prize pool will go to the Bowlers Victory Legion to buy sports and recreational equipment for servicemen overseas.

the distance ranges predicted by the signal range curves of the FCC standards of good engineering. Mr. Allen supported Mr. Renton's interpretations.

Dr. Norton gave a resume of his studies on propagation characteristics which provided the basis for his determination that excessive interference would develop in the present FM band and that there would be relatively low interference in the 84-102 mc band. Since these studies were carried on in conjunction with military operations, Chairman Porter ruled that in the interest of security a closed session would be held at which technical witnesses would be permitted to cross-examine Dr. Norton.

Sees Increase in Primary Service Area

Dr. Norton said the studies made by Mr. Renton and Mr. Allen further substantiated his conclusion that FM will have larger primary service areas at the higher frequencies. He pointed out that if shadows were relatively more important at the higher band this would have been encountered in Mr. Renton's analysis. He noted also that the expected increase in primary service area will be realized even if the protected contours are kept the same as in the present standards applicable to the present band.

He asserted that if the Commis-
sion recognizes that the external noise is considerably lower in the higher band and undertakes to protect a lower field intensity contour from interference, the primary service areas of stations in the new band "will be very much larger than in the old band and it will be possible to supply a very much larger audience with very much interference free broadcast service."

He testified his conclusions regarding greater range of FM stations in the higher band were based partly on extensive tests in which he participated and further tests since he has been with the War Dept. He said that in connection with his earlier tests he drove over hundreds of miles of roads in the eastern part of the country, simultaneously observing field intensities of FM signals and listening to the signal to noise ratio in level hilly and mountainous terrain. It was during this study, he said, that "I came to realize that this proposed new broadcast facility would make possible for the first time a really fine, interference free broadcast service to the American public."

Subscription Radio Asks Channels

Later, he said, after digesting Dr. Wheeler's data on sporadic E skywave field intensities he realized that this interference would substantially reduce the service areas of stations in the present band "for what I consider to be significantly large percentages of the time and that this sporadic E layer would produce a degradation in the new FM service comparable in some regards to the interference problem we now have in the standard broadcast band."

Commissioner Jett said for the record that Dr. Norton is probably the world's outstanding expert on wave propagation. Chairman Porter commented that the statement, coming from the only technical member on the Commission, merited considerable importance.

Joseph L. Weiner, appearing for Subscription Radio Inc., urged the Commission to provide as many FM channels as possible "so there won't be so many objections" to his proposed service. He presented results of a survey conducted, which, he said, indicated the majority of those questioned are willing to pay for subscriber radio.

He challenged the NAB brief, which did not object to subscriber radio but recommended that it be treated as a multiple-address service and be allocated in the band somewhere else than channels reserved for broadcasting services. The expected opposition from the NAB did not materialize but the suggestion in its brief is more damaging," he said.

Mr. Weiner challenged the CBS brief which opposed subscription radio as not in accordance with broadcasting as specified in the Communications Act, and asserted that the people want interference-free radio and "interference-free from advertising." He said under the present system of broadcasting the listener has no choice whether he prefers to "listen to advertising matter" or "pay in another way" for his entertainment.

Questioned by Chairman Porter, he said rivalry would be permitted in the same areas, Mr. Weiner said he believed interest in subscription radio would lie in new fields rather than competition in established fields.

Dr. R. R. Lowdermilk of the U.S. Office of Education, said his department could take no position in allocations, but left it entirely to the FCC. Confusion among educational broadcasters resulted, he explained, from "educators seeing two groups of people in whom they have confidence, in disagreement." Some schools recommended that FM remain where it is and others supported the FCC proposal, he said, but the majority opinion was advanced in a possible compromise.

David B. Smith, appearing as chairman of RTPB Panel 6, endorsed the Commission's proposals. Then he assumed the role of director of research, speaking for Philco Corp. Again he endorsed the proposals on behalf of his company and said Philco feels that the proposed 12 channels below 300 mc will provide for several hundred stations, while proposed allocation of experimental frequencies above 400 mc will make possible developmental work in that region. Mr. Smith added, however, some years would be required to develop television at the higher frequencies. He expressed the belief that television in the upper frequencies would supplement that of the lower area and
that there would be no conflict between the two.

Thomas E. Harris, appearing for NBC, said his organization would rest on its brief, which supported the FCC proposals. O. B. Hanson, NBC's vice-president and chief engineer, said NBC had made inquiries to the Commission regarding a station on the proposed Channel 4, 66-72 mc, because the network wanted to be "in the middle of the band" rather than in the end since the extremes are "vulnerable."

Pressed by Commissioner Jett and Mr. Denny as to whether possible skywave interference from the 44-50 mc channel influenced NBC's decision to ask for Channel 4, Mr. Hanson said: "I don't think so." Later he said, in answer to a direct question, that if the FCC gave NBC the first channel "we'd take it."

Joseph H. Ream, CBS vice-president, supporting that network's brief, which concurred in the proposed allocations, said technical considerations make it clear that it's necessary to establish, "as soon as possible postwar, wideband television in the ultra-high frequencies." He said there seems to be no longer any question that better service can be provided in higher frequencies.

The question as to when new television can be proved still is unanswered, he continued, but surmised that if manpower and materials are available within a reasonable time CBS could give demonstration "before the year is out." He urged that the 12 channels proposed below 300 mc be tagged as "temporary" and Commissioner Jett interjected to clear a statement he had Jan. 15 at a news conference prior to release of the proposals.

The Commissioner said his reference to "temporary" allocations below 300 mc did not specify any time, or even months. "It might be undergraduate," he added. "I didn't want anyone to take that phrase 'temporary' too seriously."

"We believe a freezing of standards as proposed by Col. Roberts (W. A. Roberts, counsel for TBA) is as good a way as any of postponing the day when high-definition television is proven," said Mr. Ream. "We suggest the Commission in the first act allocate the five channels temporarily, two, make wide channels in the ultra-high frequencies permanent, and three, encourage the efforts of the industry to develop high-definition television."

Armstrong Details FM Operations

As Friday's session opened it was announced that the secret session with military experts regarding complaints, Monday would be confined to F2 layer transmission, inasmuch as engineers generally were agreed on other phases. Mr. Allen was recalled to the stand to elaborate on his testimony of Thursday.

Mr. Arms, taking up again the stand, corrected his testimony of Wednesday and gave detailed information regarding operations of FM stations on frequencies of 110 and 117 mc. "From the Alpine transmitter we were always able to test for interference of high-definition video from the Yonkers transmitter at 117 mc," he said.

Mr. Arms, facilities engineer of the American Broadcasting Co., operator of the Blue Network, supported the Commission's television proposals and said it is felt that the lack of sufficient low frequency channels to establish a nationwide television service will provide impetus to the immediate development of commercial wideband television in the high frequency experimental bands.

Comdr. Craven, returning to the stand to testify for television, said the Cowles Broadcasting Co. intends to start high-definition video in the new channels as the earliest possible moment and that he had been assured by Westinghouse officials that delivery could be made on a high-definition television transmitter within "six months of some date in the future."

"Within a reasonably short time after VE Day I think we can give Washington a demonstration of high-definition television," he asserted. "Cowsley will act immediately and assiduously to demonstrate the new television as quickly as possible after the war." Comdr. Craven said Zenith felt it could manufacture receivers "to meet our specification in a reasonably short period."

Col. Roberts, who didn't submit the TBA brief and DuMont statement until last week because he was out of Washington, said that TBA urged prompt adoption of a nationwide television frequency assignment plan, such as he outlined. The channels below 300 mc will permit a widespread and "satisfactory" service but at least six additional channels are needed for "complete competitive service," the TBA briefly suggested.

Points to Plans for Color Television

TBA called for immediate allocation of the 102-108 mc band to television and pointed out "it is possible to allocate a 14 channel immediately below 102 mc to television for a temporary period of five years before high-definition television and other services must be 'closely controlled and subordinate to all television use,'" the brief concluded.

Col. Roberts said "every member of the association plans to go into color television in the wide band and perhaps very much higher frequencies" than proposed by the FCC, but he added it would be some time before high-definition video can be accomplished. He called on the Commission to allocate the color channels below 300 mc on a "permanent" basis to insure "security" to manufacturers, broadcasters and the public.

Allen B. DuMont, head of the laboratories bearing his name and first president of TBA, introduced letters from several listeners tendering to show that the DuMont television service had gotten wide re- commendation of complaints. In the investigation disclosed that receiver antennas had been improperly installed and when changes were made the complaints stopped.

Paul J. Larsen, of Johns Hopkins, representing the Society of Motion Picture Engineers, presented the CBS brief attacking theatre television. He contended that their television is not a broadcast service, that it could not utilize wire lines such as Muzak, that the service should be classified as premium, that the service be differentiated from broadcasting.

SMPE asked the Commission to "freeze the experimental allocation of frequencies for the service of theatre television" in the band from 1900-3000 mc.

Paul M. Segal, counsel for the American Radio Relay League, said the proposed allocations are "entirely acceptable" to the ARRL. K. B. Warner, ARRL secretary, said the amateurs would prefer their present assignment 68-80 mc.

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Page 72 • March 5, 1945

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The Beeline Advertising Index

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over 50-54 as proposed, but would take the FCC assignment. He termed the 56-09 mc band as “uniquely erratic” where anything can and does happen”.

George Meine, chairman of the Blue network, appearing as allocations chairman of RTBP Panel 4, urged the Commission to reconsider its proposal and allocate more channels for relays. Mr. Harris said NBC concurs in the RTBP recommendations.

Broadcast services, except facsimile, were concluded at 12:30 p.m. Friday and the Commission went immediately into police radio services. Dr. Daniel E. Noble, chairman of RTBP Panel 13, urged the FCC to reserve additional channels for the postwar use of mobile services, to insure expected expansion of essential emergency services. Testifying then as a member of Committee 8 and not panel chairman, Dr. Noble suggested a channel between 50-60 mc for portable equipment and walkie-talkies. These services are impractical in the higher bands, he said, because of battery difficulties.

During Friday’s closing session, the Commission introduced into testimony letters written by A. W. Mathis, vice-president of H. G. Fisher Co., diathermy manufacturers, to 150 surgical supply dealers and 30,000 physicians urging that they communicate with U. S. Senators to “use their influence with the FCC” to grant a “sufficiently wide band” for diathermy equipment.

When Mr. Mathis, who is chairman of the Appeal Committee of the Committee on Medical and Surgical Applications, RTBP Panel 12, completed reading the letters, Mr. Denny assured him that the oral arguments before the Commission are not a “futile procedure”, as implied in the company’s letters.

Witnesses for rural telephone services, industrial, medical and scientific services, and general emergency services such as fire, forestry, police, etc.; railroads and general mobile were heard. The Commission hoped to complete the oral argument on Saturday.

D. E. Robinson has resigned as director of research of Pedlar & Ryan to join Schuman K. Ellis & Co., New York, as vice-president in charge of research. Research director of Federal Adv. for 14 years, Mr. Robinson is a member of the Board of Broadcast Measurement Bureau, of the AAA research committee and other research groups.

DuMont Plan
(Continued from page 12)

required and to “then be assigned to television service as the commercial television service demands further expansion.”

“Adequate 6-mc television broadcast allocations will be provided if eventually television occupies the entire spectrum between 44 and 216 mc, but this entire spectrum can be assigned as needed by normal expansion of the service having begun with the present 12 proposed channels,” Dr. Goldsmith continued.

“As to frequency modulation broadcasting, the range from 84 to 102 mc can probably be incorporated in television receiver designs to provide both television reception and frequency modulation sound broadcast reception. Then as television commercial operation expands it can, if necessary, absorb these frequency modulation sound broadcast channels if that service no longer receives public demand in view of the superior television service providing both sight and sound.”

The DuMont Labs. would solve the congested FM band problem by restricting the channels to 40 kc, rather than 200 kc, as proposed by the FCC, contending that under its proposal “450 clear channels will be provided.” From its experience in AM and FM transmission at 83.75 mc, the corporation is “thoroughly convinced that the narrower band amplitude modulation can provide an excellent broadcasting service.”

Division of Channels

If the FCC proposal should prove inadequate to accommodate all qualified stations applicants, then DuMont suggested “it would be wise” to plan a division of the channels so as to accommodate both FM and AM in this region of the spectrum between 84 mc and 102 mc.

Television in the region from 44-84 mc is “more sound technically than FM” in the same area, the statement continued. DuMont opposed earmarking the 448-000 mc region, now proposed for experimental television, for commercial use, contending “there is no indication at the present time” that the high-definition service will prove feasible commercially.

Allocation of the proposed 12 channels below 300 mc should be on a “permanent” basis, the DuMont statement admonished and that the FCC should issue an “official statement” to the effect that they would “remain assigned for this purpose over a period of at least ten years.”

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The Marines’ new marching song . . . composed under shell-fire on Hill 660

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WOR-MUTUAL discovered and introduced the song on a special Marine broadcast

WNEW dramatized the story . . . gave it an exciting presentation

CBS featured it on “Report to the Nation”

BMI has published GET YOUR GEAR ON . . . write for your copy

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Adopted by
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**DEcisions . . .**

**AcTIONS BY COMMISSION**

**FEBRUARY 27**

1318 kc KPDN Pampa, Tex.—Granted vol. assgn. license from R. C. Holley to Her. Jane and C. E. Holley d/b/a Radio Station KPDN.

1.10 kc KGV Pittsburgh—Granted assgn. license from KGV Broadcasting Co. to Allegheny Broadcasting Corp.

1400 kc KTUC Tucson, Ariz.—Granted acquisition of control from present stockholders collectively by Burridge D. Butler through purchase 23 sh treasury stock for $2,500.

NEW-1450 kc Copper City Broadcasting Co., Rome, N. Y.—Designated for hearing application for CP new station 250 w unlimited; hearing on issues FCC Policy 1-46.

1230 kc KPFA Helena, Ark.—Adopted order granting petition for reh earing filed by KOHS directed against FCC grant without hearing 1-16-45 of application for CP change 1000 w to 1200 kc; set aside said grant and designated application for hearing.

1490 kc WKBZ Muskegon, Mich.—Adopted order denying petition for rehearing by corporation on ruling 2-7-45 by presiding officer of Motions Docket denying WKBZ motion for amendment of a hearing issue re application for CP.

1230 kc WJEF Grand Rapids, Mich.—Adopted decision and order denying petition filed by WKBZ for hearing, rehearing, and other relief directed against FCC action 2-8-45 granting without hearing application of WJEF for CP.

1110 kc WBDT Charlotte, N. C.—Granted further extension of license on temp. basis only pending determination of license renewal application, in no event later than 5-1-45.

**AcTIONS ON MOTIONS**

**FEBRUARY 28**

WCHS Charleston, W. Va.—Granted motion for continuance of hearing on license renewal application now set 3-5-45, for 4-9-45.

The Press Co. Inc.—Granted request to participate in oral argument on license renewal application of WOKI set 3-28-45.

Macy City Broadcasting Service, Patterson Broadcasting Service and Thomas N. Beach, Birmingham, Ala.—Granted joint petition for 30 days extension from 3-5-45 to file proposed findings re applications for new station.

**ACSOCTIONS BY ADM. BOARD**

**FEBRUARY 28**

Ohio Broadcasting Co., Marlon, O.—Placed in pending file application for CP new FM station.


Leland Valley Broadcasting Co., Allentown, Pa.—Same.

Brownsville Herald Publishing Co., Brownsville, Tex.—Same.

Valley Evening Monitor Inc., McAllen, Tex.—Same.

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**Applications . . .**

**FEBRUARY 26**

1400 kc WATF Ashland, Wis.—License to cover CP authorizing increase in power.

**FEBRUARY 27**

1240 kc KVSO Ardmore, Okla.—Mod. license to increase power N 250 w.

**MARCH 2**

1340 kc WNBH New Bedford, Mass.—Vol. assgn. license from E. Anthony & Sons Inc. to Bristol Broadcasting Co.

**FEBRUARY 28**

1260 kc WOCH Near Hyannis, Mass.—Same.

**MARCH 2**

640 kc KTSW Aldan, Pa.—Mod. license to increase power N 250 w.

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**Tentative Calendar . . .**

APRIL 9

WCHS Charleston, W. Va.—License renewal.

**KAND Quits MBS**

AFFILIATION between KAND Coriscana, Tex., and Mutual will end March 31 of this year at the close of current business. Station is operated by Naco to Broadcasting Assn. with 250 w on 1340 kc, and owned by the makers of Wolf-Brand Chile and Tamales. No word of a new network affiliation had been received late last week according to Hal Holman, New York, station representative.

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**1945 RADIO OUTLINE MAP**

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PROMOTING Cohama fabrics, Cohn-Hall-Marx Co., New York, the manufacturer in cooperation with 150 department stores, will sponsor a five-minute romantic disc on as many stations, beginning April 1, packaged by Mildred Fen- ton Productions, Program, Love Notes, features Ben Grauer, NBC announcer, reading famous love letters of the past, and Barry Wood singing appropriate songs. There are 38 feature sets for a 15-week run, the stores securing the time locally. Cohama agency is Dorland, International, Pettigell & Fenton, New York.

WJXN Debut Delayed
WJXN Jackson, Miss., was prevented from going on the air as scheduled March 1, and instead will make its air debut as a Mutual affiliate March 11, according to the network. New station is located on the Pearl River, which reached a height of eight feet, and transmitter, which was in a swamp, was flooded, according to reports.

PIERRE C. VERSEPUP, transmitter supervisor of WMCA New York, has been named chief engineer replacing FRANK KNACK, who resigned to take a similar position at WINS in New York.

JAMES BELOUNY, chief engineer of the CBS central division, is home recuperating from chicken pox. Herschel Stark, transmitter engineer of WOL Washington, is the father of a boy.

MAL CHARLES COLMAN, former engineer of WPFL Philadelphia, has been decorated with the Bronze Star for meritorious duty in North Africa and Sicily, the Air Medal for combat duty in Holland, and a Presidential Citation in the present Western Front action.

ROBERT MORRISON, chief engineer at WMEN Marion, O., is a new first class seaman in the Navy. FRANCIS J. PETERS succeeds him at WMEN.

KEITH LYNCH, formerly with WJAR Morgantown, W. Va., has joined the engineering staff of WMMI Fairmont, W. Va.

DAVID SARE has joined the KSL Salt Lake City engineering staff replacing IVE TAYLOR, who left the station to devote full time to his law practice.

JAMES DAUGHTERY, engineer, has been transferred from the New York trans- mission division to the central division.

BERNARD WOLFE, control engineer of WPFL Syracuse, has resigned to accept a position with the New York Telephone Co.

BOB GRENENBERG, control room engi- neer of WWL New Orleans, is the father of twin girls.

DON RICHARDSON, formerly of WFOO St. Augustine, Fla., is new chief en- gineer of WJAX Jacksonville, Fla. RICHIE LIND CALKINS, new to radio, is an addition to the control room.

50,000 WATT MID-WEST STATION

... wants experienced continuity writer who can write selling copy. Permanent position for qualified man or woman. Include in your reply full background, references, and required starting salary.

F. C. EIGHME, Wmdat Quincy, Ill., and KQLO Mason City, Ia., has been elected 1945 representative of District 6 on the CBS Affiliates Advisory Board and Edward E. Fiske, WFAA Dallas, was elected to represent the first district for the coming year in elections held by CBS stations in each of nine geographical divisions of the country. Other board members for 1946, who were reelected, are: Arthur B. Church, KMBB Kansas City; Clyde Coombs, KARM Fresno; J. R. Lounsbury, WKBW Bufalo; C. T. C. Hays, WAVY Richmond; Clyde W. Rembert, KRLD Dallas; John M. Rivers, WSCS Charleston; W. H. Summerville, WWL New Orleans.

Processing Unit Plan
THE NAVY has just completed plans for a special processing unit to be set up in the Navy Public Relations Office, Radio Section, Washington, to handle "hometown" recordings of Naval personnel. Public relations officers aboard ships and at advanced bases will interview enlisted and enlisted men, and record the interviews on Amertype films recorders. Films will be forwarded to Washington headquarters where they will be transferred to discs and distributed to stations nearest the home of the men interviewed.

ROYAL ARCH GUNNISON, MRS war correspondent, left to give an account of Manila's fall, returned to New York last Friday, where he was guest of honor at a press cocktail party, given by Mutual.

Named to CBS Board

Network Accounts

New Business

EQUITABLE Life Assurance Society of U. S., New York, on April 6 starts this year's FBI on about 150 Blue stations Fri. 8:30 p.m. Agency: Warwick & Lester, N. Y.

Renewal Accounts

CAMPBELL SOUP Co., Camden, N. J., (soup), on Feb. 28 renew for 32 weeks with West Coast repeat period, Sept. 9-30 p.m., Agency: Perlenfeld, N. Y.

CRESTA BLANCA WINE Co., Los Ange- les (wines), on March 6 renew for 35 weeks beginning May 1, 1945, Agency: Leo Burnett, Chicago.

Net Changes

BORDEN Co., New York (milk, ice cream), replacing on March 5 with Wynn Show,延续 to 11:30 p.m. Agency: Wade Adv., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), has added 6 CBS Florida stations to The FBI In Peace and War, making a total of 39 stations on Sun. 8:30-9:15 p.m. Agency: P. & G. Co., N. Y.

PRINCE MATCHABELLI Inc., New York (perfumes), on April 15 shifts Stradavari Orchestra from 10 NBC stations Sun. 9:30-10:00 p.m. to about 150 Blue stations. Agency: Young & Rubicam, N. Y.

RECORDING REG'D

635 Dominion Sq. Bldg., Montreal, Canada

FOR COMPLETE PRODUCTION AND RECORDBING FACILITIES in Canada, write us.

"A Dispatch from Romany" and "Lyn Pel" Buy War Bonds

WASHINGTON: Washington, March 5, 1945.
HELP WANTED

Operator-anouncer. First class radio station in Florida wants announcer-producer to handle daily five-minute newscast. Must hold First Class license. Salary, $35.00-40.00 plus bonus. Reply Box 219, BROADCASTING.

Wanted—Radio engineers. Experienced in all phases of radio station operation. Salary, plus free, experienced, sober home by mail. Must be willing to work. Reply Box 220, BROADCASTING.

HELP WANTED (Cont'd)

Salesman wanted for freight, sales and installation of new radios, accessories and car audio equipment. Salary, $30.00-35.00. Reply Box 221, BROADCASTING.

ANNOUNCER—NORFOLK, Va.—WANTED: Ex- annnouncer. Reply Box 224, BROADCASTING.

Top salary paid for full time newscaster. Contact Box 225, BROADCASTING.

WANTED—Two announcers. Must be hard workers. One must handle daily news, weather and sports. Must have 76 BROADCASTING license. Box 226, BROADCASTING.

WANTED—Announcer for southeast Florida. Must be experienced. Must handle 76 BROADCASTING license. Reply Box 227, BROADCASTING.

Assistant general manager-writer. Young, energetic, good writing ability. Reply Box 228, BROADCASTING.

HELP WANTED (Cont'd)

Top salary paid for newscaster. Applicant must be able to handle all types of news programs. Reply Box 229, BROADCASTING.

General sales manager-writer. Woman capable of handling all types of sales and newscasting. Reply Box 230, BROADCASTING.

Top sales position offered. Reply Box 231, BROADCASTING.

HELP WANTED (Cont'd)

Announcer—Wanted for northwest Florida. Excellent voice. Reply Box 232, BROADCASTING.

Announcer—Wanted, position available immediately. Reply Box 233, BROADCASTING.

Announcer—Wanted for southeast Florida. Reply Box 234, BROADCASTING.

Top salary paid for sports newscaster. Reply Box 235, BROADCASTING.

ANNOUNCER—WANTED—NORTH CAROLINA. Reply Box 236, BROADCASTING.

Situations Wanted

Chieftengineer. Please state salary desired. Reply Box 237, BROADCASTING.

Station engineer. Reply Box 238, BROADCASTING.

Drafter wanted for Dearborn, Michigan. Reply Box 239, BROADCASTING.

Situations Wanted (Cont'd)

Station executive. Good experience. Reply Box 240, BROADCASTING.

Excellent reference present employer. Reply Box 241, BROADCASTING.

Assistant marine engineer, three years experience. Reply Box 242, BROADCASTING.

Situations Wanted

salesman, product manager, and promotion manager. Reply Box 243, BROADCASTING.

Chief engineer. Reply Box 244, BROADCASTING.

Sales manager. Reply Box 245, BROADCASTING.

Situations Wanted

Manager, sales assistant. Reply Box 246, BROADCASTING.

Manager, sales assistant. Reply Box 247, BROADCASTING.

Manager, sales assistant. Reply Box 248, BROADCASTING.

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Manager, sales assistant. Reply Box 274, BROADCASTING.

Manager, sales assistant. Reply Box 275, BROADCASTING.
Situations Wanted (Cont'd)

Chief engineer. Four years broadcast experience, all major format and maintenance and executive duties. Now an assistant superintendent at 50 kilowatt. Box 335, BROADCASTING.

Excellent experience in all phases of radio broadcasting, including programming, sales, news and press releases. Box 337, BROADCASTING.

RAA letter, 32 years experience, mostly in management, from junior to senior manager. Asks for upper level. Box 375, BROADCASTING.

Situations Wanted (Cont'd)

Broadcasting opportunity. Excellent trained announcer. No experience now available. Radio, television, or related industries. Box 377, BROADCASTING.

Situations Wanted (Cont'd)

STATION MANAGER WANTED

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

Box 141, BROADCASTING

The School of
Radio Technique

Exclusively to Radio Broadcasting
(Amercan's Oldest School Devoted to Radio) 8-week Evening Course

March 5
8-Week Evening Course

March 6

Touched by Radio Profession

Offered by Solution Radio

Advanced students, included

Announcing - Scriptwriting - Newswriting - Salesmanship - Business Writing

Commentaries - Programming

Careers, rates, allowances, etc., Call or Write for booklet R.K.O. Building Radio City, N.Y. Circle 7-0193

RADIO CONSULTANT for a LEADING NETWORK SPONSOR

The man chosen for this assignment should be capable of research in radio programming techniques and network rates. He will find use for a knowledge covering Program Creation Talent Selection Program Promotion Local and National Audiences Network Stations and Network Rates

This can be a worthwhile step forward for a man with analytical and executive ability now serving in a minor capacity.

Box 341, BROADCASTING

Chief engineer—Ohio or Indiana, any power. Eighteen years all phases radio including modulation, multistage amplifiers, diode circuits, power. References, executive ability, college education. Applicants are expected to have real estate holdings. Box 377, BROADCASTING.

1 kw composite transmitter excellent for police or broadcast. Similar to Collins 3000, or 450. Robert Stuart, 325 N. Illinois, Indianapolis 8, Indiana.

250-watt composite transmitter, suitable for FCC approval, $2,500.00. Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wis.

For sale—Best offer takes new pair of RCA 123, $500, full guarantee. Box 240, BROADCASTING.

100-watt composite transmitter, suitable for FCC approval, $2,000.00. Regional Radio Sales, 231 W. Wisconsin Ave., Milwaukee 3, Wisconsin.

New high frequency broadcasting tubes. Nos. 581, 583, 1210, 1210 A, 1210 B, 1210 C, 2120 Parnass, Omaha 2, Nebraska.

250-watt RCA transmitter, Commission approved. Wire or phone, Tingley, 4-4723, Birmingham, Alabama.

For sale—RCA recorder, 78 RPM. Excellent condition. Two microphones. Preferred buyer only. Write Jack Murray, Waycross, Georgia.

Have on hand a limited number of CAA 600, 600A, 600B, 600C, 600D, and other light tubes. Box 369, BROADCASTING.

Situations Wanted (Cont'd)

Program director—With fifteen years radio experience, successfully programmed three major stations. Recently resigned from Chicago station. Also excellent announcer and production man. Capable of successfully handling top-wa.

Staff announcer—With ten years experience, capable of taking over entire operation of a station. Excellent all-around talent. Now available. Box 377, BROADCASTING.

Top sports announcer—with big league baseball announcing experience, available for coming season. Box 379, BROADCASTING.

Annoncer—Three years experience, who can handle news, edit It, announce commercials, handle control board. Write own continuity, desires job in small market. Box 392, BROADCASTING.

Wanted—to buy—Ground wire and WE 300A tubes. Box 150, BROADCASTING.

Now interested in job in small market, or in resume of job. Will consider future possibilities. Box 369, BROADCASTING.

WANTED—Continuing interest in local or regional station. Box 363, BROADCASTING.

Wanted to buy—ground wire and WE 300A tubes. Box 150, BROADCASTING.

Hey! you gentlemen with those extra turntables and speech input stuff—yes, even frequency and modulation monitors and consoles you bought a couple of years ago when all of us figured the world was going to end. Don't throw them away. Berlin and Tokyo look now, and with Manilla back in the picture, maybe a cowboy or boomer. Some of that material to a lad who really needs it 50 to get on the air. Box 323, BROADCASTING.

Be sure to write your job application—If anyone desires job in small market, or in resume of job. Will consider future possibilities. Box 369, BROADCASTING.

WANTED—Chief engineer—Ohio or Indiana, any power. Eighteen years all phases radio including modulation, multistage amplifiers, diode circuits, power. References, executive ability, college education. Applicants are expected to have real estate holdings. Box 377, BROADCASTING.

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Require two 270-foot insulated towers, preferrably uniform, but will consider other types. Box 364, BROADCASTING.

Wanted—Federal or Presto portable recorders for motor turntable, cutting, gears and head. Box 348, BROADCASTING.

Experienced manager, 15 years in radio, wants opportunity to buy into progressive network. High sales record strictly clean. Know how to build booper. Prefer independent station, but midwest or any is considered. Will consider all proposals in confidence. Box 350, BROADCASTING.

Wanted—One approved fireproof monitor and one broadcast monitor. J. S. Eaton, 501 Mulberry Street, Macon, Georgia.

Transcription Machine—Complete, new or used. Box 363, BROADCASTING.

Wanted to buy—Local radio station. Box 384, BROADCASTING.

Wanted—FCC approved frequency monitor. Send complete information. Box 393, BROADCASTING.

Wanted to buy—250-watt equipment, including tower. Box 385, BROADCASTING.

For Sale

Commercial radio broadcasting station, licensed to broadcast in Mexico City, with operating license and now in service. Leaves a wide margin of profit for more detailed write to Mr. G. R. Bolling, 803 N. Akins, Joaquin Argeza 14, Tacubaya, D. F., Mexico.


RCA diamond head transcription pickups complete with filters, cables and switchable assemblies. Good used. Two for $165.00. Jensen Imperial Sine dual tube, $300.00, $350.00, $400.00, $450.00, $500.00, $600.00, $650.00. Jensen SH directional horns for any 12" speaker. Perfect reproduction, 1 perfect, slightly damaged, 2 for $35.00. One B 24-cell broadcast mics in fine operating condition. A rare bargain, $75.00. Four 815 tubes good, J. V. Jensen, 310 Willard Street, Baltimore, Maryland, 1231 Baltimore, Kansas City, Missouri.

250-watt composite transmitter, just rebuilt, fine condition, ready for FCC approval. $2,500.00. Regional Radio Sales, 521 W. Wisconsin Ave., Milwaukee 3, Wisconsin.
NAB Blasts WNEW's Claim That BMB Needs Safeguards

Research Committee Answers Six Points Raised by New York Station for Independents

FOLLOWING a two-day meeting of its Research Committee in Washington, the NAB last week blasted the controversial claims made by New York which had proposed special safeguards for independent stations in "problem markets" as a basic part of the industry-wide anti-trust settlement.

In its exploratory study, results of which were announced last month, WNEW employed procedure recommended in the original NAB coverage plan, for forerunner of the BMB. The Research Committee, in its response, challenged the conclusions.

In a letter dated Jan. 25, 1944, Miss Mabel Curtis, research director of the New York independent, asked that the findings in the study be considered in two different ways: (1) An examination of the characteristics of the stations involved and (2) an examination of the chances of the BMB to satisfy some prospective members, or as difficulties which might be ironed out. The letter was addressed to Peter C. Clipp, director of Research and secretary of the Research Committee.

Six Points for Study

Miss Curtis' letter, briefing a 50-page report of the WNEW survey, listed six points which, she recommended, merited further consideration by the Committee. The report was studied by the committee and the six points were answered in a letter signed by Mr. Peter and Roger W. Clipp, president, WFL, Philadelphia and chairman of the Committee.

Miss Curtis' six points, paraphrased in (italics) and the NAB replies follow:

(1) Since there are certain weaknesses in the BMB Plan which are pertinent only to large stations and small markets and small stations, there might be a permanent sub-committee of the BMB's research committee set up to represent them.

The conclusions . . . are not warranted from the material submitted. The report reaches conclusions through answers obtained by personal interview with an "atypical sample", using the question, "Do you list a fairly regularly to any of these programs?" In order to reach a comparison there would have to be established a definite correlation between once-a-week and "fairly regular" listening. Technically the BMB measurement properly applied to any station will always show BMB circulation higher than the actual audience to any one program in a station's normal schedule.

(2) This study disclosed that a considerable proportion of the low income group still finds it too complicated . . . that still further tests should be done to come to the simplest form possible.

The BMB will pre-test all questionnaire copy and instructions before they are put into actual use. Experience with the BMB technique has not indicated any great difficulty of presentation which might be encountered in actual practice.

(3) This study disclosed that "As shortcomings recommended in the WNEW study, invited WNEW to present any further suggestions it might develop as a result of the study. Miss Curtis has presented her views in person to the Technical Sub-Committee of the NAB Research Committee Feb. 20.

Six Bernice Judis, manager of WNEW, announced that the full 50-page report on her station's exploratory survey would be released this week.

All Texas Stations Sign

Sustainable with release of the WNEW survey, it was announced by Hugh Feltis, BMB president, that all Texas stations agreed to subscribe the NAB meeting in Dallas (District 13) now had signed with the Bureau, first area to subscribe 100%.

Mr. Feltis also revealed the following committees of the BMB:

Advertising Industry Relations: Linneen Nelson (J. Walter Thompson), chairman; Carlos Franco (Young & Rubicam), Frank M. Reams (vice-president, ABC), A. M. Maland, general manager, WHO Des Moines; Donald B. Biebner (Standard Brands Inc.) and J. A. Miller (Standard Oil Co. of New Jersey).

Research: D. E. Robinson (Pedlar & Rye), chairman; Frank Stanton, vice-president, CBS; Robert F. Elder (Lever Bros. Co.).

Finance: Mr. Clipp, chairman; Leonard T. Bush (Compton Advertising Inc.). A third name is being added to the committee.

By-Laws and Rules Procedure: Joseph L. Allen (Bristol-Myers Co.), chairman; Melvin Brovky (Neiman, Louis & Brovky Inc.), Ronald L. Judson (Union Oil Co. of California), WMRN Marion.

Mr. Feltis also said that Miss Nella Wilson, Mr. Elder and Frank Silvernail, of the BBDO Radio Department, were to attend the NAB district meeting in Boston, which ended today.

Present BMB subscriptions from NAB districts where Mr. Feltis has appeared are as follows:

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<th>Station</th>
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(All signed from other Districts where meetings are yet to be held.)

Adams Named

JACK ADAMS, radio producer and network executive, has been appointed executive assistant in charge of the concert and radio division of WOL, Washington, D. C., vice-president, general manager and concert bureau. Mr. Adams has been with Colston Leigh as radio division head since 1942. Formerly an announcer at WTOP on Your Hit Parade. A pioneer in radio, Mr. Adams created and sold the first network radio program, The Autumn Hour on NBC, later establishing a bureau to manage all national concert and commercial programs. Business was merged in 1928 with Concert Management headed by Arthur Judson.

WNBH, WOBC Transfer VOLUNTARY assignment of the licenses of WNBH in New Bedford, Mass., and WOBC West Yarmouth, Mass., to Anthony & Sons Inc. to Bristol Broadcasting Co., a holding company established by the paper publisher, is requested in applications filed with the FCC last week.

YOUNG GILLET T KILLED IN ACTION

ANNOUNCEMENT was made last week that Pvt. David Lester Gillett, son of Glenn and Grace Gillett, consulting engineer now in war service, was killed in action last fall in Italy.

Young Gillett went into action in Italy last summer and was killed by machine gun fire near Nettuno on Sept. 16 while leading his squad in an attack on an enemy hill position. He was born July 8, 1924 and was a student at Norwich U. in 1942, where he had participated in the Army Training Unit. He was mustered out as a Private First Class, ending his career in Belgium. His younger brother, Richard, is in the Navy serving in a catapult group aboard a cruiser.

Pvt. Gillett, well-known consulting engineer in Washington, for the past three years has been a development supervisor at the Columbia U. Division of War Research, United Aircraft Co. and the Sound Laboratory in New London. He recently joined the Operation Analysis Group of the 20th Air Force in communications work and after an orientation period in this country, he will be attached to the staff of one of the bomber groups based in the mid-Pacific.

Page 78 • March 5, 1945
By The Company They Keep, So Shall We Know Them—

"The company," to which we refer, can be this encircling list of topflight advertisers and radio stations — all subscribers to

"The Texas Rangers"
— America's finest transcribed library of western tunes.

ARTHUR B. CHURCH PRODUCTIONS
George E. Halley, Pickwick Hotel
Kansas City 6, Mo.
EIGHTY YEARS OF NEWS EXPERIENCE are represented in the scene above taken during the busy period of editing a tabloid newspaper's addition to its staff. Land, district and county columnists and writers of an Ohio State award, speaks five nights a week. KLZ also operates one of the finest mobile transmitters in the west, covering all major news events on the spot.

KLZ Gives the Denver Region Unequalled News Service!

NEWS, as KLZ gathers, edits and broadcasts it, is a major service feature of the station operated by a full-time staff of men trained and experienced in the profession.

KLZ gets coverage of the news fronts all over the world through INS: covers Colorado through its own string of correspondents; and maintains its own reporters for city coverage. Before each broadcast, the news from all these sources is carefully edited to appeal to the interest of the maximum number of listeners in the Denver region.

The news-minded management of KLZ has concentrated relentlessly on this phase of service and, as a result, has made an inimitable record of scoops and beats to establish KLZ firmly in the consciousness of listeners as the most reliable, thorough, and complete news source in the Denver region.

KLZ puts extra effort, extra know-how, extra enthusiasm in every phase of its operation to do the best possible job of serving Colorado listeners. In doing this kind of a job for listeners, it does the best possible job for advertisers.