

# BROADCASTING

The Weekly

of Radio

Broadcast

ANOTHER REASON WHY  
IOWA PREFERS WHO

TECHNICAL LIBRARY  
HEADQUARTERS, AIR SERVICE COMMAND  
PATTERSON FIELD  
FAIRFIELD, OHIO

# WHO

FEB 27 1945

## *knows where Herb is!*

Some radio farm editors (good ones, too) are desk men primarily. WHO and our top-notch Farm Editor, Herb Plambeck, have a different conception of the job.

For instance, let's take a one year period as an example of Herb's comings, goings and doings.

Last year Herb travelled 22,640 miles (including a trip to England as an accredited Correspondent, to report on British farmers' wartime methods, etc.), attended 224 meetings, made 130 personal appearance talks to 34,553 listeners, sent 3,020 letters, received 595 official callers and made 249 calls. At the studio his department took care of 2,610 listeners' letters. In addition he prepared and presented most of the Farm News broadcasts, noon-

day markets and the 30-minute Corn Belt Farm Hour. He also supervised such outside events as the Radio Corn Festival, Master Port Producers Project and the Volunteer Crop Corps Honor Roll.

To what purpose all this bustle? WHO has the theory that after winning the preference of a whole State you *keep* it by doing something better than wearing out the seat of your pants in a swivel chair. Herb agrees with us, and proves the point with results! For one result—Iowa Prefers WHO!

### + WHO for Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, President

J. O. Maland, Manager

FREE & PETERS, Inc., National Representatives



*Available...*

DUG-OUT INTERVIEWS - 7 Quarter-Hours Wkly. - 24 Wks.

SCOREBOARD - 7 Quarter-Hours Wkly. - 24 Wks. . . .

BEFORE and AFTER

*Exclusive*

**WHITE SOX BASEBALL BROADCASTS**

*over*

**WJJD**

**20,000 WATTS**

*Chicago's Largest Independent Station*

**WALGREEN DRUG CO.** *again sponsors games for 7th consecutive year.*

**OLD GOLD** *again co-sponsors games for the 2nd consecutive year.*

WJJD Inc.,  
230 N. Michigan Ave.,  
Chicago 1, Illinois.  
STATE 5466

PAUL H. RAYMER,  
366 Madison Ave.,  
New York City  
MURRAY HILL 2-8689

*A Marshall Field* **STATION**

## *Big Packing Plant To Continue On WSIX For Seventh Year*



*D. M. McBride, Sales Manager, Neuhooff Packing Company signs another WSIX contract.*

Another time buyer, in a position to judge the merits of an advertising medium at close range, continues to place the major portion of his company's advertising over WSIX year after year.

Join the long list of representative advertisers who have learned, by many years of actual advertising experience, that WSIX produces SATISFACTORY RESULTS AT LOW SALES COST.

THE KATZ AGENCY, INC., *National Representatives*

*Blue* **WSIX** *Mutual*

**5000**  
WATTS

*"The Voice of Nashville"*  
NASHVILLE, TENN.

**980**  
KILOCYCLES

# 6+2

## A MONTH OR SO AGO

These 6 stations joined The Blue

**WLAW**  
LAWRENCE

**KRNT**  
DES MOINES

**WFTL**  
MIAMI

**WNAX**  
SIOUX CITY—YANKTON

**WPDQ**  
JACKSONVILLE

**WCOP**  
BOSTON

## AND TODAY

2 more have  
switched to The Blue

**WFBR**  
BALTIMORE  
5,000 watts  
1300 kc

**WCAE**  
PITTSBURGH  
5,000 watts  
1280 kc

# ....SO NOW THERE ARE 8

Yes, two more very important stations have joined the Blue! Two *successful and well managed* stations in *important* key markets. Two more stations whose owners and managers feel that they can serve their communities better by being on the Blue.

Know what that adds up to? Three CBS, four MBS and one independent station have switched affiliation within the past few weeks. Switched to the Blue. Must be reasons: those things don't *just happen*.

## THESE ARE GREAT STATIONS!

Why are these great additions? Well, first because they *are* great stations. Then, because Pittsburgh and Baltimore have both almost doubled retail sales in the past four years. Growing fast.

That's why we talked things over with WCAE and WFBR. We needed better coverage and

we got it, with greatly increased power in both markets; better frequencies, and well managed stations who are sales and promotion minded. And those advertisers having a Blue franchise will add thousands of listeners.

Just another indication the Blue is the fastest growing network!

### IN PITTSBURGH OUR POWER GOES FROM 1,000 TO 5,000 WATTS

1

Not a bad jump. Len Kapner, president of WCAE, has some smart ideas about station management. Says he likes to judge radio advertising effectiveness in terms of product sales. Goes in heavy for promotion and merchandising. WCAE is closely associated with the Sun-Telegraph, an outstanding newspaper in the Number 10 U. S. market.

### BALTIMORE IS THE SIXTH MOST IMPORTANT MARKET

2

in the whole U. S. After June 15, the Blue power goes from 250 to 5,000 watts. Another nice jump. Here again our frequency is improved. More power and better frequency means *more* Blue Listeners. Hope Barroll, general manager, has been doing a great job for WFBR. With the steadily improving lineup of Blue programs we know he will do a still better job. Yes, the idea is getting around that it is not alone easy, but *smart* to do business with the Blue!

**FINALLY,** this switch of 8 important radio stations is further proof that **NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE...**

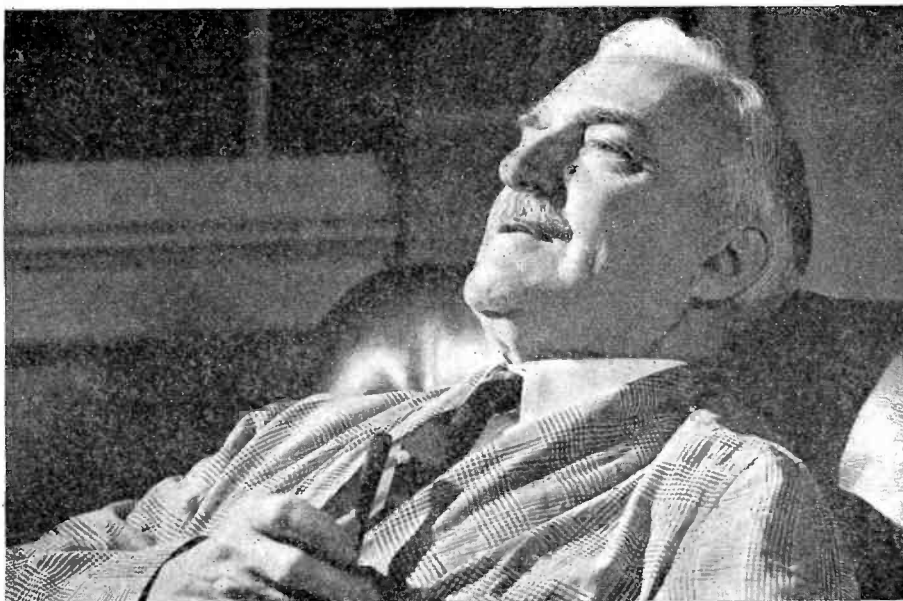
But station and coverage improvement is only one thing. Program sequence is the next big job. With the help and cooperation of adver-

tisers and agencies, programs have been shifted from one period to another, from one day to another... all to make for better listening sequence... to make it easier and more inviting for the listener to listen.

These are only a few of the things that are going on over here at the Blue. Keep on the lookout for further improvements!

**THIS IS THE GREATER *Blue* NETWORK**

AMERICAN BROADCASTING COMPANY, INC.



*New Orleans Bankers or . . .*



*Yazoo County Farmers  
(with money in the bank) . . .*

**Folks turn first to—**

**WWL**

**NEW ORLEANS**

A DEPARTMENT OF LOYOLA UNIVERSITY  
THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

**50,000 Watts ★ Clear Channel ★ CBS Affiliate**

Represented Nationally by The Katz Agency, Inc.

## BROADCASTING

The Weekly Newsmagazine of Radio  
Broadcast Advertising

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# Let's look at the Record . . .

## WCHS LISTENERS HAVE PRODUCED FOR THE WAR EFFORT—

All of the nylon.  
All of the poly-ethylene resins.  
All of the "Vinylite" resins.  
All of the lucite.  
One-sixth of the nation's synthetic rubber production.  
More than half of all the armor plate for the mighty U. S. Navy.  
The greater part of all the tracer bullet material (strontium peroxide).  
More than one million gun barrels for Uncle Sam's World-Wide Navy.  
Thousands of Air Flasks for Torpedo Tubes.  
Thousands of tons of ammonia for explosives.  
Millions of gallons of methanol, ethanol, other alcohols, and chemicals vital to war production.  
Millions of gallons of Prestone, Zerone, and other anti-freezes.  
Thousands of tons of chlorine.  
The ferro alloys required to service one-fourth the entire steel industry in manufacture of ordinary as well as finer grade steels. Some of these alloys are manufactured exclusively in the Kanawha Valley.  
One-seventh of the state's bituminous coal production. (First in the Union.)  
Nearly one-fourth of the entire natural gas production of Eastern United States.  
Two-thirds of West Virginia's petroleum production. Three of the state's four oil refineries are in Kanawha County. Kanawha County is one of the nation's largest producers of natural gasoline.  
Scores of minor production items of vital importance such as bayonets, bolos, shell cases, bow doors for amphibious craft, anti-aircraft recoil chambers, tents, glass and table accoutrements.  
Chemical warfare installations, ready for instant use if and when the Axis powers had resorted to combat use of gases.

## YOU CAN REACH THESE WORKERS THRU THEIR STATION

# W C H S

**CHARLESTON, W. VA.**

**5000 on 580 • CBS**

**JOHN A. KENNEDY, Pres.**  
*(on leave U. S. Navy)*

**HOWARD L. CHERNOFF**  
*Managing Director*

*Represented by the Branham Co.*



"Sometimes I wish she'd listen to something besides WCSH."



"Sometimes I wish she'd listen to something besides WJAR."



"Sometimes I wish she'd listen to something besides WBZ."



"Sometimes I wish she'd listen to something besides WLBZ."



"Sometimes I wish she'd listen to something besides WTIC."



"Sometimes I wish she'd listen to something besides NERN."

People pay attention to NERN stations, because every NERN station is an NBC affiliate, carrying the nation's top-rated shows plus keenly developed local programs. The number of people paying attention to NERN totals 8,298,472 because the primary coverage of NERN reaches 96.5% of New England's fami-

lies. And New England is that compact area (2% of U. S. total area) which has 11% of the nation's industrial workers. NERN influences them without lin charges, with free studio facilities in Boston, Hartford and New York, for only \$312 per daytime quarter-hour. When you buy NERN, you buy a network!

#### NERN STATIONS

| Frequency | Watts  |                   |
|-----------|--------|-------------------|
| WBZ 1030  | 50,000 | Boston, Mass.     |
| WCSH 970  | 5,000  | Portland, Maine   |
| WJAR 920  | 5,000  | Providence, R. I. |
| WLBZ 620  | 5,000  | Bangor, Maine     |
| WTIC 1080 | 50,000 | Hartford, Conn.   |
| WFEA 1370 | 5,000  | Manchester, N. H. |
| WRDO 1400 | 250    | Augusta, Maine    |

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit,  
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

# nern

HARTFORD, CONNECTICUT



"Sometimes I wish she'd listen to something besides WFEA."



"Sometimes I wish she'd listen to something besides WRDO."



# WGAR

CLEVELAND'S FRIENDLY STATION

An "ice-cream bender" back in the old home town was planned in France by Major Don A. Pomeroy, Jr., command pilot of the 8th Air Force, and WGAR's War Correspondent Dave Baylor, scheduled for "if and when we get back". They did. Pomeroy is one of the many Cleveland lads whose voices have "come home" over WGAR's war programs, direct from the battle fronts.



From China, Cleveland's "friendly station" brings to Ohio families news of their boys. Every week, the station features from Chungking broadcasts of Mike Peng, who interviews our boys in the ancient, celestial empire.

At Crile Hospital, wounded Ohio service men originate programs over WGAR every week, programs that take familiar voices back to home firesides.

**KFOR's  
RECEPTION  
ROOM IS  
OUTSTANDING**



**KFOR's  
HOOPER  
IS  
OUTSTANDING**

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

**KFOR.....46.25**  
Station "A"...29.4  
Station "B"...19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

**KFOR**

"Nebraska's Capital City Station" **LINCOLN Nebraska**

Gordon Gray, General Mgr.  
Melvin Drake, Station Mgr.

Blue and Mutual Networks

## At Deadline

CARTER PRODUCTS Inc. has reopened negotiations with MBS for a suitable time for a program featuring John J. Anthony and his *Good Will Court*, and advertising Carter's Little Liver Pills, following the rejection by Edgar Kobak, MBS president, of a contract for the 9:15-9:30 p.m. period, Monday through Friday, a deal that would have netted approximately \$1,000,000 a year. Rejection followed a conference of Mr. Kobak and H. H. Hoyt, president of Carter's, and executives of Ted Bates Inc., Carter's agency. Combination of product, program and mid-evening time across the board would be bad radio, it was decided.

ARMOUR SOAP WORKS, Chicago, March 7 will renew sponsorship of three spots weekly on WMAQ Chicago and participation shows on WOR New York, WABC New York, WBBM Chicago. Foote, Cone & Belding, Chicago, placed 13-week contracts.

AMERICAN TOBACCO Co., New York, has set Wayne King's band as summer replacement for Jack Benny on NBC Sunday 7-7:30 p.m., beginning June 3, duration to be determined by length of Benny's projected overseas trip. Agency is Ruthrauff & Ryan, New York.

CONSOLIDATED casualty lists of the armed services will be distributed to radio stations and newspapers by the OWI starting not later than March 15. Each station will receive lists covering states in which it is interested.

C. E. HOOPER Inc. has announced plans to extend its 89-city report, covering cities of 25,000 population or more, with samplings of audiences in localities of 2,500 to 25,000, showing program preferences of approximately 75,000,000 persons.

E. R. SQUIBB & Sons, New York will start Jimmy Carroll, singer, Ted Dale's orchestra and Ken Christie chorus, on 131 CBS stations Mon., Wed., and Fri. 6:15-6:30 p.m., replacing Lynn Murray orchestra and chorus in *To Your Good Health*, March 26, when handling of program shifts from BBDO, New York, to Geyer, Cornell & Newell, New York.

## SELLERS of SALES

**K**EEN, resourceful Annette Carroll Kennelly has been associated with the Arthur Meyerhoff Agency, Chicago, for the past nine years. Her official title is that of "spot time buyer".

Kay, as she is known to all her business associates, was born in Chicago. She attended the Chicago Normal College because her father wanted her to be a school-marm. After two years, however, Kay transferred to De Paul U. where she majored in advertising.

Her first job was that of secretary to Art Barnett, vice-president of Weston-Barnett Adv. Agency. Mr. Barnett, Kay maintains, taught her the rudiments of media buying.

Four and a half years later Kay left the agency to edit the *Chicago Tableau*, an entertainment newspaper, printed during the Chicago World's Fair. She also wrote a column for a local neighborhood newspaper, *North Loop News*, under the pen name of *Kay Carroll*. When the Fair terminated, Kay joined the Civil Works Administration for a year

as secretary to the coordinator of the legal division.

In 1936 Kay became affiliated with the Meyerhoff Agency as secretary to Frank Avery who then was media director. She took over much of Mr. Avery's duties while he traveled for the agency. Early in 1944 she was assigned the spot, timebuying position. She is responsible for the spot advertising campaigns of the following accounts: Cubs Baseball Club; Whiz Candy Bar, Chicago; Kitchen Kleanser and the Milwaukee Clipper.

Kay's favorite reading matter is biography and books about current events. Thoroughly feminine, Kay sews for relaxation. In fact, she sews a wicked

seam on those blouses she wears. Not an outdoor girl, Kay insists that sun bathing is her most active sport. She maintains her girlish figure, nevertheless.

Kay belongs to the Chicago Radio Management Club and has held the position of program chairman for the last five months.



KAY



**Wilmington  
Delaware**

**NBC** Basic Station

**5000 WATTS**  
**DAY and NIGHT**

Represented by

**RAYMER**



# Completely Covers the **KHQ** Vast Inland Empire

**B**ig Operations in the Inland Empire. Pea vinters at work on the crop of over 5,000,000 bushels grown in this area last year—85% of all grown in the United States. From this yield, farmers received a net of nearly \$20,000,000. That's a lot of Pea Soup in any language.



**B**ig Operations in Advertising require Intensive Coverage. It's "Pea Soup" when KHQ is your medium. KHQ delivers complete coverage of an Empire rich in agricultural, forest, mineral, hydroelectric, and industrial resources—at the cost of just one medium.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE



Owned and Operated by

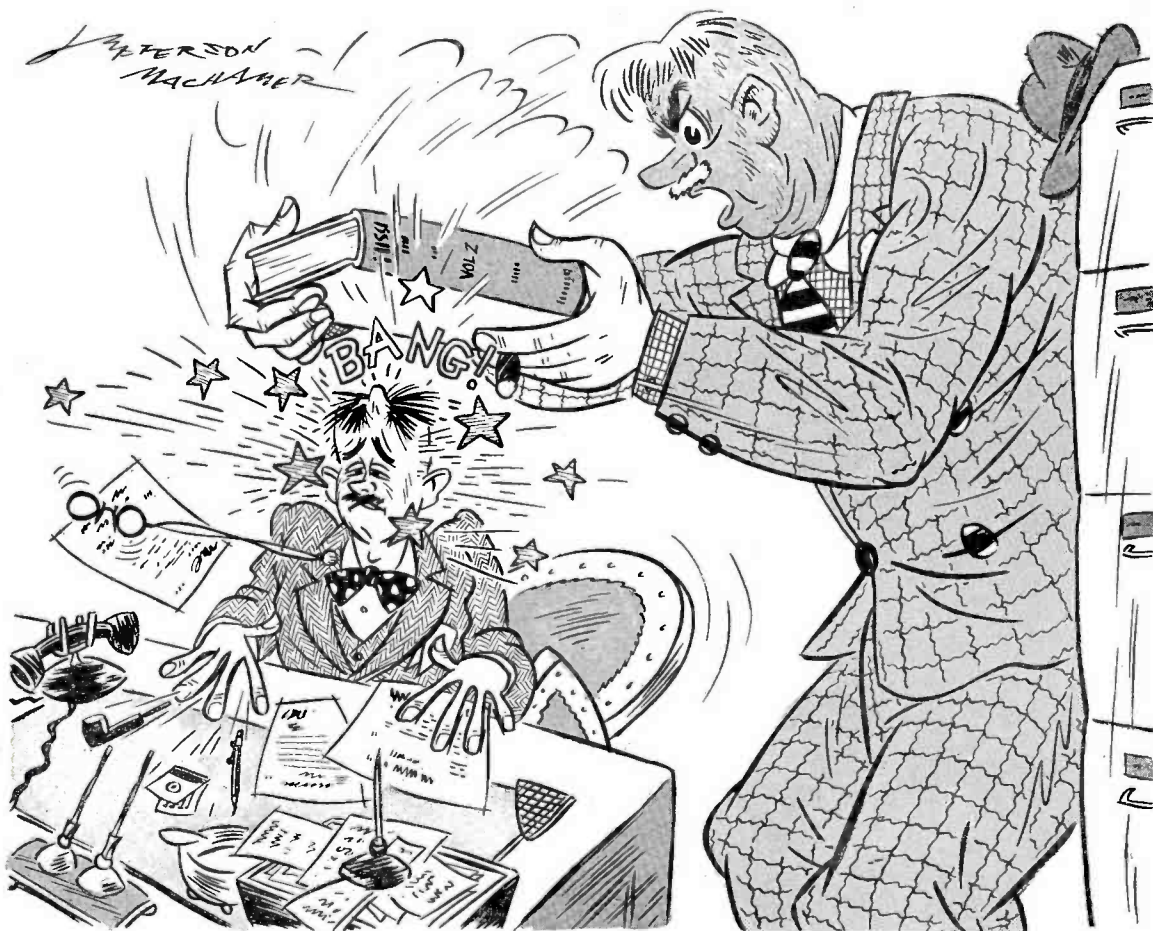
**LOUIS WASMER, Incorporated**

Radio Central Building

Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.





## **“Now, hang it, Thistlewaite — will you remember spot broadcasting?”**

● No matter how many stations any agency or advertiser is using in any spot-broadcasting campaign, there's usually room for a few more if a sure-fire opportunity comes along.

Why don't you give us a "future list" of markets in which such opportunities might be considered—and let us do your remembering for you?



# **FREE & PETERS, INC.**

## ***Pioneer Radio Station Representatives***

*Since May, 1932*



**EXCLUSIVE REPRESENTATIVES:**

|           |                          |
|-----------|--------------------------|
| WGR-WKBW  | BUFFALO                  |
| WCKY      | CINCINNATI               |
| KDAL      | DULUTH                   |
| WDAY      | FARGO                    |
| WISH      | INDIANAPOLIS             |
| WJEF-WKZO | GRAND RAPIDS             |
|           | KALAMAZOO                |
| KMBC      | KANSAS CITY              |
| WAVE      | LOUISVILLE               |
| WTCN      | MINNEAPOLIS-ST. PAUL     |
| WMBD      | PEORIA                   |
| KSD       | ST. LOUIS                |
| WFBL      | SYRACUSE                 |
|           | IOWA                     |
| WRO       | DES MOINES               |
| WOC       | DAVENPORT                |
| KMA       | SHENANDOAH               |
|           | SOUTHEAST                |
| WCBM      | BALTIMORE                |
| WCSC      | CHARLESTON               |
| WIS       | COLUMBIA                 |
| WPTF      | RALEIGH                  |
| WDBJ      | ROANOKE                  |
|           | SOUTHWEST                |
| KOB       | ALBUQUERQUE              |
| KEEW      | BROWNSVILLE              |
| KRIS      | CORPUS CHRISTI           |
| KXYZ      | HOUSTON                  |
| KOMA      | OKLAHOMA CITY            |
| KTUL      | TULSA                    |
|           | PACIFIC COAST            |
| KOIN      | PORTLAND                 |
| KIBO      | SEATTLE                  |
|           | and WRIGHT-SONOVÖX, Inc. |

CHICAGO: 180 N. Michigan Franklin 6373    NEW YORK: 444 Madison Ave. Plaza 5-4130    SAN FRANCISCO: 111 Sutter Sutter 4353    HOLLYWOOD: 6331 Hollywood Hollywood 2151    ATLANTA: 322 Palmer Bldg. Main 5667

# BROADCASTING

and  
Broadcast Advertising

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\$5.00 A YEAR—15c A COPY

## FM Allocation to Feature FCC Hearing

### Few Objections on Proposals for Television

By BILL BAILEY

BATTLE LINES are drawn and the verbal slugging begins Wednesday over the future spectrum home of FM broadcasting, with the FCC as referee and judge.

Because of the widespread interest in the oral argument and the number of witnesses expected, the FCC on Friday made a hurried change in locale. The National Museum Auditorium, 10th St. and Constitution Ave., where many of the allocation hearings were conducted, will house the arguments.

#### May Take 10 Days

Although oral argument was originally scheduled for three days—Feb. 28, March 1-2—Commission officials late last week estimated that the proceedings might continue perhaps up to 10 days. In such event hearings will be held next week, beginning Monday, and continuing until all witnesses have been heard. The regular Tuesday meeting of the FCC will be postponed until after oral argument.

Chairman Paul A. Porter, who has taken no part in the allocations because the proceedings occurred before his appointment, will preside at the oral argument. Commissioner E. K. Jett, who served as interim chairman pending Mr. Porter's nomination by President Roosevelt last December, has been acting chairman *pro tem* of the allocations proceedings at the behest of his fellow Commissioners.

Order of services to be taken up will follow much the same pattern of the allocation hearings last Sept. 28-Nov. 2. The Commission hopes to conclude the first portion by Thursday, starting amateur and standard broadcast services then. Appearances of witnesses will be posted at the auditorium Wednesday morning, according to Charles R. Denny, FCC general counsel who will conduct the examinations.

Briefs filed last week in the Commission's proposed allocations from 25-30,000 mc gave indication that the big decision facing the six men who regulate radio under the Communications Act will be the location of FM, and not television as testimony during allocation hear-

ings last fall had presaged. The television broadcasters—both advocates of present-band video and proponents of high-definition visual service—apparently had no objections to the FCC's proposals.

#### Opposition on FM

But the FM location drew all the fire, with Panel 5 of the Radio Technical Planning Board lined up with the FM Broadcasters Inc. and Maj. Edwin H. Armstrong, FM inventor, in bitter opposition to the Commission's proposal to move FM from the 42-50 mc band to 84-102 mc.

On the other side of the fence, supporting the Commission's proposed findings, are three major networks and the Cowles Broadcasting Co. CBS, the Blue and NBC found no fault with the proposed FM allocations. Neither did Cowles. NBC did object to the Commission setting aside the 102-108 mc band without assignment pending development of services. NBC thinks television is ready to go and FM, by being moved up, isn't. Therefore the FCC should give the 102-108 mc band to television, if FM gets 84-102 mc.

Despite its concurrence in the Commission's proposal to move FM, NBC in its brief said: "We still consider the RTPB recommendations sound, in the light both of

Summaries of briefs on pages 60, 61, 62. FCC Order, pg. 62.

the information available prior to the hearing, which was extensively reviewed by RTPB, and of all of the testimony presented during the hearing." The RTPB had recommended that FM be allocated in the band, 43-58 mc.

A counter proposal was submitted, however, by NBC. The RCA subsidiary suggested the Commission allocate television in the band 44-50 and 54-84 mc, setting aside 84-90 mc for future assignment, then giving FM 90-108 mc.

Counter-proposals were offered, too, by FM broadcasters. Walter J. Damm, vice-president of the Journal Co., licensee of WTMJ and WMFM, suggested that amateurs be given 44-46 mc and 76-78 mc, FM be allocated 46-64 mc, the 64-70 mc band be unassigned and television be given 78-108 mc. Mr. Damm, president of FMBI, was joined by WENA, Detroit News FM station, and the Michigan Radio Education Committee, which submitted similar proposals.

WQXQ New York, FM outlet owned by the New York Times, opposed the FCC proposals and concurred in the brief filed by FMBI.

Chief target for criticism of the Commission's proposal is Dr. K. A.

Norton of the FCC technical information section, on leave to the Army Air Forces. On the last day of allocation hearings, Dr. Norton testified that FM could perform a better service above 120 mc [BROADCASTING, Nov. 6]. He introduced a chart of curves tending to illustrate his views that skywave interference in the 40-mc region would be intolerable for FM as a nationwide service, whereas it would be much less around 100 mc.

#### Blue Proposes FM, Video

RTPB Panel 5, FMBI, Maj. Armstrong and a committee of outstanding engineers, including Dr. H. H. Beverage, director of research, RCA Labs., in their respective briefs challenged Norton's curves as inaccurate. With Drs. Beverage and Armstrong, four other engineers, Dr. G. W. Pickard, Dr. H. T. Stetson, Dr. C. R. Burrows and Stuart Bailey, conducted a study of skywave and tropospheric transmission. In a lengthy memorandum, Drs. Armstrong, Beverage and Burrows told the Commission that Dr. Norton erred in his calculations.

On the other hand the CBS brief tended to support Dr. Norton's claims, holding that FM should be moved upward.

Holding that the FCC allocations proposals "represent the best possible overall arrangement to permit both services (FM and television) to progress rapidly toward a nationwide service," the Blue admitted a "certain amount of equipment and receivers" would become obsolete if FM is moved, but "it is felt this is inevitable since the mere extension of the present FM band would bring about the same result".

The Blue Network proposes to "utilize the new allocations to their fullest extent by establishing new FM and television stations as conditions permit". A "comprehensive development program" will be carried on in television to "determine the most suitable use of the high-frequency channels for higher definition and color".

Briefs on behalf of Television Broadcasters Assn. and Allen B. DuMont Labs., which were expected to support the Commission's proposals in view of Dr. Dumont's statement approving the FCC report [BROADCASTING, Jan. 22], had not been filed as BROADCASTING went to press.

## FREEDOM

"NOR DOES the responsibility of the press end at the door of the print shop. All of our liberties are interdependent; just as the free press is necessary to sustain other freedoms, so must other freedoms be sustained against attack if the press itself is to remain free. For speech is bracketed directly with a free press both in the Bill of Rights and in the State Constitutions, and under that heading there is much to be pondered. The radio, a tremendous instrument of public expression, was undreamed of by those who wrote the first amendment. Yet radio must rely for its freedom on that very principle of liberty which was penned in 1789.



Mr. Price

"If a free radio should find its very existence threatened, should not such a threat become the instant and commanding concern of a free press?

And how could the press hope to remain free if any other modern agency of communication, such as the motion picture, were to fall into slavery?"

—Taken from an address by Byron Price, Director of Censorship, last Wednesday at a ceremony installing an original copy of the Bill of Rights in the Library of Congress. Mr. Price, on leave as executive editor of the Associated Press, used as his theme the responsibilities of the press in wartime.

# Commercial Policies Revised To Attract Listeners for NBC

## President Trammell Outlines Steps Taken to Build Audience for All Shows Through Good Programs

NILES TRAMMELL, NBC president, last week outlined to sponsors and agencies a revision of NBC's commercial program policies based on the philosophy that since a good program "acquires listeners not only for itself but indirectly for other programs on the same network. . . it is our responsibility as a network organization to attract, develop and retain the finest programs that we possibly can."

First step was made a year-and-a-half ago, when NBC announced that its abeyance list would be discontinued and that time periods becoming open "will be filled by programs which we consider most likely to meet the needs and wishes of the radio audience, regardless of seniority of date of application for time by the sponsor."

### New Replacement Policy

Second step is the extension of this policy to replacement programs. "When an advertiser discontinues one program and wishes to replace it with another in the same period," the announcement states, "the new program, as currently provided in our facilities contract, shall be subject to the approval of NBC. In the absence of such approval, we will continue to reserve the right to make the period available for a more acceptable program submitted by another advertiser."

In connection with this procedure, NBC last fall terminated its 31 automatic-renewal contracts and is not accepting any more contracts of this type. In applying this rule, NBC disclaims the intention of reclaiming a period because of changes "resulting from unreasonable demands by talent, or program complications over which the advertiser has no control."

Third procedure is that "in the future, no artist or commercial program representative will be given special privileges or control over a particular period of time." NBC points out that there has been only one exception to the rule in the past, but does not identify it as Jack Benny's control of his Sunday evening spot. "The circumstances which warranted this arrangement at the time were unprecedented and their recurrence is altogether improbable," the announcement states.

Fourth and final move is the elimination of cross-references. "Effective May 1, 1945, no reference shall be made on any NBC network program to a program broadcast over another network. This does not exclude suitable identification of guest artists with the sponsors of their regular programs on other networks."

Explaining this rule, NBC says:

"It has been argued that because advertisers using more than one network make similar announcements back and forth on all their programs, the whole arrangement is reciprocal and a fair exchange. This might be true if all advertisers used more than one network, which of course is not the case. It is obvious that if reference to a program on another network attracts some portion of the NBC audience to it, that portion is taken away from the NBC advertiser whose program is opposite the one thus advertised."

Announcement concludes: "We feel sure that all NBC clients will recognize in the principles outlined and procedure announced herein a reasonable effort on our part to fulfill our obligations to the public, and to our many customers who serve the public well by maintaining the highest possible level of program quality."

## Light Music Preferred In Daytime, Study Shows

TWENTY-NINE percent of the daytime listeners in the Cleveland area prefer light classical music according to an informal survey conducted by *Cleveland Plain Dealer* Radio Editor Robert S. Stephan. Replies came from 63 Ohio localities and from scattered points in neighboring states.

Other preferences in order of popularity by percentages were: Classical music, 20; news, 16; comedy-variety, 14; popular music, 7; daytime serials, 7; straight drama, 6; women's interests 1.

# W X L D

The American Expeditionary Station  
SAIPAN

CORDIALLY INVITES YOU  
TO ATTEND THE DEDICATION  
OF ITS NEW STUDIOS  
AND TRANSMITTER

1 March 1945

1000 Watts 660 kc

Armed Forces Radio Service

RSVP

PUCKISH American soldiers in the Pacific war zone have mailed these invitations to land-bound broadcasters in the United States. WXLD, AFRS station which beams entertainment to our fighting men, operates on a clear channel—the same one, in fact, assigned here in the U. S. to WEA New York.

## TOPFLIGHT LIBERAL TO GET FCC POST

A TOPFLIGHT lawyer, of liberal viewpoint, but not necessarily a Democrat, probably will be named to the existing vacancy on the FCC.

Chairman Paul A. Porter has urged filling the vacancy at the earliest possible time, because of the heavy load ahead for the Commission, which has functioned without full strength for nearly a year. It is presumed that the nomination will go to the Senate upon the President's return to the White House.

It became known last week that Assistant Secretary of the Treasury Herbert E. Gaston, charter member and secretary of the Board of War Communications, had been considered for the vacancy but had withdrawn his name because of the pressures of Treasury wartime activities. Mr. Gaston initially sought the post but was prevailed upon by his associates to retain his Treasury billet.

A number of names are under consideration for the vacancy, created when Comdr. T. A. M. Craven retired voluntarily last July to become executive operating head of the Cowles Broadcasting Co.

## DuMont Ratings

DuMONT Labs., Passaic, N. J., has just issued program ratings based on listener program rating sheet results. With 10 as perfect score, *Thrills and Chills* placed first with 7.8 acceptance. Buchanan is agency. Second place went to Anderson, Davis & Platte agency show *Magic Carpet* with 7.7. Third place, 7.4, is tied by WOR's *Night Stars Over Broadway* and *Ruthrauff & Ryan's Wednesday's at Nine*.

## Wherry Named V-P

LAWRENCE A. WHERRY, with Sherman & Marquette, Chicago, for three years as account executive and writer, has been elected a vice-president. From 1927 until he joined S & M, Mr. Wherry was an executive in the advertising department of Purina Mills, St. Louis. Since late 1943 he has been on leave as vice-chairman of the Feed Industry Council, which has been working in cooperation with the War Food Adm. Mr. Wherry will continue in that post.

## Video Audience

AVERAGE home audience for television programs is 5.6 persons, comprising 4.3 adults and 1.3 children under 18, according to a survey made by Ross Federal Research Corp. on Sunday, Jan. 28. In public places, there was an average of 37.3 viewers, 36 adults, 1.3 children. That evening, when WABD, DuMont station, and WNET, NBC station, were both on the air in New York, an NBC live production, *Heartbreak*, attracted the largest audience.

## Dubonnet to Resume

SCHENLEY DISTILLERS Corp., New York, will resume network promotion of Dubonnet wines with a musical series, network and time still to be determined. Agency is BBDO, New York.

## 4 Net Executives Elected by CAB

Kobak, LaRoche, Mullen and Stanton Named To Board

EDGAR KOBAK, president, MBS; Chester J. LaRoche, vice-chairman of the board of directors, Blue Network; Frank E. Mullen, vice-president and general manager, NBC; and Frank Stanton, vice-president, CBS, have been nominated to the board of governors of the Cooperative Analysis of Broadcasting, it was announced last week by Dr. D. P. Smelser, chairman of the board.

Move, which will for the first time place broadcasters on the CAB board as well as representatives of advertisers and advertising agencies, was made Feb. 15 at a board meeting which also voted to increase the number of advertiser and agency members from three to four, raising the total number of governors from 6 to 12. Terms of governors and officers will be on a two-year rotating plan.

### Postwar Expansion

Present board members are: Dr. Smelser, Procter & Gamble Co., chairman; John L. Bogert, Standard Brands; Robert B. Brown, Bristol-Myers Co.; Bernard C. Duffy, BBDO; George H. Gallup, Young & Rubicam; L. D. H. Weld, McCann-Erickson.

Dr. Smelser said the significance of this step "cannot be overestimated for it is a definite indication that the radio industry, its advertisers and agencies are cooperating in their efforts to prepare for large-scale postwar developments."

A. W. Lehman, CAB president, queried by BROADCASTING, said the American Assn. of Advertising Agencies, the Assn. of National Advertisers and the NAB were consulted before the four network executives were appointed to the CAB board. Asked why individual stations were not represented, he replied that the CAB would be delighted to have them represented.

## Heller Spots

HELLER BROS Co., New York, through its newly-appointed agency, Hill Adv., New York, will use spot radio in a year-round campaign for vegetables and fruits, being introduced for the first time under Heller's new trade name "Juicy Gem". Schedule starts March 12 with participations in *Martha Dean* on WOR New York and will be expanded later to include spots in New Haven, Poughkeepsie, White Plains, Paterson and Long Island. Oranges will be promoted for 10 weeks, to be followed by other products according to the season.

## Welles for Cresta

ORSON WELLES will be regular featured star on Cresta Blanca Co. *This Is My Best* on CBS, serving as host and playing lead roles opposite guest stars, beginning March 15. Agency is BBDO, New York.

# House Group Would Clip Petrillo's Power

## Interlochen Ban Blasted by Porter

AN ANGRY membership of the House Committee on Interstate & Foreign Commerce, hearing testimony last week on the Vandenberg Bill (S-63) to prevent interference to broadcasts of cultural programs, declared its intentions of writing legislation to restrict the powers of James C. Petrillo in various fields of musical activity.

At the conclusion of the hearings, Chairman Lea (D-Cal.) said that judging from the temper of the members the Committee would in all probability report out a broader measure than that passed by the Senate, with amendments which would strengthen and clarify the bill.

### 'Asked for It'

Told by Paul A. Porter, chairman of the FCC, that the AFM ban on broadcasts of the National Music Camp at Interlochen, Mich., "results in a severe restriction upon what may be broadcast over the air" and has an evil effect on small stations, members of the Committee advocated the bill be broadened to protect broadcasters and the freedom of radio.

A ranking member of the Committee, Rep. Wolverton (R-N.J.), declared that Mr. Porter had set forth "basic principles" which the Committee should work out.

Another member, Rep. Brown (R-Ohio), viewing the failure of Mr. Petrillo or any of his organization to appear at the hearing as

a defiance of the House, remarked: "Mr. Petrillo has asked for it and its about time Congress let him have it." Previously, Rep. Wolverton had asked if any representatives of the AFM were present. When there was no response he observed: "In my 18 years of service in Congress this is my first knowledge of an organization affected by legislation having no representatives present."

Rep. Dondero (R-Mich.), testifying in behalf of a companion bill (HR-1648) he introduced in the House, told the Committee he was protesting against "an intolerable condition" and wanted legislation "to correct a condition whereby one man can keep an institution such as Interlochen off the air."

When Rep. Dondero said his interest in Mr. Petrillo's activities grew out of an experience in Royal Oak, Mich., in which a Navy band could not participate at a patriotic ceremony commemorating a tablet containing the names of local men in the armed services because of AFM restrictions, Reps. Bulwinkle (D-N.C.) and Priest (D-Tenn.) advocated that the bill be broadened to cover such incidents.

### Desirable Objective

Rep. Wolverton proposed the bill be further amended to deal with the recent blacklisting by the AFM of Interlochen school. He suggested that even the *Quiz Kids* might be prevented from broadcasting and thought the bill should include provisions to prevent by-passing Congress by union decrees. He said he realized it is difficult to handle the problem by legislation.

Mr. Porter testified that insofar

as the Vandenberg Bill is designed to prevent recurrences of such incidents as the ban on Interlochen broadcasts "it represents a desirable objective and merits approval by your Committee". The bill passed the Senate early in the present session by voice vote.

The Interlochen ban has a two-fold evil, he explained. "In the first place, this action of the AFM results in a severe restriction upon what may be broadcast over the air. Under the American system of broadcasting, as you know, the Government is expressly forbidden to dictate to broadcasters what shall not be broadcast. This is in order to guarantee a free radio.

### Hits Small Stations

"But more than this is necessary if radio is really to be free. We must make sure that no arbitrary restrictions are imposed by private groups concerning material which shall be broadcast. . . . If an organization can prevent radio stations from broadcasting a concert by high school students, a precedent is established whereby broadcasts of speeches, forums, conventions, etc., will be prevented. Such a precedent should not be permitted to be established.

"The second evil is found in the effect of the AFM action on small stations. We all are familiar with the fact that most professional talent is concentrated in the large cities. For the small station this means that it must to a great extent rely on amateur talent which it can find or develop in the community. Many of these communities have a good deal of latent talent that can be developed to the benefit both of the talent and the community; this is particularly true of communities which have universities located nearby.

"However, the action of the AFM prevents radio stations from using musical talent of this kind. And if the AFM can prevent the use of musical talent, other groups will direct this activity at dramatic groups, singers, etc. This forces small stations either to broadcast network programs all day or to use records and transcriptions instead of developing their own individuality and contributing to the growth of the community."

### Might Bar Movies

Informed by Mr. Porter that Mr. Petrillo has exacted fee payments from record manufacturers and musicians' quota system from stations, Rep. Halleck (R-Ind.) wondered how far union leaders might go. He suggested the possibility that movies might be barred and the public permitted to witness only live stage shows.

When Rep. O'Hara (R-Minn.) observed that broadcasters had their hands full with Petrillo on one side and the FCC on the other, Mr. Porter smilingly remarked

that the broadcasters "seem to exist in spite of us".

Concluding his testimony, he expressed the hope that the Committee would develop legislation to cover the labor problem in the field of broadcasting.

During discussion of amendments to the bill, Chairman Lea (D-Cal.) affirmed that the Vandenberg bill had been submitted to the Attorney General and that certain changes were suggested. One of these involved the deletion of the penalty provisions which are covered in the Communications Act of 1934 of which the bill would be a part.

Dr. Joseph E. Maddy, president of the Interlochen school and professor of music at the U. of Michigan, told the Committee that the bill does not in any way involve employment opportunities of union musicians. "The only issue," he said, "is the controversy between an arrogant labor leader and the school children of the U. S. who play musical instruments. This controversy was recently intensified by repugnant acts of reprisal that exceed all legal and humanitarian bounds."

### Channels Assigned

Dr. Maddy pointed out that since he first appealed for legislation granting music education the right to broadcast without interference, the FCC has assigned 20 channels in the new FM band for exclusive use by educational institutions although there are no wave lengths reserved for education in the present standard band.

Dr. Maddy said that when he first joined the AFM in 1909 it was a democratic organization but that in recent years it has become a "despotic dictatorship". He said that AFM members "are afraid of his (Mr. Petrillo's) vengeance for he has the power to expel any member of any local without reason or trial."

He declared that by blacklisting the National Music Camp, prohibiting AFM members from teaching at the institution, Mr. Petrillo "is for the first time extending his autocratic control into the field of

(Continued on page 59)

## Landings of Troops on Iwo Provided Radio With Another 'Exclusive' Beat

ANNOUNCEMENT that the American forces had invaded Iwo Jima was aired from Guam as a pool broadcast at 11:15 p.m. Sunday, Feb. 18, and was carried by the networks on the Pacific Coast, but was not sent East as the networks had closed down; Blue, CBS and NBC around 1 and Mutual at 2 a.m. EWT.

At 8 a.m. EWT, Don Pryor, CBS reporter on the flagship off Guam, made a pool broadcast which CBS did not consider of sufficient quality to feed to the network from San Francisco. Blue and NBC picked up a couple of minutes of the Pryor report before dropping it because of the bad signal.

During the 8-8:15 a.m. *World News Roundup*, CBS carried a recording made by Webley Edwards, another CBS correspondent, following a flight over Iwo shortly after the invasion began, and later in the quarter-hour picked Mr. Edwards up direct from Guam. He was also on CBS during the 9-9:15 a.m. news period, picked up direct from Guam.

Larry Tighe, Blue correspondent, broadcast from Guam during the 8:30-8:45 a.m. *World News Roundup* on that network and was picked up from Guam on successive Blue world roundups at 7 and 8 p.m. He was also heard on the Tuesday world roundups on the Blue. MBS reporter Arthur Primm broadcast eye-witness accounts of the Iwo invasion on that network at 10 a.m. Monday and again at the same time Tuesday morning. Robert McCormick of NBC, attached to the advanced Navy headquarters at Guam, reported from there to his network at 7:15 p.m. Monday and 12:30 p.m. Tuesday.

Bud Foster, NBC reporter, at 8 a.m. Tuesday described his night ashore with the invasion forces at Iwo, first report from a correspondent who had been ashore there. Broadcast, made from the flagship, was a pool affair carried by Blue and CBS as well as NBC. CBS also picked up a report from Mr. Edwards at Guam during the 8-8:15 a.m. period and again at 9 a.m.

### Not Carried Out

DURING the hearing Thursday before the House Committee on Interstate & Foreign Commerce on the Vandenberg bill, Rep. O'Hara (R-Minn.) asked Paul A. Porter, FCC chairman, whether Mr. Petrillo had not refused the President's request that he call off the recording ban. "Yes, he was adamant," Mr. Porter replied. "Did you say 'adamant'?" Rep. O'Hara queried. "He didn't budge," Mr. Porter said. "But they didn't carry him out," observed Rep. O'Hara.

# FCC Orders Clear-Channel Hearing May 9

## Coverage of Dead Areas to Be Decided

(Text of hearing order page 63)

**PUBLIC HEARING** to determine what changes, if any, should be made in policies affecting clear-channel broadcasting was ordered for May 9 by the FCC at its regular meeting last week.

In a news release accompanying the order designating the clear-channel question for hearing, the Commission said a reexamination of present clear-channel allocations "is necessary since the Commission studies reveal there are still large areas within the United States which receive no radio service at all during the daytime hours and no primary radio service at night."

Moreover the FCC has received "many applications for authority to operate additional stations on these clear channels" as well as applications for power in excess of 50 kw, the maximum now permitted.

### Wheeler Advocates Breakdown

Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, an outspoken foe of super-power and unduplicated clear channels, commended the FCC action in a statement Wednesday. By breaking them down, the Senator said, "clear channels now assigned to the big cities in the East could be shared by stations in the Middle West and Far West". He asserted that clear-channel stations now are located principally in large cities and therefore they serve the urban population "instead of reaching the rural areas as originally intended". (See text of statement, page 63.)

Any individuals, organizations or corporations interested in clear-channel broadcasting may appear at the hearings which will be held before the Commission *en banc* at Commission headquarters in Washington, beginning at 10:30 a.m. Wednesday, May 9. Intentions to testify, together with names of all witnesses, their respective topics and approximate time of discussions must be filed by April 2.

Because of the wide scope of the hearings, early indications were that a postponement might be asked to permit the various interests to prepare their respective cases. No formal comment was issued by the Clear Channel Broadcast Service, although it was expected that Chairman Edwin W. Craig of WSM Nashville would call the executive committee into conference in Washington shortly to map the CBS plans. On the committee with Mr. Craig are J. O. Maland, WHO Des Moines, vice-chairman; Mark Ethridge, WHAS Louisville; Harold Hough, WBAP Fort Worth; James D. Shouse,

WLW Cincinnati. Louis G. Caldwell, Washington, is general counsel.

Decision to place the clear-channel topic on Tuesday's agenda was reached late Monday, it was reported, following a series of conferences into all phases of the clear-channel question, as announced exclusively in the Feb. 19 BROADCASTING. When announcement was made Tuesday afternoon, the Commission also released figures disclosing that 50-kw stations (operating of necessity on clear channels) in 1944 grossed \$58,604,000 in net time sales (see page 21).

### Purpose is 11-Fold

Purpose of the May 9 hearing is 11-fold, the FCC revealed. In the picture is the forthcoming inter-American radio and communications conference scheduled for June 1-2 in Rio de Janeiro. With the North American Regional Broadcasting Agreement (NARBA) of Dec. 13, 1937 expiring March 29, 1946, and with clear-channel operations and higher power an international problem, the public hearing is expected to give the FCC bases on which to make recommendations to the State Dept.

In its news release the Commission said that since NARBA expires next year "it is desirable to determine what if any changes are necessary in present clear-channel assignments and what recommendation should be made to the Dept.

of State prior to renegotiation of the Treaty."

Under the present setup there are 24 Class I-A channels and 22 Class I-B channels.

In addition to recommendations to be made by the FCC to the State Dept., the hearing was designated to determine:

1. Whether the number of clear channels should be increased or decreased and what frequencies shall be designated as I-A and I-B channels.
2. What minimum and maximum power should be required.
3. Whether power in excess of 50 kw would unfavorably affect the economic ability of other stations to operate in the public interest.
4. Whether geographical redistribution of clear-channel stations is necessary to attain the optimum distribution as provided for in Sec. 307(b) of the Communications Act.
5. Whether it is economically feasible to relocate clear-channel stations to serve areas not now receiving service.
6. What new rules or regulations are needed to govern power or hours of operation of Class II stations.
7. What changes the FCC should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear-channel station.
8. Whether clear-channel stations give program service particularly suited to the needs of listeners in rural areas.
9. Whether service areas overlap and whether such overlapping involves a duplication of program service.
10. What recommendation the Commission should make to Congress for additional legislation covering clear-channel broadcasting.

### Panel 4 Recommendations

For some months the Commission has conferred intermittently on the ever-growing clear-channel problem. With the advent of FM broadcasting on a nationwide scale at

the conclusion of hostilities, the clear-channel question becomes one of major importance.

Pending before the Commission are recommendations by Panel 4 of the Radio Technical Planning Board that the standard broadcast band be extended to include 10 channels between 200-400 kc to be allocated to higher-power, clear-channel stations for rural coverage.

Although Sen. Wheeler avoided any mention of super-power in his statement on the clear-channel hearing, he has been on record for several years against any station of greater than 50 kw. He contends that a network of a dozen super-power, clear-channel stations could blanket the country and thus create a monopoly that would spell doom to the broadcasting industry as it is known today.

### Multiple Ownership

Advocates of high-power point out, however, that the solution to rural coverage lies in a series of strategically-placed transmitters of 500 kw or more. To avoid any threat of monopoly, it was pointed out, the FCC could draft multiple-ownership regulations, similar to those governing FM and television. The Commission has under consideration regulations limiting the number of standard stations one licensee may own.

Twelve applications for power of 500 kw, pending when war broke (Continued on page 63)

## 1,000-kw Station Planned for Mexico

### Million Low-Priced Sets Also Proposed by Azcarraga

ESTABLISHMENT of a 1,000,000 w station in Mexico, to provide practically national service in the Republic and in contiguous Latin-American areas, is proposed by Emilio Azcarraga, president of XEW Mexico City, and both NBC and CBS concessionaire in the country.

In this country for a month in connection with Mexican radio affairs, Mr. Azcarraga told BROADCASTING last week that he already had contacted leading equipment manufacturing companies on building of the transmitter, which would be the highest powered in North America and possibly in the world. He said he expected cost specifications and estimates within three weeks.

Presumably the station would operate either on 900 kc, the present XEW facility, or on 730 kc, used by XEQ Mexico City, which Mr. Azcarraga also operates. XEW would use the 1,000,000 w output, with XEQ taking over the present

250,000 w transmitter of its sister station.

Because of wartime restrictions XEW now is operating with 100,000 w and XEQ with 50,000 w. Emphasizing the desirability of high power in Mexico, Mr. Azcarraga pointed out that high-quality telephone lines are not available for remote network service. XEW already holds a construction permit for a half-million w and he expressed no concern about developing that output upon procurement of the transmitter.

### Sees Post-War Expansion

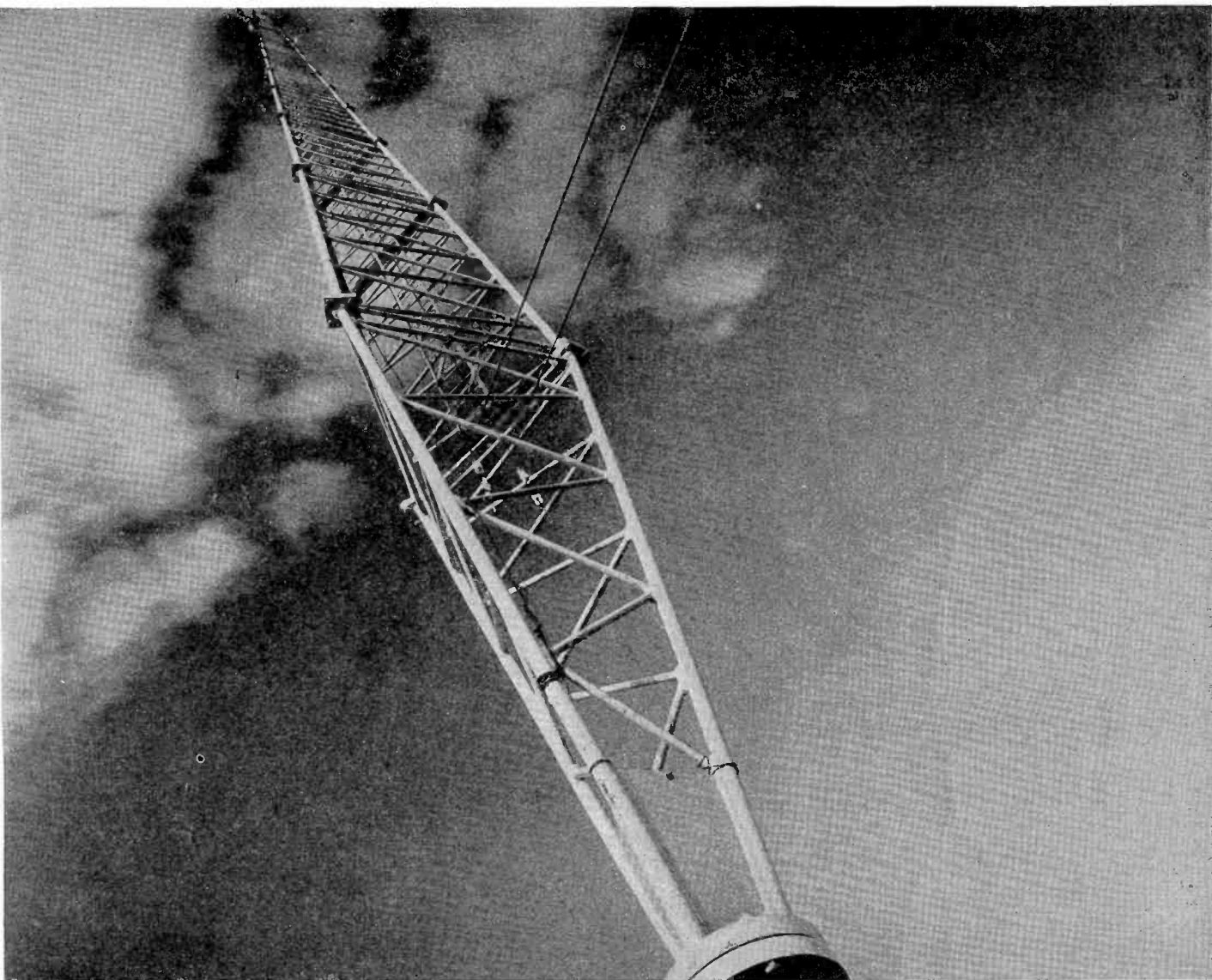
Predicting great expansion in all Latin-American and South American radio following the war, Mr. Azcarraga said steps are being taken to expand network service as soon as lines become available. The 1,000,000 w transmitter, he estimated, would cover a very substantial part of Mexico, most of Central America and portions of Cuba. It would be a Spanish language operation and would devote its programming to educational and cultural broadcasting, along with commercials, but with no politics or religion. Present regulations do not permit the latter, he said.

Development of new tubes, with

replaceable filaments, of 250 or 500 kw output would make possible the proposed 1,000,000 w transmitter, he said.

Another mission which brought the Mexican radio entrepreneur to the United States was placement of an order for 1,000,000 two-tube or "people's" radio receivers, which could be sold at corner stores at a very low price—\$4 to \$6 retail. Such receivers, he said, would be advertised over all Mexican stations on possibly a 10% markup basis. Thus far, he declared, he had been unable to get bids within a price range which would permit mass sale of receivers to workers, peasants, Indians and others of low earning power. The proposed set, he said, would have a replaceable chassis procurable at almost all stores which would eliminate the servicing aspect. If such a set is developed, it probably could be distributed on a mass basis in such areas as China, India and Africa. These sets also might be used as second and third receivers by families of greater means.

With Don Emilio are his wife and three children and his brother, Rogerio, an RCA distributor in Mexico.



## Sign of a radio station

That's an antenna. And that's a prize-winning picture of the high sign of a radio station.

But that's not the answer to radio.

The pay-off is how many people listen to the programs that antenna sprays out over a market.

Five different antennas pierce the Baltimore city sky.

One of them belongs to an independent Baltimore station . . . the successful independent . . . W-I-T-H.

The W-I-T-H antenna delivers more listeners per  
BROADCASTING • Broadcast Advertising

dollar spent than any other station in this five-station city.

Facts to prove this are available. Glad to let you see them any time.



# W-I-T-H

Baltimore, Md.

Tom Tinsley, *President* • Represented Nationally by Headley-Reed

February 26, 1945 • Page 17

## Wozencraft Opens Own Law Office

Former RCA General Counsel Served In Both Wars

COL. FRANK W. WOZENCRAFT, former general solicitor of RCA, placed on inactive duty at his request after three years of active Army duty, last week announced opening of law offices in the Edmonds Bldg., Washington, to engage in communications and administrative practice.



Col. Wozencraft served on the general staff and in executive and administrative capacities related to communications. He went overseas on three special missions and in 1943 represented headquarters, North African theatre of the Army, in negotiations with the French in Algiers for the establishment of radiotelegraph station service there. He was on the secretariat of the Joint Chiefs of Staff from May 1942 until his release from active duty, successively as Army secretary of the Washington Communications Board, executive officer of the Joint Communications Board and communications secretary of the Joint Chiefs of Staff.

### Reported in 1942

Mr. Wozencraft reported for active duty in February 1942, beginning service in his second war. He had entered the military service immediately after the declaration of war in 1917 and was discharged in February 1919 as an infantry captain. He was a reserve officer from 1919 until 1934 and reentered the reserve in 1940.

One of the youngest men to serve as mayor of a big city, Mr. Wozencraft was elected to that post in his native Dallas in 1919, at the age of 27. He declined renomination two years later. He was president of the Texas League of Municipalities in 1920 and was elected honorary life president upon expiration of his term.

A graduate of the U. of Texas in 1913 (B.A.) and 1914 (LL.B.), Mr. Wozencraft practiced law in Dallas from 1914 until 1917. He was a Presidential Elector in 1917.

Following his term as mayor, he reentered law practice in Dallas and served as a delegate-at-large to the Democratic convention in 1924. He was with RCA from 1931 until 1942, successively as assistant general attorney and general solicitor of RCA, and vice-president and general counsel of RCA Communications. He handled the 1939 television and FM hearings before the FCC for RCA and NBC—the first public proceedings on those developments.

Upon his appointment as communications secretary of the Joint Chiefs of Staff in March 1943, Col. Wozencraft permanently severed

## MOST DECORATED ANNOUNCER

WSAV Youth, Known as 'Voice of Savannah'

—On Armed Forces Net Wins Award—

PVT. CLIFFORD M. CLARKE, 19, known as "The Voice of Savannah" over the Armed Forces Network and former staff announcer of WSAV Savannah, is said to have become the most decorated radio announcer in ETO, according to an AP report from London.

He landed on Normandy Beach D-Day with the second wave of troops to wade ashore and only two days later, near Sunain, he won his first award, the Bronze Star for gallantry. With two others he had conducted a bayonet charge against a Nazi machinegun nest and silenced it. One of his companions was killed in that action.

The following day he was wounded in a hand-to-hand battle with a German. He had unexpectedly run into the enemy soldier and the other brandished a knife before he was able to reach his gun. He

grabbed the knife blade after several minutes of struggle and then was saved by two other Americans who happened to come along.

On June 25 he won the Silver Star for heroism by knocking out single-handedly at Caymount a German Tiger tank which was attacking and threatening the position of a U. S. infantry flank. He worked his way to the rear of the tank, ran after it and jumped on top of the vehicle. He quickly grabbed two grenades from his battle jacket and dropped them through the turret of the tank. The resulting explosions not only killed the entire crew but also wrecked vital internal machinery. Pvt. Clarke also was awarded the Oak Leaf Cluster to his Purple Heart for wounds received just two days before the capture of Coutances. He also wears two battle stars on his ETO ribbon.

## MEETING, EXHIBIT CANCELLED BY RMA

FOLLOWING the lead of the NAB and other trade groups, the Radio Manufacturers Assn. last Friday announced cancellation of its annual "War Production Conference," as well as its Parts Trade Show, scheduled for Chicago next June, in compliance with the Government policy established by the Office of Defense Transportation. Instead, RMA President R. C. Cosgrove announced, the manufacturers group will hold a "convention by mail" through proxies and the only meetings next June at the Stevens Hotel will be of the board of directors and the executive committees of its five divisions, with new directors elected by mail proxies.

The RMA board, at a meeting Feb. 21 in New York, also approved a program for further cooperation with the NAB in the observance this year of the 25th anniversary of broadcasting. Some appropriate national event will be scheduled, with tangible recognition to the service and contribution of broadcasting, according to Bond Geddes, executive vice-president and general manager.

Establishment jointly by RMA and the National Electrical Manufacturers Assn. of a new agency, the Joint Electronic Tube Engineering Council (JETEC) for the standardization of tubes, was approved by the RMA board. The NEMA board previously had approved the agency. Present tube standards will not be changed.

## Coumont at Vallejo

KSRO Santa Rosa has named Frank Coumont manager of its Vallejo studios. Mr. Coumont goes to Vallejo from KVAN Vancouver sales department. Before that he was at KWJJ Portland.

his relationship with RCA, deeming it inconsistent with his military duties.

The Wozencrafts have two sons—Frank M., a first lieutenant with the 9th Army in Holland, and John M., a West Point cadet.

## James D. Secrest Named To RMA Publicity Post

APPOINTMENT of James D. Secrest, former radio writer, as director of publications of the Radio Manufacturers Assn., was announced last week by Bond Geddes, executive vice-president. He succeeds James W. Douthat, who resigned to join the Washington staff of the National Assn. of Manufacturers.

Mr. Secrest for the past two years has been with the Pulpwood Consuming Industries in New York. He was former radio editor of the *Washington Post* and also served on the editorial staff of BROADCASTING. Until two years ago he was with the OWI in charge of field operations.

THE Blue network has signed an option for the services of Constance Bennet for a projected series which would start as a sustainer, later become a co-op show, possibly replacing *Mystery Chef*, which goes off May 11. Latter program has over 30 local sponsors.



PRESIDING at the send-off luncheon Feb. 17 at the Hotel Roosevelt, New York, of the Assn. of Women Directors' "Women of the United Nations" campaign, is Dorothy Lewis, NAB coordinator of listener activities. At the luncheon Ruth Chilton, AWD director and president of WCAU Philadelphia (seated behind Mrs. Lewis) presented an AWD award to Mrs. Franklin D. Roosevelt (1) for her thoughtful consideration of and inspiration to women broadcasters. (See story on page 68).

## PORTER TO SPEAK AT NAB MEETING

FCC CHAIRMAN Paul A. Porter will be the principal speaker at the District 4 (Virginia, West Virginia, D. C.) NAB meeting in Washington March 12-13, with members of the Senate and House Interstate Commerce Committees and other dignitaries as invited guests. Mr. Porter, who will speak at the dinner Monday night (March 12), has selected as his topic, "Broadcasting of Tomorrow."

Guests from outside Washington are limited strictly to those who have pre-registered, NAB stated, in compliance with the ODT policy limiting outside attendance to less than 50.

In addition to the Congressional committees invitations have been extended to Vice-President Truman, Speaker Rayburn, the majority and minority leaders of the Senate and House, and top administrative personnel of the FCC. The dinner will be under the auspices of District 4 and of the Washington stations. Campbell Arnoux, NAB 4th district director, will preside, with NAB President J. Harold Ryan as toastmaster.

## WJJD Petition Claims Error in Court Decision

QUESTION of authority of the War Labor Board to enforce a directive order is confused with the power to issue an order in the petition for review filed by the American Federation of Musicians, according to an answer submitted to the Board last week by WJJD Chicago. The AFM had cited the Chicago Federal Court decision in the Montgomery Ward case limiting the Government power of seizure in support of its argument that WLB has no jurisdiction in the WJJD dispute [BROADCASTING, Feb. 12].

The station contends the union is in error in stating that the question of wage stabilization is not involved, pointing out that WJJD employs more musicians than it needs and that a majority work only a small portion of the established 25-hour work week. To require employment of musicians exclusively as platter turners in addition to the imposition of a quota system would result in a situation in which the present staff would be working an even less number of hours than normal, although their weekly salary would remain the same. This would be tantamount to an increase in compensation and would constitute a wage stabilization problem, according to the answer.

## WHKC-WHKK Increases

WHKC Columbus and WHKK Akron (formerly WCLE Cleveland), which were authorized by the FCC to shift channels and increase power to 1,000 w [BROADCASTING, May 25, 1944] have now changed to their new frequencies under the increased power with test programs conducted on Feb. 25. WHKC, a Mutual outlet, will operate from 6 a.m. to 1 a.m. and in event of emergencies will operate on a full 24-hour schedule, according to Carl Everson, WHKC general manager. Changeover necessitated change in wavelength to 610 kc from 640. WHKK will now operate on 640 kc, limited time.



**A RADIO CLINIC ON "THE RETURNED SERVICEMAN"**

***A Program Series Presenting Best Thinking  
Of Top Military and Civilian Authorities  
On this Timely Subject for Women Listeners***

**I**N ever increasing numbers, women on the home front are meeting the problem of the returned serviceman.

Sensing the need for advice and information on this matter by Oklahoma women in order that they may be prepared to help these men make necessary adjustments, Miss Julie Benell, producer of "Women Commandos", initiated and conducted a 10-day clinic over WKY on the subject from January 29 to February 9.

Each of 10 programs featured an interview with authorities on the subject in both military and civilian circles. Interviews were conducted and recorded in Washington with such high-ranking army officers as Lt. General W. D. Styer, Chief of Staff, ASF; Major General Norman T. Kirk, Surgeon General, USA; Major

General Joe N. Dalton, Chief of Personnel, ASF; and others.

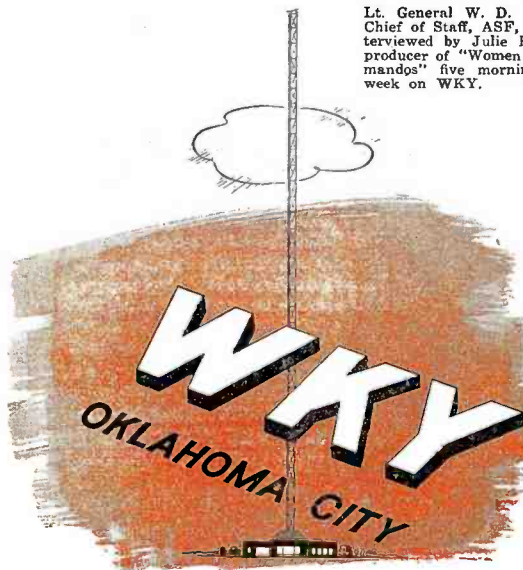
Civilian authorities interviewed were Governor Robert S. Kerr, of Oklahoma; Dr. G. L. Cross, president of the University of Oklahoma; Mrs. Edyth Wallace, home counsellor; and others.

The day following the close of the clinic, 3,096 requests had already been received for digests of the series and copies of individual broadcasts.

Said General Kirk, "I think this is the most forward-thinking idea that has been put into effect on this vital subject."

Anticipating the needs of its listeners and supplying these needs promptly is characteristic of WKY's longtime service to Oklahoma . . . and the reason why WKY is foremost in the favor and esteem of Oklahoma listeners.

Lt. General W. D. Styer, Chief of Staff, ASF, is interviewed by Julie Benell, producer of "Women Commandos" five mornings a week on WKY.



OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.  
The Daily Oklahoman and Times • The Farmer-Stockman  
KVOR, Colorado Springs • KLZ, Denver (Affiliated Mgmt.)  
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



# WHY

## AMPEREX

**WATER AND AIR COOLED  
TRANSMITTING AND  
RECTIFYING TUBES**

**A**n "Amperextra" greatly responsible for the high efficiency of Amperex tubes are our specially designed filaments. These filaments are correctly proportioned to take advantage of the full projected filament area. As a precaution against strain in processing, each filament is pre-formed and cleaned in vacuum before being mounted. This "Amperextra" is only one of many Amperex developments which, in total, make for longer operating life and greater economy.

**NOTE!** There are more than 100 different types of Amperex tubes for broadcasting, industrial and electro-medical applications. Many of our standard types are now available through leading radio equipment distributors.

**AMPEREX**  
...the high  
performance  
tube



**AMPEREX ELECTRONIC CORPORATION**

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

HELP KEEP THE CASUALTY LISTS DOWN...DONATE BLOOD TO THE RED CROSS

# 50-kw Stations Gross Over 58 Million Dollars in 1944

**FCC Report Shows Net Time Sales Up 19.85%; Increases of 53 Outlets Range to \$973,000**

A 50-KW broadcasting station last year was good for better than a \$1,000,000 gross business, according to a report issued last week by the FCC, based on operations of these stations using highest permissible power. At the same time the Commission announced a public hearing for May 9 to determine what changes should be made in allocation policies with reference to clear-channel stations.

The 53 standard stations operating with 50 kw reported net time sales (after deducting agency commissions) of \$58,624,000. This was an increase of \$9,708,000 (including \$117,000 for a newly added station), or 19.85% more than the amount reported by the 52 stations then operating with the power in 1943. The 1943 increase over 1942 was 16.39%.

## Increase to \$973,000

The reported increases in net time sales, said the Commission, ranged from \$64,000 to \$973,000 for the 53 stations. They were grouped as follows: 16 stations with increases between \$64,000 and \$100,000; 22 stations (including new one) with increases between \$100,000 and \$200,000; 11 stations with increases between \$200,000 and \$500,000, and four stations with increases between \$500,000 and \$973,000.

The 50 kw stations are located in 25 states and the District of

Columbia as follows: One in each of these 14 states: Washington, Missouri, Colorado, New Mexico, Utah, Oklahoma, Maryland, Massachusetts, Kentucky, Michigan, Virginia, Georgia, Connecticut, West Virginia; two in each of these states: Iowa, Louisiana, Minnesota, North Carolina, Tennessee; three in each of these states: California, Ohio, Pennsylvania; five in Illinois; six in Texas; eight in New York; one in District of Columbia.

## High Price

Fourteen are owned and operated by three of the major networks as follows: CBS 7, NBC 5, Blue 2. Principal owners of 29 stations have other interests, including seven manufacturing, 11 publishing, three insurance, two theatres, two educational, one automobile distributor, one oil company and one department store. The remaining 10 licensees have no business other than broadcasting.

The new station is KWBU Corpus Christi, Tex. and there is one outstanding construction permit for 50 kw, that of WINS New York, sold last month by the Hearst interests to the Crosley Corp., Cincinnati, licensee of WLW, pending FCC approval [BROADCASTING, Jan. 29]. The price has been reported as \$1,700,000, highest ever paid for an independent station.

Only one of the 53 stations reported is not affiliated with any of the major networks. That is WHN New York which does have intermittent network connections for special broadcasts, the FCC reported. Stations and their affiliations follow:

NBC (24 stations)—KOA Denver, KPO San Francisco, WEAJ New York, WMAQ Chicago, WTAM Cleveland, all owned and operated by NBC; KDKA Pittsburgh, KFI Los Angeles, KGB Alibi, KSTP St. Paul-Minneapolis; KVOO Tulsa, KYW Philadelphia, WBAL Baltimore, WBZ Boston, WGY Schenectady, WHAM Rochester, WHO Des Moines, WLW Cincinnati, WOAI San Antonio, WPTF Raleigh, WSB Atlanta, WSM Nashville, WTIC Hartford, WBAP Fort Worth, WFAA Dallas.

CBS (20 stations)—KMOX St. Louis, KNX Los Angeles, WABC New York, WBBM Chicago, WBT Charlotte, WCCO Minneapolis, WTOP Washington, all network owned and operated; KIRO Seattle, KRLD Dallas, KSL Salt Lake City, KTRH Houston, KWKH Shreveport, WCAU Philadelphia, all network owned and operated; KIRO Seattle, KRLD Dallas, KSL Salt Lake City, KTRH Houston, KWKH Shreveport, WCAU Philadelphia, WHAS Louisville, WJR Detroit, WKBW Buffalo, WLAC Nashville, WRVA Richmond, WWL New Orleans, WKYC Cincinnati [CBS returns to WKYC Cincinnati in June when its present contract with WKYC expires].

BLUE (6 stations)—WJZ New York, WENR Chicago network, owned and operated; KWBU Corpus Christi; KXEL Waterloo, Ia., WWVA Wheeling, W. Va.; WLS Chicago.

MUTUAL (2 stations)—WGN Chicago; WOR New York.

INTERNATIONAL SHOE Co., St. Louis, for its Red Goose Shoe division on Feb. 18 presented a film "Circus Folks" on WABD New York, the Allen B. DuMont video station. Movie was made by Foto-sound Studios.



## How do you rate LOCAL PROGRAM QUALITY?

No one attaches that disparaging little phrase, "just another sustainer," to KFI's Public Service programs. And for two very good reasons: Firstly, these features are intelligently planned always to reflect the local flavor of the community... its institutions... and its worthy war-effort agencies. Secondly, the quality of showmanship and production is of "network calibre."

For instance, KFI's own Christmas Day programming was heard by 61.2% of all radio families in Southern California... an audience that was four times greater than the second most popular station.

And this station's Los Angeles Philharmonic Young Artists' Competition — the finest locally produced symphonic program heard in Southern California — built an audience of 4.8 in its first six broadcasts.

A survey of three other KFI evening Public Service Programs disclosed that two of the three lead all other features on the air in the same time period with the third rated a close second.

So, if you are an analytical time buyer aware of the value of a station's local program power, there's a "warmed up" audience of receptive and responsive listeners awaiting you on KFI!

# KFI

... NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

*Paul C. Anthony, Inc.*

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

Prove It **FIRST:-**

**EXCLUSIVE**

TEST MARKET  
URBAN-RURAL  
99% NATIVE BORN WHITE

No other Primary Signal is  
received in our area.

**WSLB**

OGDENSBURG, N. Y.  
(MUTUAL)

The Walker Co., Representatives

PROVE IT FIRST VIA WSLB  
AN IDEAL TEST MARKET

# Rogow Opposes 'Post' Crusade Against Middle Commercials

EDITOR BROADCASTING:

I read BROADCASTING's story—"St. Louis-Post Dispatch Urges Clean-up of Newscasts by Nets"—in the Jan. 22 issue—and I just finished your editorial, "Midway Discord" in the issue of Feb. 5. Here's something that I can't let pass, without uttering a long, loud yelp of disapproval. Because the *Post-Dispatch* editorial strikes me as a crusade that not only unjustifiably smears the swell job so many stations are doing with the broadcasting of news—but a crusade that joins two separate and distinct issues—both of which are based on false premises. The *Post-Dispatch* calls on the four networks to: (1) quit interrupting news broadcasts with commercial plugs and (2) to

quit permitting these broadcasts to be sponsored by objectionable advertisers.

I'm not going to spend much time on No. 2. If the *Post-Dispatch* has some specific charges of "false, fraudulent, unworthy and disgusting advertising" by the sponsors of news programs on any of the four networks, and really has the interests of radio at heart, there's an easy, quiet way to get some quick action. But then, the circulation of the paper wouldn't have a chance to "see what a great guy the *Post* is!"

I hold no brief for the indiscriminate sale of news programs to any advertiser that comes along. Product and copy should always have been scrutinized carefully by any

radio station worthy of the name. Bad judgment has been evident in some cases—but when you really get down to those cases, you'll find that most of them fall in the category of local news programs, created, produced and sold by stations affiliated with the four networks, or independents. So much for that.

Now, let's have a good look at that point No. 1—"quit interrupting news broadcasts with commercial plugs". Why? Well, the editorial contends that "the public should not be compelled to listen to commercial plugs in the midst of news like this," (war news). And to bolster that opinion, the *Post* quotes Leo Fitzpatrick's opinion at length—it looks like the complete announcement that was made explaining WJR's ban on middle commercials. Notice, I used the word "opinion" twice. Mr. Fitzpatrick said that "the public today listens to radio news with reverence and solemnity." I call on Mr. Fitzpatrick and the *Post* to prove that flat



CHATTING IN CORNER at recent 1944 NBC party in Chicago were Frank Reed, timebuyer of Hill Blackett Adv., Chicago, and Phil Stewart, radio director of Roche, Williams & Cleary, Chicago agency.

statement. Radio has suffered considerably in the past, from careless utterances of well known figures—which are based on *guesswork*, instead of *facts*! WJR may think the public is listening to war news with a different ear in 1945 than in 1940. But is that really so? Has anyone gone to the trouble and expense of finding out? I have never seen or heard of such a study being undertaken.

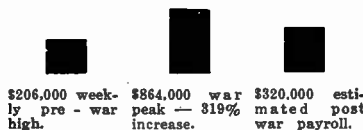
On the other hand, there is considerable evidence that *good* news programs—sponsored by *decent* firms—using well written *middle* commercials—have *increased* their popularity during the war. Don't take my word for that—check the numerous data on radio listening since Pearl Harbor. You'll find ample confirmation. But beyond that, it has been my lot to have a finger on the *daily* pulse of some news programs since the late 1920's. Half of those years, watching audience reactions through a radio station's eyes—the past nine years from the agency side of the fence. I mention that only to support the contention that this isn't a lopsided, prejudiced squawk. As a result of that long, mixed experience, I can't help but be as mindful of the obligations of a radio station to its listeners—as I am of a station's obligations to its clients—and of our obligations to our clients.

Several of our clients have been sponsoring quite a number of news programs for five or six consecutive years. That goes back before Pearl Harbor by more than two years. Had there been any noteworthy adverse change in the attitude of listeners to the middle commercials during these programs, after war



Approximately \$864,000 is paid out WEEKLY in Beaumont to industrial workers alone. Yes, they are spending some of it now, and they're saving some of it to spend LATER. Shipbuilding, oil, and synthetic rubber plants are topping activity in this phenomenal market now. And there's plenty of

Industry WEEKLY payroll in Beaumont, compiled by \*C.E.D.



evidence to show this is a stabilized market for post war—(Ask for copy of \*C.E.D. Survey on Beaumont).

KFDM is your Standout major network station which gives you full coverage and penetration of the rich Sabine area.

\* Committee for Economic Development.



**KFDM**

BEAUMONT, TEXAS  
BLUE NETWORK, 560 K.C., 1,000 WATTS  
MEANS BUSINESS

SERVING THE  
"MAGNETIZED"  
SABINE AREA

\*\*Magnetized . . . drawing people and industries from other sections!



**we  
return you  
now  
to Manila**

Customary closing for overseas broadcasts is: "... we return you now to the United States." This was reversed in effect when Mutual presented the first eyewitness description of U. S. re-entry into Manila, on Sunday, Feb. 4, 1945.

Mutual's man in Manila that day was Royal Arch Gunnison. It is good that he could have seen, and reported to America, the actual liberation. Gunnison remained at his Mutual post in Manila until all communications were cut off when the Japs moved in, three years ago. He was the first radio correspondent to enter the freed city and proceed to a trans-

mitter when MacArthur and his men came back, three weeks ago. Three times in that one night, the Mutual News Division brought home his deeply moving word-pictures . . . firsthand reports which news services and newspapers saw fit to quote verbatim.

Mutual shares the nation's pride in General MacArthur's promised triumph; we're proud, too, that we enabled American listeners to return to the Philippine capital in its hour of delivery, through the eyes of Royal Arch Gunnison.

And it was personally gratifying—to us and to the Mutual audience—to have rendered this stirring service a scant week after our exclusive delivery of the voice of Chiang Kai-shek, direct from Chungking, on the occasion of the opening of the Stilwell Road.

**This...is MUTUAL**

was declared, isn't it reasonable to assume that some sizeable expression of resentment would have cropped up, through—

- (a) Complaints to the station?
- (b) Complaints to the advertiser?
- (c) Dwindling of audience?

Well, what happened? Sure, we received complaints about the advertising—not middle announcements, mind you—just advertising. During all these years—pre-war and war years combined—there was a huge total of twelve or fifteen letters of complaint received by the more than thirty stations involved—and most of these arrived at the outset of the campaign, right after the programs went from sustaining to commercials! Against that, our clients have but to dig into their files to show you several hundred letters praising the commercials on these very same programs! And the most recent audience studies show practically all these programs at or near their all-time high peak of listener interest! And better yet—they are continuing to produce unmistakable evidence of satisfactorily performing the advertising chore, for which they were purchased!

I can't seem to forget that under

## Herzog Appointed

E. F. HERZOG has been appointed designing engineer of the transmitter division of the General Electric Co. electronics department, J. J. Farrell, chief engineer of the division announced. Mr. Herzog first joined the company in 1929 and has been assistant to the chief engineer since July 1944. He will now be responsible for the design of all products of the division, with headquarters in Schenectady.

our system of broadcasting—American radio stations are able to bring to the communities they serve the finest broadcasting service in the world—through revenue received from advertising. And I think it's nothing short of a crime to see a policy creep into the picture which has never been proved to yield better or more desirable service to listeners—but very definitely increases the cost and decreases the effectiveness—for the advertisers who foot the bill!

Perhaps I'd feel less critical about the suggested elimination of middle commercials in news programs if WJR had cut the cost of their quarter-hour news packages 40 or 50%, when they decided to



TWIN CITIES radio women met to discuss the NAB District meeting held in Minneapolis Feb. 12-13. The group elected Darragh Aldrich of WCCO Minneapolis-St. Paul as director of women's activities in the NAB 11th District. Front row (l to r): Kenena MacKenzie, WCCO; Bee Baxter, KSTP; Dorothy Spicer, KSTP; Miss Aldrich, WCCO; Ruth Sherman, WDGY; Ruth Swanson, WLB. Back row: Arlene Haerberle, WTCN; Jeanne Kimbal, WLOL; Judy Bryson, WTCN; Irma Coffman, WDGY; Ellen Boltz, WTCN; Irene Brant, WMIN; Karin Elfstrand, WLLOL.

ban the most important message of three—and if the radio station owned and operated by the crusading *St. Louis Post-Dispatch* had demonstrated that it really knew how to "build a better mousetrap" by having the most popular news programs in St. Louis! Unfortu-

nately, the records show that isn't the case!

Getting right down to fundamentals, if you were to put the question to the public, whether they preferred all radio programs *with* or *without* advertising—you know what the answer would be, a landslide for *no advertising*. But you also have good reason to know, by what has taken place in other countries—how fast a change from the present system of radio supported by advertising—would bring about deterioration of programs—programs which are recognized and envied as the finest in the world. If you encourage the dropping of middle commercials now—without adequate study of just what that means to an advertiser's dollar—what's to prevent another brilliant suggestion next year to drop the opening commercial—and the following year, with all ears focused on only one offender—get rid of the closing announcement, too!

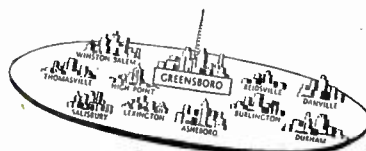
### Telegram Tale

Do you remember that old gag about the fellow who wrote out a telegram—then started, with an eye to economy, to cut out superfluous words? One by one, he found each word non-essential and wound up by having nothing left at all!

WILLIAM ROGOW, vice-president, Neff-Rogow Inc.  
New York City  
Feb. 7



They were his magic words to open doors. We doubt if they would work today...but we do know a formula that will open the door to "The Magic Circle". It's WBIG. Here is an area that leads in Agriculture and Industry...it's The Richest Spot in the South and WBIG is the favorite Spot with a million loyal listeners.



MAGIC CIRCLE  
OF 50 MILES

EDNEY RIDGE, DIRECTOR

# WBIG

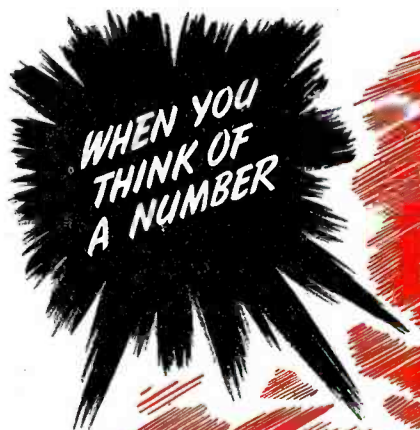
GREENSBORO, N. C.



DAILY PROGRAMS IN

Italian Polish  
English Jewish  
German

5000 WATTS DIRECTIONAL OVER NEW YORK  
*America's Leading  
Foreign Language Station*



# 590

**WOW** lays down a  $2\frac{1}{2}$  millivolt signal within a 100-mile (or more) radius of Omaha. That is because WOW uses 5000 watts power on a nearly ideal frequency of 590 kilocycles. The chart below, based on computations by competent radio engineers, illustrates how much *more* power is needed to lay down a  $2\frac{1}{2}$  millivolt signal 100 miles at higher frequencies.

*Means Coverage!*

| WOW          | POWER IN WATTS                                                                |                                                      |         |         |         |
|--------------|-------------------------------------------------------------------------------|------------------------------------------------------|---------|---------|---------|
|              | 5,000                                                                         | 100,000                                              | 200,000 | 300,000 | 400,000 |
| AT 590 KC.   | NEEDS ONLY 5,000 WATTS TO DELIVER A $2\frac{1}{2}$ MILLIVOLT SIGNAL 100 MILES |                                                      |         |         |         |
| AT *1100 KC. | 90,000 WATTS                                                                  | WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES |         |         |         |
| AT *1300 KC. | 190,000 WATTS                                                                 | WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES |         |         |         |
| AT *1500 KC. | 420,000 WATTS                                                                 | WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES |         |         |         |

## IT'S A FACT - - -

WOW is easily heard anywhere within a 100-mile radius of its transmitter—because WOW puts 5000 watts power on a 590-kc frequency.

WOW is listened to because of its 21-year record of providing the best in radio, including basic NBC programs since 1927.

Those are two sound reasons why WOW can do your radio advertising job within a hundred miles PLUS of Omaha . . . ALONE!

\*These are the approximate frequencies of other full-time stations in this area.

RADIO STATION

# WOW

INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

**KODY** • NBC IN NORTH PLATTE

JOHN G. GILLEN, JR., PRES. & GEN'L. MGR.  
JOHN BLAIR & CO., REPRESENTATIVES



## WHAT FARM PROBLEM?

No. Top hats, white gloves, and canes are not part of the work clothes in Iowa—even though some self-styled “farm stations” apparently think so, from their big-city-type programs. But no matter what our farmers wear, their average farm income in 1943 was \$7,672, with a probable 20% increase in '44!

To reach these prosperous farmers your best bet is KMA, the No. 1 Farm Station of the No. 1 Farm Market. Because our area is practically all rural, we cater *full-time* to farm listeners. No half-hour “farm programs” interspersed with jive-records are on *our* schedule! No elocution-school products give our market reports and USDA requirements. KMA speaks in good, neighborly, Iowa plain-talk! And our talent staff isn't of the wise-cracking night-club variety; they're more homespun and wholesome.

The result? More than *twice* as much listener-mail as any other station in this area receives. That should mean, for you, more than twice the chance of making sales.

Some availabilities are still open! For information, call us or write Free and Peters.

# KMA

BLUE NETWORK

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

## 152 COUNTIES AROUND SHENANDOAH, IOWA



## ROYSTER DEFENDS MIDDLE COMMERCIAL

EDITOR BROADCASTING:

I have been following with a great deal of interest the statements of several stations concerning the carrying of middle commercials in newscasts. Having served a number of years as editor and publisher for weekly and semi-weekly magazines and papers, and for the past 10 years exclusively in radio, I beg to take issue on this subject.

Like motion pictures, the radio station who doesn't cater to the tastes of the general public or listeners, will quite naturally be eliminated as a medium of entertainment. You can't censor, or regulate morals or plans for the people. Just why isn't it permissible to carry a commercial in the center of a newscast, when a daily paper carries a commercial in between certain stories or news items in their columns? You start a news story on page 1 of your paper, and find it continued on page 8. In between those pages are pyramided several advertisements and many times you find an advertisement sandwiched in between a story on one page.

Our American radio is the finest in the world, and I'm for making it still better, but in most of the towns having radio stations, the majority of the concerns who sponsor newscasts find it impossible to properly present his story of the store and its sale or goods in the forty or fifty words of the commer-

cial announcement at the beginning and end of the newscast. I recently tuned in 22 stations in various parts of the United States and listened to their newscasts, and even the one selling patent medicines failed to kill my desire to hear the late news. It would be fine of course, if all stations could eliminate commercials, but just how would we pay salaries and a dividend on our investments? The millenium hasn't arrived yet, and I think if more large and small stations would try to run a first class standard station and not be so wrought up with FM and television which is from 4 to 15 years away, the stations and their listeners would be much better off.

N. L. ROYSTER,  
Manager,  
WOLS Florence, S. C.

## To Acquire KGHI 10%

S. C. VINSONHALER, general manager of KGHI and former minor stockholder in KLRA prior to the duopoly severance of the two Little Rock stations, is to acquire 10% interest in KGHI for \$12,000 according to an application filed with the FCC. Assignment of license is requested from A. L. Chilton and Leonore H. Chilton (each half interest), doing business as KGHI Broadcasting Service, to the new partnership: A. L. Chilton 45%, L. H. Chilton 45% and Mr. Vinsonhaler 10%. The Chiltons at one time had operated both KLRA and KGHI.

## OWI PACKET, WEEK MARCH 19

Check the list below to find the war message announcements you will broadcast during the week beginning March 19. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

| WAR MESSAGE         | NET-<br>WORK<br>PLAN | STATION ANNOUNCEMENTS |      |     |      | NAT. SPOT<br>PLAN |        |
|---------------------|----------------------|-----------------------|------|-----|------|-------------------|--------|
|                     |                      | Group<br>KW<br>AE.    | Ind. | AE. | Ind. | Live              | Trans. |
| Hold Prices Down    | ---                  | X                     | ---  | --- | ---  | ---               | ---    |
| Merchant Marine     | ---                  | X                     | ---  | --- | ---  | ---               | ---    |
| The Job Ahead—Japan | ---                  | X                     | ---  | X   | X    | ---               | ---    |
| Red Cross           | X                    | X                     | X    | X   | X    | ---               | ---    |
| Victory Garden      | ---                  | ---                   | X    | --- | ---  | X                 | X      |
| Planned Saving      | ---                  | ---                   | ---  | --- | ---  | ---               | ---    |

See OWI Schedule of War Message 152 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

IT DOESN'T TAKE  
**MAGIC**  
TO GET RESULTS  
FROM THE MAGIC  
VALLEY

**KATZ**

TWIN FALLS · IDAHO

The **COMBINATION**  
to **GEORGIA**

- WGST ATLANTA
- WMAZ MACON
- WTOG SAVANNAH

AVAILABLE  
AT  
COMBINATION  
RATES

The **GEORGIA**  
MAJOR  
MARKET **TRIO**

Represented by  
**THE KATZ AGENCY, Inc.**



## ONE MAN IS A POOR AUDIENCE!

Niccolo Paganini, greatest of all violin virtuosos, languished in a Genovese jail for breach of promise. To while away the hours, he played his favorite composition, Beethoven's Quartet in F.

Such magnificence of tone—such perfection of technique. But Paganini's audience consisted of one man—the jailer, who listened outside his cell, spellbound with admiration.

Fortunately for Paganini and the world at large, he was soon released from jail, and played before audiences of thousands.

A program broadcast over a radio station which the public does not tune-in, is like a virtuoso in jail—without an audience.

Your product, advertised over WCBM, will "play to thousands," for listening to WCBM has become a habit in Baltimore.

*Baltimore's Listening Habit*

# WCBM

*The Blue Network Outlet*

**John Elmer**  
President

**Free & Peters, Inc.**  
Exclusive National Representatives

**George H. Roeder**  
General Manager

# Labor Problems Confront Television

## Many Unions Entering Art; Jurisdictional Contests Likely

By BRUCE ROBERTSON

JAMES C. PETRILLO's order to musicians not to work on television programs until further notice is a forcible reminder that there are other problems on the video horizon besides those of allocations and technical developments. Unlike sound broadcasting, which had its operation pattern pretty well developed before it was confronted by demands of organized labor, television from the outset must deal with musicians, actors and singers, engineers, scene shifters and a number of others belonging to unions

strongly established in the theater, movies and radio.

The American Federation of Musicians was one of the first unions to establish standards for television. Three or four years ago the New York local of AFM notified the pioneer television broadcasters in that city that they must pay musicians \$18 for video performances of an hour or less, plus a \$6 rehearsal fee. Use of network staff musicians on affiliated television stations was banned when the union discovered it.

### Brought Silent Video

Attempts of New York telecasters to secure from the local union rates more in keeping with their present limited audiences met with

no success, and the situation has not improved since Mr. Petrillo notified his organization that television is a matter to be handled only by the International Executive Board.

One result of the excessively high scale for musicians, which also applies to remote pickups, has been several highly ridiculous silent telecasts of musical shows. Another, and one which might well give the AFM pause, is the amazing variety of non-musical video programs which have been produced, and the success with which musical backgrounds have been supplied through recordings.

Potential dynamite, although not so pressing as the musicians at the moment, is the technician union

situation. At NBC's video station, WNBT, the technicians are members of the National Assn. of Broadcast Engineers and Technicians, whose contract with NBC gives the union control over all technical equipment. The definition of that phrase, and whether it includes cameras, lights and other television apparatus, may lead to a dispute over union jurisdiction as bitter as the present NABET-AFM fight over platter turning.

### Unions Making Bids

The International Alliance of Theatrical and Stage Employees (IATSE) and Moving Picture Machine Operators of the United States and Canada, which will undoubtedly supply the projectionists for video programs on film as it does for theater movies, also has its eyes on other technical operations of television. At WCBW, the CBS video station, where the technicians are members of the International Brotherhood of Electrical Workers, the jurisdictional question may possibly be settled by a ruling from the AFL national office, as both IATSE and IBEW are AFL unions.

American Communications Assn., CIO union with jurisdiction over broadcast engineers, is also likely to enter the video picture and make its bid for the right to give its members the many jobs that operation of television cameras and lights is certain to produce.

### Wage Problem Looms

In the field of performers, apart from musicians, AFRA, Actors' Equity and Screen Actors Guild several years ago set up a joint television committee to watch development of this new field of employment for their members. So far these unions have limited their demands on television to requiring their members to report details of video employment, including hours worked and pay received. They have established no minimum scales, adopting the theory that if one of their members wants to gain experience before the cameras at a low fee it is all right for him to do so as long as the television broadcasting company does not exploit him for its own profit.

Undoubtedly these talent unions will present their demands on tele-

**Just lift your  
Receiver  
for information on  
markets and radio  
in the great  
Middlewest and Southwest**

It's easy to obtain accurate, up-to-the-minute information from any Taylor-Howe-Snowden representative. Test it—see for yourself. Ours is a service which is extra helpful in many extra ways!



### affiliates

#### OKLAHOMA STATIONS AND OKLAHOMA NETWORK

KADA—Ada  
KBIX—Muskogee  
KCRC—Enid  
KGFF—Shawnee  
KOME—Tulsa  
KTOK—Oklahoma City  
KVSO—Ardmore  
LOUISIANA STATION  
KRMD—Shreveport

#### TEXAS STATIONS

KFDM—Beaumont  
KFYO—Lubbock  
KGNC—Amarillo  
KRGV—Weslaco  
KTSA—San Antonio  
LONE STAR CHAIN  
KFYO—Lubbock, Texas  
KGKO—Ft. Worth, Dallas, Texas  
KGNC—Amarillo, Texas  
KRGV—Weslaco, Texas  
KTSA—San Antonio, Texas  
KXYZ—Houston, Texas

### sales offices

General Offices: Amarillo, Texas, Radio Building; Telephone: 4242; General Manager: Alex Keese.

New York 18: 19 West Forty-Fourth Street; Telephone: Murray Hill 2-2485; Manager: Jack Keasler.

Chicago 1: 360 North Michigan Avenue; Telephone: State 5260; Manager: Tom Peterson.

Dallas 1: 805 Tower Petroleum

Building; Telephone: Riverside 5663; Manager: Clyde Melville.  
Hollywood: 6362 Hollywood Blvd.; Telephone: Granito 6113.

San Francisco: 681 Market Street; Telephone: Garfield 5512.

Seattle: 2101 Smith Tower; Telephone: Elliott 7417.

Portland: Studio Building; Telephone: Beacon 4107.



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

JOHN FLAIR & CO. National Representative



CARUSO



McCORMACK



FIEDLER

## FIVE BOSTON BANKS *bank on* WBZ

These bankers . . . conservative business men, in the stronghold of conservatism . . . are given to scrutinizing investments with a cautious and evaluating eye. They are rigidly bound by law and ethics in the disbursing of the funds intrusted to them. .

Here is what they bought . . . programs, mind you, not announcements or station-breaks:

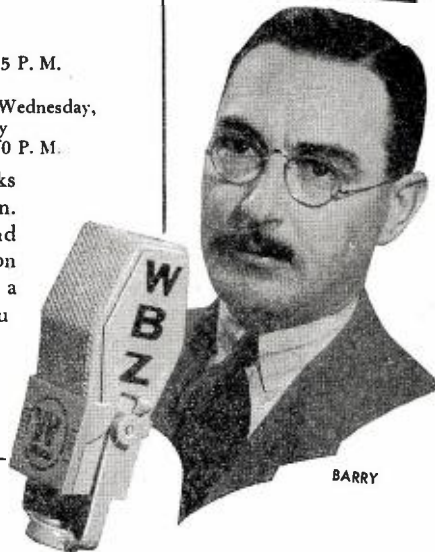
| BANK                                  | PROGRAM                                                      | TIME                                               |
|---------------------------------------|--------------------------------------------------------------|----------------------------------------------------|
| THE PROVIDENT INSTITUTION FOR SAVINGS | "Dress Parade." A recorded show, emceed by Malcolm McCormack | Monday, Wednesday, and Friday<br>7:05 - 7:25 A. M. |
| THE SOUTH BOSTON SAVINGS BANK         | "News," with Carl Caruso                                     | Sunday,<br>1:00 - 1:15 P. M.                       |
| THE FIRST NATIONAL BANK OF BOSTON     | "Sunday at 4:30," with Arthur Fiedler. 45-piece orchestra.   | Sunday,<br>4:30 - 5:00 P. M.                       |
| NORTHEAST FEDERAL SAVINGS LEAGUE      | "Yankee Yarns," with Alton Hall Blackington                  | Friday,<br>7:30 - 7:45 P. M.                       |
| THE NATIONAL SHAWMUT BANK OF BOSTON   | "Frontline Headlines," with John Barry                       | Monday, Wednesday, and Friday<br>7:45 - 8:00 P. M. |

It is significant indeed that WBZ should include more banks in its roster of sponsorship than any other Boston station. They have discovered, and put to work, what agencies and time-buyers generally may profitably ponder: that this station delivers proved results, and that any time, day or night, is a good time to advertise, to an audience so well assured, numerous and responsive.

Consult NBC Spot Sales for availabilities on WBZ and WBZA.



BLACKINGTON



BARRY



**WESTINGHOUSE RADIO STATIONS Inc**  
 WOWO • KEX • KYW • KDKA • WBZ • WBZA  
 REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX  
 KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

# AN AUTHENTIC SURVEY OF IN THE SYRACUSE

## At Last! The 1945 Factual, C.P.A. Certified

**T**HE city of Syracuse, where 205,967 people live in 55,452 radio homes, is the center of a 40-mile retail area where live 395,437 more people in 98,320 additional radio homes. Thus there is a total of 601,134 people, 153,772 radio homes in the 40-mile radius of station WSYR.

This is only a part of WSYR's more-than-a-million population primary coverage within its own market, but it is a concentrated market of extreme importance. For that very reason we determined to take the guesswork out of radio listening habits. We wanted an authentic poll on which we could place reliance.

So WSYR took the most logical step to obtain an unimpeachable survey of station *leadership* in this area. We

turned the problem over to two reputable Syracuse firms, specifying only that we wanted a conclusive mail study made and we authorized them to make such a study on a scientific basis. These firms were: The Syracuse Letter Company, and the accounting firm of Stover, Butler and Murphy.

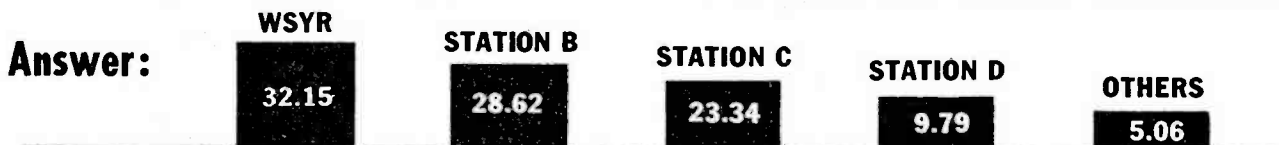
The results were truly amazing! Replies were received from 1 out of every 28 radio homes in the Syracuse retail area. A total of 5,493 were tabulated and certified.

The charts below carry the story. Here is the final answer to an authentic survey of the question of which station has leadership in one of the nation's richest markets.

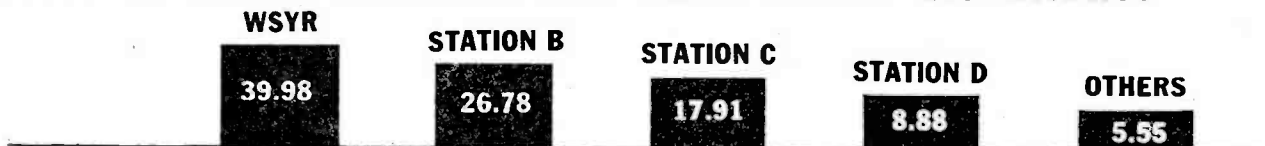
**Question: TO WHAT STATION DO YOU LISTEN MOST AT NIGHT?**



**Question: TO WHICH STATION DO YOU LISTEN MOST DAYTIME?**



**Conclusion: TOTAL AVERAGE DAY-PLUS-NIGHT LISTENERS!**



570 KC  
5000 W

**WSYR, Syracuse**

Represented by Paul H. Raymer Company  
ASSOCIATED WITH WTRY, WELI, WKNE

# RADIO STATION LEADERSHIP TRADING AREA!

## *Study of Radio Station Leadership*

(In Syracuse city limits only)

Question: **TO WHICH STATION DO YOU LISTEN MOST AT NIGHT?**



### Who is Your Favorite Radio Comedian?

|             |                |                   |                    |               |
|-------------|----------------|-------------------|--------------------|---------------|
| *Bob Hope   | *McGee & Molly | *Joan Davis       | *Abbott & Costello | *Bob Burns    |
| *Jack Benny | *Eddie Cantor  | *Charlie McCarthy | *Gildersleeve      | Burns & Allen |

*Listed in order of preference as shown by this study. \*Indicates heard over WSYR*

### Who is Your Favorite Radio Singer?

|              |               |                    |                 |              |
|--------------|---------------|--------------------|-----------------|--------------|
| *Bing Crosby | *Frank Munn   | Nelson Eddy        | *Richard Crooks | *Ginny Simms |
| Kate Smith   | Frank Sinatra | *J. Charles Thomas | *Dinah Shore    | *Dick Haymes |

*Listed in order of preference as shown by this study. \*Indicates heard over WSYR*

### Who is Your Favorite Radio Commentator?

|                |                        |             |                     |                |
|----------------|------------------------|-------------|---------------------|----------------|
| *Thomas Heater | *Vadeboncoeur Winchell | Lewis Ekins | Williams Kaltenborn | Swing St. John |
|----------------|------------------------|-------------|---------------------|----------------|

*Listed in order of preference as shown by this study. \*Indicates heard over WSYR*

• LEADERSHIP IS GAINED BY QUALITY PROGRAMS BACKED BY CAPABLE, SINCERE STATION MANAGEMENT. WSYR HAS THOSE FACTORS AND, MAKE NO MISTAKE, WSYR HAS LEADERSHIP



# ONE OF THE WORLD'S BETTER RADIO STATIONS

*50,000 Watts  
and Blue*

REPRESENTED BY JOHN BLAIR & CO.

# WWVA

WHEELING, W. VA.

YOU CAN BANK ON US!

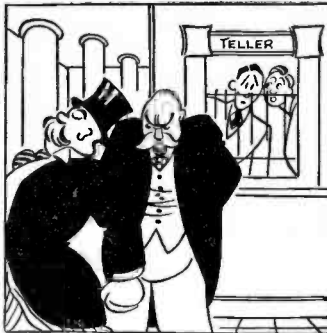


vision when sets are on sale and the art begins big time operation to develop audiences salable to sponsors. An inter-union dispute over jurisdiction is possible here, as none of the three organizations has relinquished its claim to control of this new field, but it is considered unlikely on the basis of the past history of these unions, which are all branches of the Associated Actors and Artistes of America, parent AFL theatrical union.

It has been pointed out that while television is somewhat like sound broadcasting and somewhat like motion pictures it is actually neither of them, but a new medium of communication that is just starting to develop. It requires of its backers a heavy capital investment and a willingness to operate for a considerable period of time with little or no income. Excessive demands from organized labor might well retard television's growth for many years; might possibly kill it altogether. Television broadcasters, on their part, must offer to labor reasonable wages for the sake of art at the beginning and ample opportunities for advancement as it develops if they are to attract the skilled workers they need from other fields.

## KONP Makes Debut

KONP, new local in Port Angeles, Wash., operating on 1450 kc with 250 w, went on the air this month with an informal three-hour open-house program which attracted more than 800 guests who inspected the station. A half-hour program, featuring the Port Angeles Concert Orchestra, was broadcast from the Elks' Temple. The following day KONP presented more opening programs including more than 20 transcribed salutes to KONP from other stations in the Northwest. KONP is owned and operated by Evening News Press Inc., local printing firm. H. J. McAllister, formerly of KVI Tacoma and KHQ-KGA Spokane, is general manager; J. P. Ernst, formerly of KVOB Bellingham and KTBI Tacoma, is chief engineer; Mrs. Mildred Ernst, lately of KPOW Powell, Wyo., is saleswoman and announcer; Mrs. Allen Munro, new to radio, is traffic manager; and Stan Parker, also new to radio, is operator-announcer. Studios are located at 313 W. First St., Port Angeles.



"After listening to WFDF Flint, the President bought an extra E-Bond."



BROADCASTING butchers preparing brew for 1,800 servicemen who were provided with food and entertainment at the Chicago USO when WBBM Chicago took the service club over are (l to r): J. Kelley Smith, station general sales manager; Ben Orloff, purchasing agent; Jack Van Valkenburg, assistant general manager.

## MacGregor Royalty

SETTING A PRICE on "know how", C. P. MacGregor Co., Los Angeles transcription service, has announced that firms using its recording facilities will pay a royalty of one cent per side on all phonograph recordings in addition to mechanical cost of original master. Commenting on the new fee, C. P. MacGregor, head of firm, said: "For fifteen years we have been building an experience of 'know how' in the recording business. We feel that we have much more to offer than the mere process of electrically recording and that we are entitled to participate in the success of any records we make along with the composers, publishers, artists and musicians union."

## Favor Congress on Air

BROADCASTS of Congress are favored by almost half the persons polled on that question in December by the WOR-Crossley Continuing Study of Radio Listening in the New York area. Men favored the proposition slightly more than women, with 52.3% of the 789 men interviewed voting "yes", while only 46.7% of the 2,706 women polled voted affirmatively. Congressional broadcasts would be authorized by a joint resolution introduced in the House by Rep. Coffee (R-Wash.) [BROADCASTING, Feb. 12].

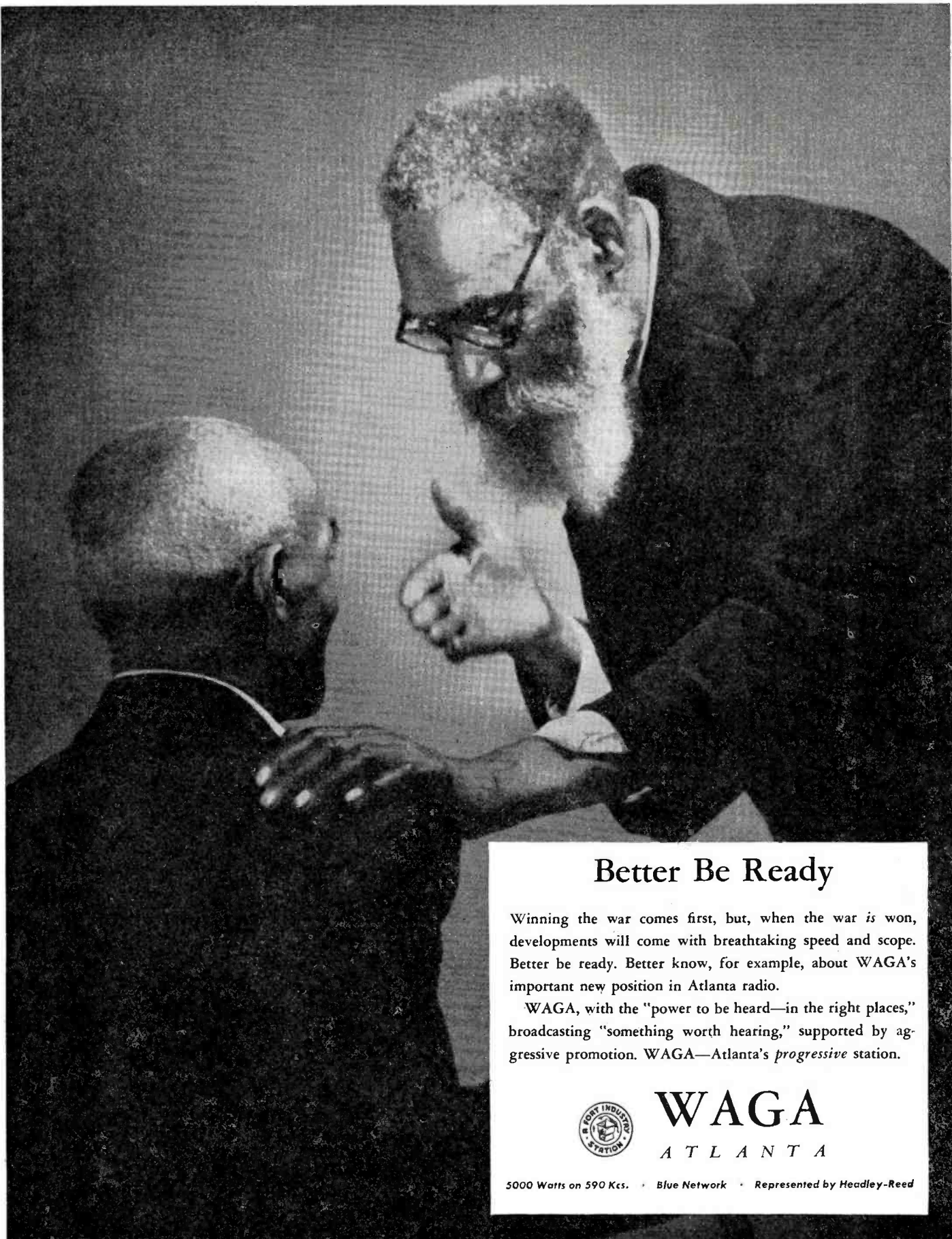
## SPORTS

MORE SPORTS  
COVERAGE

than all other Southern  
California radio  
stations combined.

# KMPC

LOS ANGELES  
710 Kc. 10,000 WATTS  
THE WEST'S GREATEST INDEPENDENT  
National Sales Representative • Paul H. Roymer Company



## Better Be Ready

Winning the war comes first, but, when the war *is* won, developments will come with breathtaking speed and scope. Better be ready. Better know, for example, about WAGA's important new position in Atlanta radio.

WAGA, with the "power to be heard—in the right places," broadcasting "something worth hearing," supported by aggressive promotion. WAGA—Atlanta's *progressive* station.



**WAGA**  
A T L A N T A

5000 Watts on 590 Kcs. • Blue Network • Represented by Headley-Reed

## DAIRY'S GUARANTEED FORMULA

Good Response Obtained from Program Dedicated  
To Employees in the Service

PROMPT and enthusiastic audience cooperation is practically guaranteed by a simple and inexpensive hook in the Pevely Dairy Co. program *Easy Listening*, 9-9:40 a.m., Monday through Friday on KWK St. Louis.

Written and produced by Huffman Adv. Agency, the program is dedicated to the 236 Pevely men and women now in uniform.

### Four Parts

It consists of four parts: (1) the introduction, explaining the purpose, (2) reminder to listeners to write friends and relatives in the services, and a tie-in with the various war drives, (3) the highlight of the show—a letter from, or a personal interview with a Pevely employee now in uniform, (4) the only commercial "selling" Pevely

products—a brief closing announcement. The program is interspersed with music and news of other Pevely employees in service.

The hook in the promotion is a plain mimeographed card, delivered, with the milk, daily, to all customers formerly served by the Route Salesman who is to be interviewed or whose letter is to be read over the air on a forthcoming broadcast. The card precedes that particular program by a day or two.

### It reads:

Remember Bill Jones, who as Route Salesman in your district was proud to serve you with Pevely Irradiated Milk and other Super-Test Dairy Products and who joined up with Uncle Sam? We have heard from him and you will be glad to know he is doing well.

The *Easy Listening* program at

## Lt. Randolph H. Ogg

LT. RANDOLPH H. OGG, USMC, and former member of the engineering staff of KGVO Missoula, Mont., was drowned in the South Pacific Feb. 4. Lt. Ogg was a radar specialist, in charge of a radio station on Johnson Island, 700 mi. southwest of Pearl Harbor at the time of his death. His wife, two children and his parents survive.

9:00 a. m. Feb. 15 over KWK is dedicated to him, and a letter will be read telling of some of his wartime experiences. If you care to write to him, send a letter to us and we shall be glad to forward it (etc.).

There is a flood of letters, 'phone calls and inquiries following each broadcast. A recording of the interview or letter-reading portion of the program is made during the broadcast by the Technisonic Recording Labs. This is pressed at 70 revs. for home phonograph reproduction and is given, by the dairy, to the serviceman or woman or to his family.

## GRIM BACK IN U. S.

'Voice of China' Returns  
For Speaking Tour

GEORGE GRIM, known as the "Voice of China" on XGOY, and former *Minneapolis Star Journal* & *Tribune* radio promotion director, is back in this country after a year and a half as radio advisor to the Chinese Government. Mr. Grim will speak to an estimated 50,000 Minnesotans on the political, economic and social picture inside China.

Leaving his radio post with the Minneapolis papers in March, 1942, Mr. Grim became a private in the Army, later earning a commission, and in 1943 the State Dept. borrowed him from the Army and loaned him to the Chinese Government which summoned him to Chungking. While there he worked with high officials of the Chinese Government and traveled throughout Free China.

Mr. Grim has been averaging three to five speeches daily before civic, professional and business groups on his current speaking tour which will end March 1.

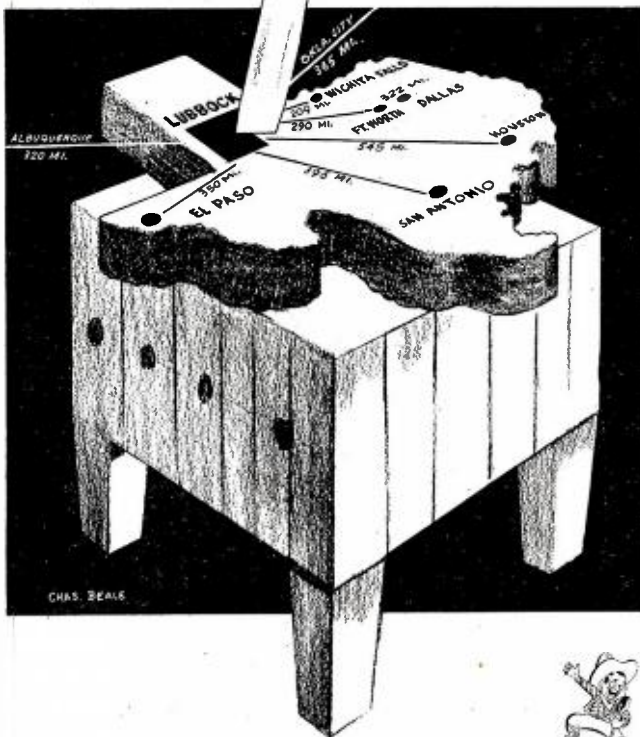
## N. Y. OWI Session

MORE than half of the 60-odd stations in New York State and northern New Jersey have already accepted an invitation to meet in New York March 7 to discuss with OWI officials the best means in which they can support the war effort. Date is the day before the NAB district meeting in New York, March 8-9. David Frederick, OWI director of war programs, and George Ludlum, radio director of the OWI's domestic branch, will meet with the broadcasters for an informal discussion of any problems now bothering the station men about the handling of war messages.

## 'Cafe Tropics' Shift

WITH purchase of half interest in *Cafe Tropics* by Tom Breneman, m.c. of daily Blue program, *Breakfast in Hollywood*, and his partners in the show, series shifts originating point to that restaurant on March 26. Associated with Breneman in deal are Raymond R. Morgan, head of Raymond R. Morgan Co., Hollywood advertising agency; Chet Mittendorf, KFWB Hollywood account executive, and John Masterson, program manager.

# 27 MILLION DOLLAR MEAT MARKET



ONE OF MANY  
SOURCES OF RICH  
SPENDING POWER  
FOR  
LUBBOCK

27 million dollars worth of meat can't leave a market without money turning over. Couple this juicy income with all the other activities we have out here and you have a fancy 147 million dollar effective income at which to smack. Wanta' know the best way to do the job, and at the lowest cost? Why, through KFYO, of course!

BLUE NETWORK AFFILIATE

MEMBER OF LONE STAR CHAIN

1340 ON YOUR DIAL

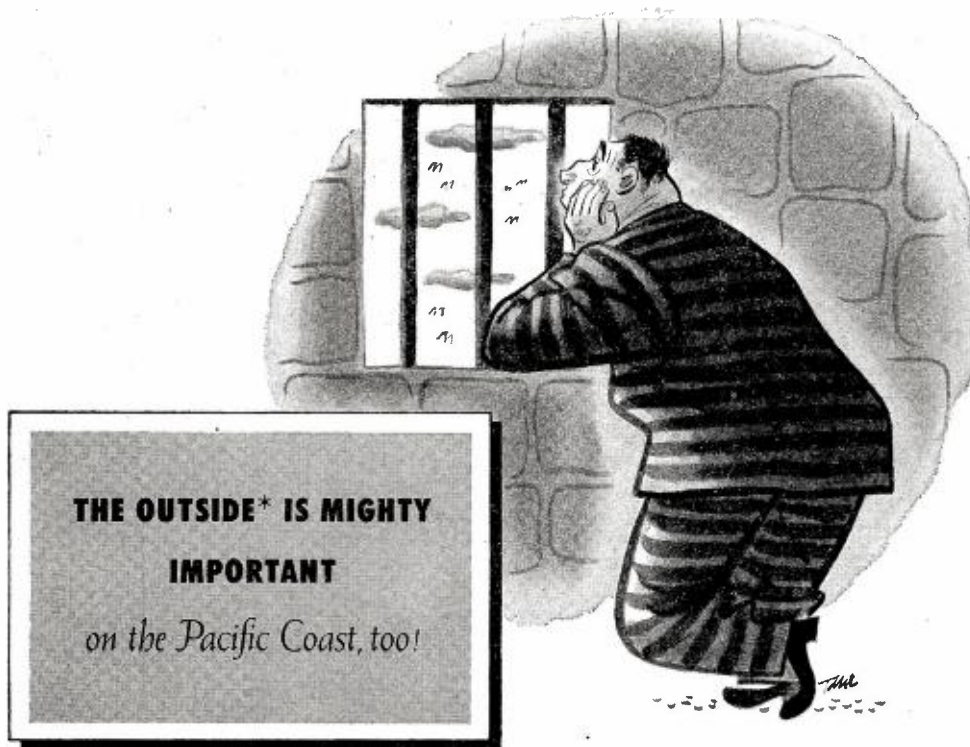
The Voice of the South Plains of Texas



**KFYO**  
LUBBOCK, TEXAS



**CAMPUS CHRISTIANS**  
427 WEST 5th STREET  
LOS ANGELES 13, CALIFORNIA



**\*Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.**

ALL 4 networks cover the "inside market" of the Pacific Coast, but only Don Lee completely covers the "outside market" (where half the retail sales are made).

How come? Because most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of the other networks doesn't work.

Don Lee is the only network with enough stations (38) to do the job. A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific

Coast) showed 60 to 100% of listeners in the "outside market" tuned to Don Lee stations.

Coverage of the "inside half?" Don Lee has that, too. Regular Hooper reports of the "inside market" reveal that during 1944 all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

All of which goes to prove that a good radio show on Don Lee has more listeners than the same show on any other network on the Pacific Coast.

*The Nation's Greatest Regional Network*



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

# This Institution Called



Graduate home economists conduct both "The Food Scout," informing listeners daily on best buys in produce by remote wire from the Kansas City food terminal, and "The Happy Kitchen," cookery clinic to aid housewives with their wartime problems.



CAROLINE ELLIS  
*Women's Commentator*



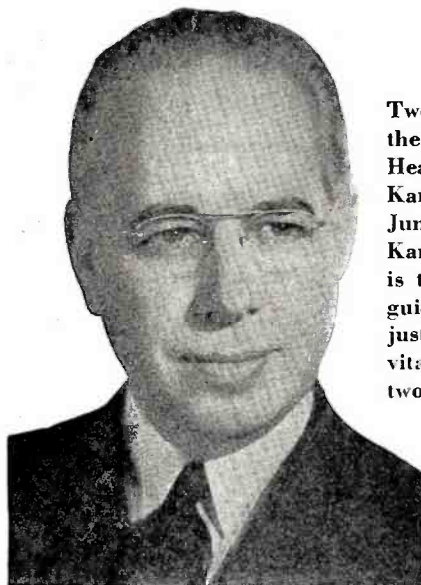
Homespun philosophy has made Caroline Ellis a network personality. Her "Happy Home" is widely recognized for the important wartime service it provides homemakers throughout the Heart of America.



By remote wire from *KMBC Service Farms*, 20 miles south of Kansas City, down-to-earth farm chats are broadcast three times daily. Modern farming methods are put into practical application, and listeners share in the findings.



PHIL EVANS  
*Director of Farm Service*

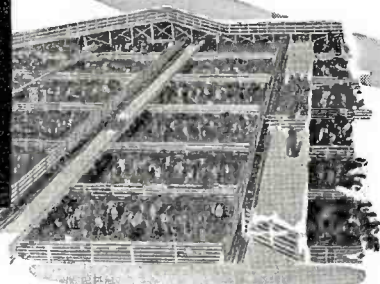


ARTHUR B. CHURCH  
*Founder and President*

Twenty-five years of radio have witnessed the growth of a great institution in the Heart of America known as *KMBC of Kansas City* — a basic CBS affiliate. In June, 1920, Arthur B. Church came to Kansas City to begin the building of what is today — *KMBC*. Under his pioneering guidance, *KMBC* has become more than just a radio station. Today it stands as a vital factor in the community life of almost two million middlewesterners.



BOB RILEY  
*Marketcaster*

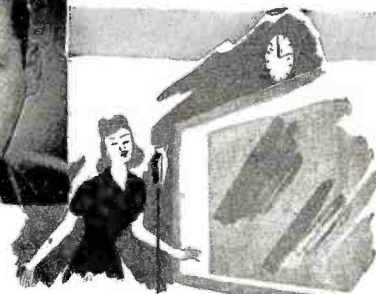


For the sixth consecutive year *KMBC* was granted by the Kansas City livestock interests, including the stock yards company, livestock exchange and the traders exchange the exclusive right to broadcast official reports direct from America's largest livestock building.

KARL KOEPPER  
*Vice President and Managing Director*



SAM H. BENNETT  
*Vice President and Sales Director*



*KMBC* is nationally known for the contributions of its executive staff to the progress of the broadcasting industry. In physical properties *KMBC* marks radio's 25th anniversary with newly remodeled and expanded offices, now on both the 10th and 11th floors of the Pickwick Hotel in Kansas City.

# KMBC of Kansas City



**RODERICK B. CUPP**  
Program Director



**JAMES W. McCONNELL**  
Artist Bureau Head

In its eighth consecutive season of successful Saturday night stands, KMBC's "Brush Creek Follies" with stars from its great talent staff is recognized as the Heart of America's top radio-stage show. From barn dance to exclusive broadcasting of the Kansas City Symphony, KMBC has the programs!

**ERLE SMITH**  
Managing  
News Editor

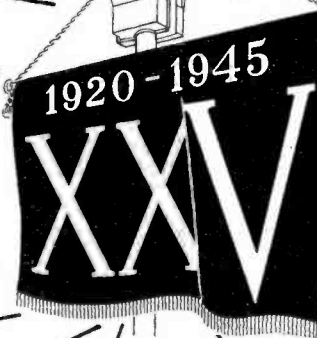


**JOHN CAMERON  
SWAYZE**



**HENRY GOODMAN**

After leadership since 1941 in the field of experimental high frequency transmission, KMBC-FM went on the air commercially in 1944 with perhaps the greatest schedule of any FM station. Here is another Arthur B. Church forward step in ever broadening horizons—an extra service at no extra cost!



Widely recognized for its department of full-time, expertly qualified newsmen, KMBC is first with the news from both Associated Press and United Press wire services.

## KMBC OF KANSAS CITY

Free & Peters, Inc.

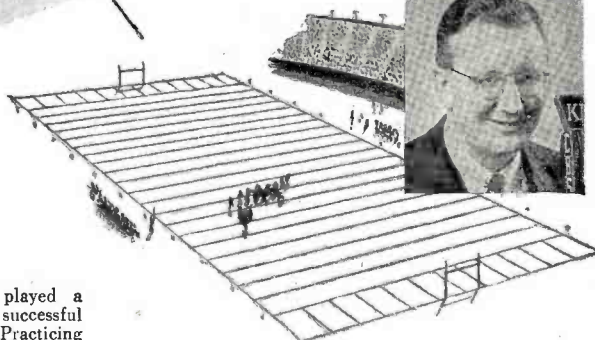
Of Course—KMBC-FM—an extra service at no extra cost  
SINCE 1928 — BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS



**E. P. J. SHURICK**  
Director of Promotion,  
Press Relations and Merchandising

Promotion has long played a prominent role in the successful operation of KMBC. "Practicing what it preaches," a generous budget is set aside each year for furthering the sales and prestige of KMBC's advertising clients.

**SAM MOLEN**  
Director of Sports



KMBC's sports coverage includes play-by-play accounts of important events plus twice nightly summaries from the field of sports. The "Three Ring Sports Circus" is one of radio's most unique program ideas.

## All's Unclear Ahead

WITH EACH passing day, the complexities of the business of broadcasting step up. Plans for postwar spectrumwide allocations are in the making, with oral arguments on the proposed new assignments scheduled next week. Now the FCC has called for May 9 a hearing to reappraise clear-channel service and assignments. Inevitably drawn into it is the burning issue of higher power.

An order of broad scope has been issued by the Commission. Conceivably, the FCC under it could consider (and possibly invoke) a full-scale realignment of standard broadcast service. It could make all channels clear, leaving to FM the urban service obligation of the future. Or it could make all channels non-clear, and relocate stations to provide equivalent service and signal strength throughout the country.

In calling the hearing—the first on clear channels since 1938—the Commission appears to be pursuing a properly indicated course. There are a half-dozen clear-channel duplication applications pending, as well as clear-channel station petitions for vastly increased power. The Commission must determine a policy before it can consider these applications. There's no chance, under existing wartime freezes, of doing anything about those applications. But when the war ends, both Government and industry should be set to go.

It is evident the Commission wants to get into all the facts. The order itself is enough to cause broadcasters to wince, for the topics run the gauntlet of social and economic as well as technical principles. Implicit in the order is the desire to determine whether there should be a general relocation of clear-channel stations, so optimum service could be provided. Then comes the question of whether a station perfectly located in the middle of the Great American Desert (from the technical standpoint) could survive economically. It couldn't.

The Commission doubtless will take into account the views of other nations on the hemisphere on clear channels. There's the announcement in this issue, for example, of Emilio Azcarraga, owner of XEW Mexico City, that he's shopping for a 1,000,000 w transmitter for installation when war conditions permit. That's twice the power ever used in the United States. The present maximum is 50,000 w. Other South American nations are talking power above 1,000,000 w.

Will we be content here, the cradle of radio, to have our neighbors blasting in with direct broadcast service?

We think the Commission should get the facts. First, however, we feel broadcasters, present and prospective, should be advised whether they will be permitted to operate FM and AM stations in the same market (and television too), and whether FM stations will be allowed to carry AM programs. All radio progress will be retarded, it is evident, if such dual ownership is not permitted and if dual program service is in any way blocked.

## Slave Radio or Free Press

CAN THE press remain free if radio is half-slave? Can the press stand by when the liberties of any medium are threatened?

Heed these words:

Free speech is bracketed directly with a free press both in the Bill of Rights and in the State Constitutions, and under that heading there is much to be pondered. . . . radio must rely for its freedom on that very principle of liberty which was penned in 1789. . . . If a free radio should find its very existence threatened, should not such a threat become the instant and commanding concern of a free press?

Those are not the words of a broadcaster or a legislator. They were spoken by Byron Price, on leave as executive editor of the Associated Press to serve as wartime Director of Censorship. The occasion was an address last week (page 13) on the installation of an original copy of the Bill of Rights in the Library of Congress.

Those challenging words demonstrate why Byron Price is one of the great journalists of our time and why he has won such high stature as a wartime official.

## Beating the Bandwagon

WAS IT NOT that esteemed journal of the Fourth Estate, *Editor & Publisher*, which stated editorially that the Broadcast Measurement Bureau plan for determining size of listening audience was inadequate?

If the gentlemen of the press will be seated for a moment, we will quote-unquote from a news story appearing on Page 23 of the Jan. 28 issue of the *New York Herald Tribune*, a newspaper distinguished for its reportorial integrity and perhaps for the fact that it owns no broadcasting station.

QUOTE A growing practice of overcharging for radio repairs here was blamed yesterday by leading radio distributors on a flourishing black market in scarce parts and materials and the apparent willingness of many radio owners to pay almost any price in order to get ailing sets into working condition again. UNQUOTE

Any practice which encourages a black market is regrettable. We do not condone it. But it is interesting, is it not, that people will pay any price to get their radio receivers in working order?

Springing lightly from this premise, one can only suggest that if *Editor & Publisher* does not choose to believe the evidence which will be forthcoming when BMB gets underway, it might turn to the columns of the distinguished periodicals which it represents as a trade journal.

Meanwhile it behooves broadcasters to move with all determination toward making effective the proposed plan for establishing standard measurements of radio audiences. Broadcasters no longer should expect national advertisers to accept heterogeneous standards, some good and some bad, in allocating their radio budgets. The enthusiastic support given to the BMB by the AAAA and the ANA is in itself evidence that a standard plan is desirable.

The BMB, which is attracting supporters as the Bureau's president, Hugh Feltis, tours the NAB regional conferences, may not fulfill all requirements. Neither does the ABC for newspapers. But the BMB is a step in the right direction, a step that can become a measured stride if broadcasters throughout the nation will join up now and not wait until the bandwagon is moving along under full throttle.

## Our Respects To -



LT. COL. JOHN S. HAYES

THIS is the American Forces Network with the AEF on the road to Berlin!

That phrase, uttered a hundred times a day, is the banner cry of American radio sending American programs to a G. I. audience ploughing democracy into soil of Europe.

The man principally responsible for that welcome salutation is a young, curly-haired lieutenant colonel whose identity card reads "John S. Hayes". (The "S" stands for nothing.) Radio remembers Johnny Hayes as the hard-hitting young Mutual exec for whom everyone predicted big things.

Hayes joined the American Forces Network at its inception on July 4, 1943, as captain. The network then consisted of five 50 w transmitters pumping out four hours of programs a day, with a programming staff of nine.

Several months later, in February of '44, he achieved his majority, and shortly thereafter attained to the complete management of the operation.

Under his banner, the net expanded. The primary job entrusted to the colonel by the High Command was the planning of the transmitter set-up peculiar to the needs of a substantial but scattered audience spread throughout the breadth of the United Kingdom.

He had soon secured for the network with the aid of the BBC and a crack engineering staff, personally gleaned from the rolls of former radiomen in the States, a unique transmitter set-up insuring a maximum of spot coverage erected in a minimum of time with an enviable slight expenditure of personnel and equipment.

As the network grew physically, it became imperative that the programming aspects keep pace. Hayes combed the war theater for high grade broadcasting personnel with station or network experience. Before he had concluded, his staff comprised a cross section of American radio transplanted to the soil of the United Kingdom. The backgrounds of his men, incidentally, read like a station listing in a *BROADCASTING Yearbook*.

Represented, among many others, were announcers from WMAL Washington, WCCC Minneapolis, NBC New York, WLS Chicago, KYW Philadelphia, KMOX St. Louis. Continuity and production men sprung from WLW Cincinnati, CBS New York, WIP Philadelphia, WBBM Chicago. Backgrounds of the engineers were equally widespread.

In short, by D-Day, Hayes had weaned the organization from its original staff of nine  
(Continued on page 49)

**It takes an INFORMED Community...to do a Community's job!**



No preachers, but practical doers, RED'S GANG of KOIN passed around a March of Dimes milk bottle on each day's broadcast until they had filled it with their own money. Listeners said "Count me in!" with hundreds of contributions. Another job for Red's Gang: whipping out their Western music for crowds at March of Dimes sidewalk booth.

From GEORGE H. BUCKLER, Chairman Multnomah County March of Dimes:

*"Our drive has gone over the top. Needless to say, we feel that KOIN did more than its part in helping us reach our goal... The broadcast (Footprints in the Mile of Dimes)—interviewing victims aided by our funds—helped a great deal in telling the public just where the money goes, and what good it does."*

This year the Polio Fund quota of Portland and Multnomah County was \$100,000. And the community did its job by oversubscribing... to the tune of \$150,000. Sympathetic understanding by the community of the job to be done started with KOIN'S traditional Christmas broadcasts from Shriner's Hospital for Crippled Children... culminating during drive with broadcasts ranging from shiplaunching that opened the campaign... to FOOTPRINTS IN THE MILE OF DIMES, a compelling visit to polio victims in iron lungs, swim pools, hospitals and scattered homes. One of the most successful Public Service programs ever entered in KOIN's log.

KOIN's Johnny Carpenter went directly to polio victims. His broadcast tour included this pool-side chat at Portland's Jewish Community Center.



Kept alive by iron-lung, this young mother gave impressive climax to Johnny's "Footprints in the Mile of Dimes" broadcast.



# KOIN

PORTLAND OREGON



FREE & PETERS, Inc.

Nat'l Representatives

# first

in  
POPULAR APPEAL

AND  
PRESTIGE

Biggest audiences  
offer biggest sales  
opportunities... and  
WRC's prestige in  
the minds of listeners  
provides an extra  
sales push.

*and it's been True  
for 21 years...  
continuously!*

# WRC



REPRESENTED BY NBC SPOT SALES

## Washington

## Personal NOTES

**HORTON HEATH** has been appointed director of information of NBC, succeeding **ALBERT E. DALE**, who resigned Feb. 15. Associated with RCA interests since 1936, Mr. Heath joined NBC in January of last year as assistant to **FRANK E. MULLEN**, vice-president and general manager. Joining RCA as assistant manager of the information department, Mr. Heath was promoted to manager in 1939, and became director of advertising and publicity in 1940.

**HARRY D. HENSHEL**, former president and general manager of WOV New York, has been promoted from major to lieutenant colonel. He is attached to headquarters, 12th U. S. Army Group, in France.

**MILTON A. ROMNEY**, with RCA Victor Division two years as sales representative in the Chicago regional office, has been appointed sales manager for RCA 16 mm equipment in the Cleveland area, covering Ohio, Michigan, West Virginia, Kentucky and western Pennsylvania.

**MARK WOODS**, Blue president, and **WILLIAM FEINBERG**, AFM Local 802 president, have been named chairman and vice-chairman respectively of a joint labor-management committee to cover the entertainment industry in New York in war fund drives. **ROBERT SWEZEY**, MBS vice-president, is chairman of the radio division.

**H. A. JOHNSON**, national advertising manager of the Capital Times, Madison, Wis., since 1929 and both the Capital Times and Wisconsin State Journal since 1939, has been appointed business manager of WIBA Madison, effective March 1. **L. E. HEINDEL**, advertising director, is assuming supervision of the papers' national advertising department.

**MAJ. GEORGE O. GILLINGHAM**, for two years on leave from his post as chief, information section, FCC, last week was appointed chief of the information branch in the office of the Chief of the Chemical Warfare Service. He headquarters in Washington.

**BRIG. GEN. DAVID SARNOFF**, RCA president on leave, delivered an address Feb. 18 at the Hotel Astor, New York, before 800 guests attending a "One World" dinner honoring the late Wendell Willkie. Gen. Sarnoff accepted from Mrs. Willkie a silver plaque and scroll citing the General for his "contribution to international understanding".

**WILLIAM PABST**, manager of KFRC San Francisco, has been designated by the networks to coordinate radio preparations for the World Charter Conference to be held in that city in April.

**WALTER HOLOHAN**, former member of the advertising department of the Chicago Daily News, has joined the Blue local and spot sales office in Chicago.

**HERBERT SONNENBURG**, former sales promotion director of WCCO, Duluth, Minn., has been appointed to a similar post by Don Lee Broadcasting System, Hollywood. He was at one time account executive of Stewart-Taylor Adv., Duluth.

**ALEX COE**, new to radio, has become a member of the sales staff of KMAC San Antonio.

**HOWARD CHASE**, chairman of the board of governors of the Canadian Broadcasting Corp., flew to England to attend the conference of British Commonwealth broadcasters at London, which opened Feb. 15. Accompanying him were **E. L. BUSHNELL**, CBC director-general of programs, and **GORDON OLIVE**, CBC chief engineer. They are expected to be at the conference for some weeks and then to tour the war fronts where the CBC has its war correspondents and recording units.

**MAJ. I. E. LAMBERT**, who has been doing special work for A. L. ASHBY, vice-president and general counsel of NBC, at present is handling the work formerly supervised by J. A. McDONALD, assistant general counsel, now general attorney for the Blue.

**CAPT. JOHN A. KENNEDY**, president of the West Virginia Network on leave in the Naval Reserve, is in Florida for several weeks. He recently returned from an overseas mission visiting Naval bases in both the Mediterranean and European theatres. The temporary leave is upon advice of Navy doctors.

## BRYAN IS LIBERATED FROM PRISON CAMP

**WRIGHT BRYAN**, special correspondent for WSB Atlanta and the Atlanta Journal, captured by the Germans last fall, has been liberated,



according to word received by Mrs. Bryan from AP Correspondent Eddy Gilmore in Moscow.

There are no details on Bryan's liberation, but Gilmore said that he is "free, well and safe".

### Mr. Bryan

Bryan is known to have been at Oflag 64, near Szubin, Poland, as late as Dec. 10. Oflag 64 is one of the prisoner of war camps liberated by advancing Red Army troops. Bryan was captured near Chamount, France, Sept. 12, 1944. He was slightly wounded. He was the first to return from the Normandy beaches with an eyewitness account of the landings, reciting the details of his flight to the coast of France with the first squadron to deliver Allied troops. Managing editor of the Journal and a WSB commentator, he went to England in the fall of 1943.

## Westinghouse Changes Names of Two Divisions

TO DESCRIBE more accurately the functions of the Radio Division and the Radio Receiver Division of the Westinghouse Electric & Mfg. Co. their names have been changed to the Industrial Electronics Division and the Home Radio Division respectively. Walter Evans, vice-president in charge of all radio, radar and electronics activities, announced last week.

In keeping with plans made last year under which all postwar production of radio and television receivers will be coordinated in one plant, the Home Radio Division has moved from temporary quarters in Baltimore to a permanent location in Sunbury, Pa.

### Correction

**A. GAUTHIER** of CHLT Sherbrooke, Que., and president of the Quebec Broadcasters Assn., was elected vice-chairman of the board of directors of the Canadian Assn. of Broadcasters at Quebec. G. R. A. Rice, president of the Western Assn. of Broadcasters, had been incorrectly reported new vice-chairman of the CAB board [BROADCASTING, Feb. 19].

**NORMAN J. DICKENS**, formerly of WTAM Cleveland and WFLA Tampa, has been named commercial manager of WBAP-KGKO Fort Worth.

**SIDNEY J. FLAMM**, vice-president and general manager of WPAT Paterson, N. J., has been appointed director of radio publicity for the American Red Cross War Fund Drive in North Jersey.

**JOHN E. ROYAL**, NBC vice-president in charge of television, is at NBC's West Coast headquarters for three weeks to discuss video plans for Hollywood. He plans to address the Advertising Club of San Francisco on television.

**J. B. FUQUA**, vice-president and general manager of WGAC Augusta, Ga., on Feb. 10 married **DOROTHY CHAPMAN**, formerly with the Augusta Concert Bureau. Wedding was recorded by WGAC engineers.

# WINN

## LOUISVILLE



*Basic Blue Network*

*Represented by*

**PEGGY STONE**, New York

**GEORGE ROESLER**, Chicago

**HOMER GRIFFITH  
COMPANY**

*Hollywood & San Francisco*

**HARRY McTIGUE**

*General Manager*



**REL IN PHILADELPHIA  
FM STATION WFIL-FM**

Frequency: 45.3 megacycles  
Input to final amplifier: 11.3 KW  
Antenna Output: 10 KW  
Total hours operation to date: Over 4,500  
Type of Transmitter: REL No. 520 DL

WFIL-FM has been functioning successfully since November 10, 1941. High above the city of Philadelphia, this station's huge tower is a monument to REL's pioneering in staticless, high-fidelity Frequency Modulation, utilizing the Armstrong Direct Crystal Controlled Phase Shift System of Modulation.



*Sales Representatives*

**MICHIGAN**  
M. N. Duffy & Co., Inc.  
2040 Grand River Ave., W.  
Detroit, Mich.

**MIDWEST**  
REL Equipment Sales, Inc.  
612 N. Michigan Blvd.  
Chicago, Ill.

**PACIFIC COAST**  
N. B. Neeley  
5334 Hollywood Blvd.  
Hollywood, Cal.

**PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION**

**RADIO ENGINEERING LABS., INC.**  
*Long Island City, N.Y.*

SOMEONE  
IS ALWAYS

First



ABRAHAM LINCOLN  
Helps

"Professor" Gardner,  
soap advertiser, with a  
good-natured testimonial,  
quoting "Mrs. L." as a  
soap expert

WHBQ

was the first  
radio station in  
Memphis to sell  
6-day a week strip  
program to local  
advertiser.

P. S. He is still on 6 days  
a week in his 16th year  
of continuous advertising  
exclusively on WHBQ.

South's 24-Hour Station

WHBQ

BOB ALBURY, General Mgr.

Your MUTUAL Friend

Memphis, Tennessee

Represented by RAMBEAU

## BEHIND the MIKE

**RALPH HOWARD PETERSON**, recently returned from 11 months in the Mediterranean theatre where he covered the Sicilian and Italian campaigns, has been assigned night director of news at WRC Washington. **LEONARD SCHLEIFER**, returning to Washington after a brief period at the NBC newsroom in New York, will cover the Army and Navy.

**MARTIN BLACK**, formerly with NBC, is now on the announcing staff of WGKY Charleston, W. Va.

**ROBERT WAGNER**, a senior in the arts college at Ohio State U. and former announcer at WJHL Johnson City, Tenn. and WLOK Lima, O., has joined the announcing staff of WBNS Columbus, O.

**BILL BRYAN**, former news director, has been appointed director of programs and news; **PAUL BUENNING**, formerly in charge of programs, has been named production manager, and **JERRY MARX** is now news editor in a general reorganization of the program department of KOMA Oklahoma City.

**CHARLES T. LYNCH**, program director of WBRY Waterbury, Conn., is the father of a boy.

**WILLIAM P. WHITE** and **ROY MURRAY SCHWARTZ**, both new to radio, have joined the announcing staff of WBRY Waterbury, Conn.

**HERB HUNTER**, formerly of KDAL and WDSM Duluth, is now sports editor and **KEN SANDAHL** is new assistant in the news room at WDAY Fargo.

**DICK BRAY**, veteran Cincinnati sportscaster formerly of WKRC and WSAI, on Feb. 19 joined WCKY Cincinnati.

**DICK MABRY**, announcer of WIBG Philadelphia, is the father of a girl.

**ALEX ROBB**, manager of NBC package sales division, Hollywood, has taken on additional duties as assistant to **LEW FROST**, western division program manager.

**PIERRE ANDRE**, Blue staff announcer, is in the Highland Park Hospital, Chicago, recuperating from pneumonia.

**JOE PECK KILGORE**, program director of KVAK Atchison, Kan., and **DOTTIE TAYLOR**, traffic manager, have been married. Both bride and groom have been employed at KVAK for five years.

**NANCY HUSPETH**, member of the continuity staff of WINN Louisville, and **DICK RUSSELL** of the station's engineering staff, have been married.

**JACK FOSTER**, m.c. of "Home Folks Frolic" on WHBL Sheboygan, Wis., is the father of a girl.

**CLIFFORD EVANS**, former newspaperman and news commentator of WLBB New York, has been named news and special events director.

**PETER CAVALLO Jr.** will leave the Chicago NBC production staff Feb. 28 to free-lance.

**SAM WOODALL Jr.**, released from the Army Air Corps, has joined the announcing staff of WKEW-WGR Buffalo. Prior to his enlistment in the Army he was a staff announcer at WRVA Richmond.

**MRS. MARION RINGLER ALLEN**, formerly in the continuity department of WBAP-KGKO Ft. Worth, has been named assistant production director.

**LYNN TRAMMELL**, formerly assistant to **JAMES BYRON**, WBAP-KGKO news editor, has been named head of the transcription department. **KATHERINE BARNES**, graduate of the New York U. Radio Institute Workshop, is new assistant in the continuity department.

**ERNE SAUNDERS**, formerly with NBC New York, has joined WCHS Charleston, W. Va. as sports editor and special events announcer.

**BOB ZELEN**, former staff announcer of WGES Chicago, has joined WJJD Chicago.

**GEORGE HENRY**, released from the Coast Guard, has joined KYA San Francisco as announcer.

**CPL. FRED BARR**, former program director of WWRL Woodside, N. Y., is now serving with an anti-aircraft unit in the Philippines as radio operator.



**CAPITAL COVERAGE** for WBOW Terre Haute, WGBF Evansville, and WAOV Vincennes is performed by Jean Ferris, (l) Washington correspondent for the Indiana stations, who interviews Rep. Noble J. Johnson (R-Ind.). George Jackson (r) is WBOW general manager.

**CAROL PIGGOTT** has joined **WHIT** New Bern, N. C. as copywriter, and **BILL GIVENS**, formerly of **WENY** Elmira, N. Y., has joined the **WHIT** announcing staff.

**J. RICHARD ANDERSEN**, continuity writer of **KSL** Salt Lake City, has married Margery Sperry, Salt Lake City.

**FRED W. BRIGGS**, veteran West Coast and Honolulu announcer, actor and program director, is now a member of the announcing staff of **WJW** Cleveland.

**LEONARD VALENTA**, announcer of **WTTM** Trenton, N. J., has shifted to **KGFJ** Los Angeles.

**FRANCIS X. ZUZULO**, with the Mutual press department since last September, has been named **MBS** trade news editor, succeeding **MARGARET GARDNER**, now in charge of magazine and syndicate contracts.

**MILDRED BAILEY**, director of women's activities of **WTAG** Worcester, will join **WCOP** Boston as home economist March 5.

**ROGER (BOB) CHASE**, former announcer and producer with **WIL WJJD** WRKB has joined **WOR** New York as announcer.

**LAWRENCE TIGHE**, who was senior news writer on **Blue's** San Francisco staff, is now attached to **Adm. Nimitz'** staff, Pacific Fleet Headquarters, as a **Blue Network** war correspondent.

**BETTY CAPE**, formerly in the radio sales division of **CBS** in New York, last week joined **Yankee Network** to take charge of presentations.

**BILL CONWAY**, formerly with **WSAN** Allentown, **WHLD** Niagara Falls and **WILM** Wilmington, has joined **WTBO** Cumberland, Md., as announcer and sportscaster.

**ROBERT McCORMICK**, **NBC** war reporter who returned to this country last October after a year in the Pacific, has returned to that area.

**SYDNEY MOSELEY**, commentator on **WOR** New York, is completing a book on radio "From Fleet St. to Times Square" to be published in the fall by Longman's Green & Co. Volume covers Mr. Moseley's observations as writer and commentator in this country and England.

**LOU J. CONTERNO**, news and feature writer in the New York office of the **OWI** Overseas Branch, has joined the press department of **MBS**.

**GENE FILIP**, **WGN** Chicago news-editor, on Feb. 10 married **LT. (j. s.) DOROTHY G. MCKINLYE**, Navy nurse, whom he met when on leave in Sidney, Australia, in September 1943 while serving overseas as **AAF** bombardier.

**TED MURPHY** and **JIM MATTHEWS**, both recently discharged from the armed service, have joined **CKEY** Toronto as newscaster and publicity manager, respectively. Mr. Murphy was with **CKCO** Ottawa before going into the Army.

**BOB HALL**, writer-reporter of **Blue** western division publicity department, has been appointed photo editor. **GORDON WILLIAMS**, released from the Army and formerly with the **Kansas City Star**, has assumed Mr. Hall's former duties.

**JOHN ZOLLER**, **NBC** Hollywood producer of "Cavalcade of America", with Feb. 19 broadcast assumed full production duties.

**DICK VASSY**, traffic manager of **WGAC** Augusta, Ga., is the father of a boy.

## William H. Parmalee

**SGT. WILLIAM H. PARMELEE**, 21, formerly in the transcription department of **KHJ** Hollywood, was killed in action in Germany Jan. 25 according to information received. He was attached to the First Army. Surviving are his parents and a brother, Jack, Merchant Marine ensign and former sound effects man at **KHJ**.

## NBC Revamps, Expands Press Department Staff

IN a reorganization of the **NBC** press department and expansion of the staff to fill all vacancies, **Marian Chapman**, who has been writing publicity for network programs, has been named publicity director of **WEAF** New York, succeeding **Richard Connelly**. Mr. Connelly last week became **NBO** trade news editor, replacing **Alan Kalmus**, now **NBC** television editor.

**Gerald Quisenberry**, of **Transradio** News Features, has been named magazine editor, post formerly held by **Walter Schneider**. **Frederica Montgomery**, formerly in **Harper Bros.** literary department, has been named his assistant. **Leo Hershdorfer**, named news editor on the press staff, is a former **New Jersey** newspaper man.

Four new members of the writing staff include **Milton Marshall**, **George Wolf**, **Helen Leaf** and **Marney Glavin**. Mrs. Glavin has conducted a program on **WMFF** Plattsburg and served with the **OWI** overseas branch 1942-43. Miss Leaf is former assistant to **Irene Kuhn**, **NBC** assistant director of information.

FROM airwaves to screen is the plan for a radio series, *The Callahans*. **Columbia Pictures** has bought screen rights to the program tested last summer on **WMCA** New York. **Fritz Blocki** wrote and directed the series which is expected to return to the air soon. **William Morris Agency**, **New York**, is negotiating for a sponsor.

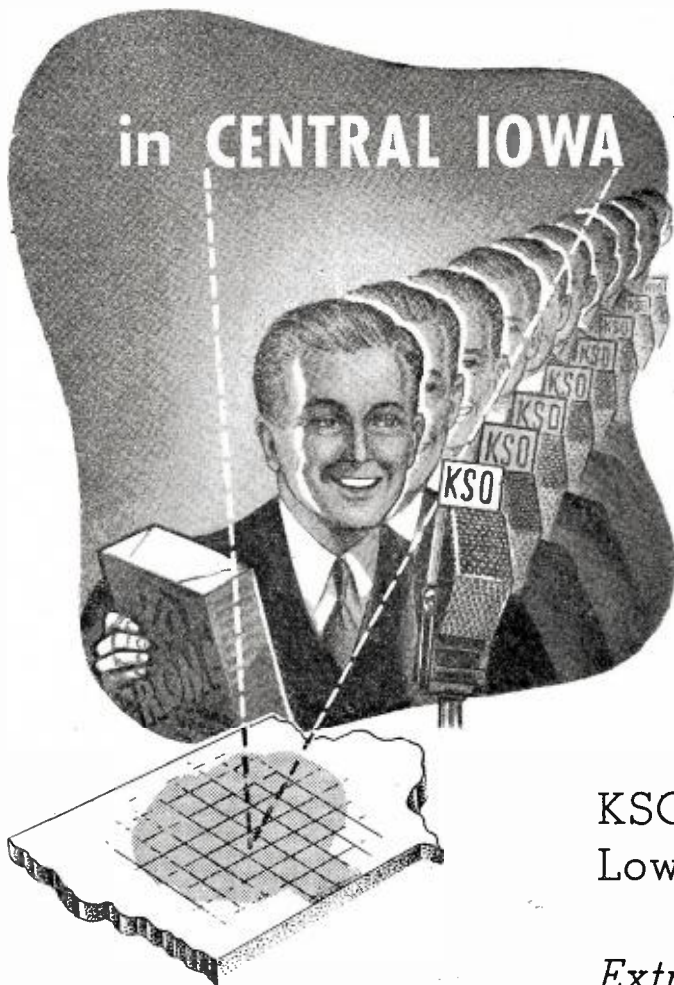
WDRC

HARTFORD 4 CONNECTICUT  
WDRC-FM

CONNECT IN  
CONNECTICUT

... especially in Hartford,  
leading all other cities in  
the State both in percentage  
of gain and total retail sales  
for February 1945. (See  
Sales Management Maga-  
zine.)

in **CENTRAL IOWA** You Get...



**More Sales Contacts  
at No Extra Cost  
.....Over KSO!**

KSO's Concentrated Coverage..  
Lower Rate Helps You Hit Your  
Listeners *oftener* with  
*Extra Sales Messages* .....  
..... at *No Extra Cost!*

**Flash!** Latest Hooperating:  
KSO 1-2 in Des Moines'  
Daytime Coverage.

You get *more effective coverage* of the rich Des Moines and Central Iowa Market at *less cost* over KSO. Your budget goes farther, hits listeners *oftener* with *added sales messages*—at *no extra cost* to you.

KSO really goes to work for you. It has the kind of programs, staff that *builds* listening audiences . . . audiences for your sales stories. And backs up your advertising with the kind of *aggressive merchandising* that sells . . . *sells* . . . **SELLS!**

KSO is selling merchandise for General Mills, Eversharp, Westinghouse, Dr. Pepper, Bristol Myers, Woodbury's, and many others. Get this KSO *sales action* for yourself, *now*. Write for KSO's *sales-minded* proposition today.

BLUE and MUTUAL  
'TIL JUNE 16

...Then...

**KSO Goes Basic  
COLUMBIA!**

DES MOINES  
IOWA

**KSO**

5000 WATTS  
DAY & NIGHT

OWNED AND OPERATED BY KINGSLEY H. MURPHY  
GEO. J. HIGGINS, GENERAL MANAGER

HEADLEY-REED CO., National Representatives



# THE Business of BROADCASTING

## Successful Campaign

**WESTERN CARTRIDGE Co.**, division of Olin Industries Inc., East Alton, Ill., made profitable use of radio in its recent campaign to recruit urgently needed workers. Company sponsored three live half-hour programs on KSD St. Louis, which carried additional appeals for workers in the St. Louis Ordnance Plant, also operated by Olin Industries. Newspaper advertising was used along with radio and thousands of workers were secured.

## Opens Chicago Branch

**SCHOOL of Radio Technique**, New York, will open a branch in Chicago March 1 under the direction of Franklin Hauser and John F. Gilbert. The school specializes in business, promotional and production activities of radio. There are also courses in broadcasting technique for teachers of the city schools. New York address is RKO Bldg., Radio City. Chicago location is 228 S. Wabash Ave.

## Enlarges Schedule

**ALEXANDERS**, New York department store located in the Bronx, which has signed a 52-week contract for a half-hour audience participation program on WMCA New York, is continuing to enlarge its radio budget as a result of success achieved through its current schedule on four New York stations. New program on WMCA titled *Hello Neighbor* originates in the store itself and features interviews with shoppers and news about personalities and places in the Bronx. Various public service organizations are invited to participate. Joe O'Brien, m.c., also conducts on WMCA for Alexander, Quizdom Class, weekly half-hour quiz contest for high school seniors, offering \$1,000 college tuition award to the final winner. Store also sponsors thrice-weekly quarter-hour musical on WMCA and has run spot announcements for the past year on WHN WBNX New York and WFAS White Plains. Business placed direct.

## Waltham Names Ayer

**WALTHAM Watch Co.**, Boston, has appointed the New York Office of N. W. Ayer & Son to handle its advertising. E. R. Dunning, vice-president in charge of new business at Ayer was in Boston last week discussing future media plans. Firm sponsored Summer Welles on Mutual for 13 weeks ending Jan. 31, the cancellation attributed at that time to Government restrictions on watch production for civilian use.

## Meier Appoints Vanguard

**B. MEIER & SON**, New York food distributor, has appointed Vanguard Adv., New York, to handle advertising of Golden Center Toasted Wheat Germ, promoted on WHN New York. Radio is being considered in media plans for next fall, as the product is primarily a "cold weather" consumer item. Use of radio will depend on the progress of distribution, now limited largely to the East and Midwest.

## Michelson Survey

ANNUAL survey conducted by Charles Michelson Radio Transcriptions, New York, shows a greater increase in the use of transcribed programs during 1944 than in any previous year since 1938. Of advertisers questioned, 76% used transcription campaigns during the past year in one or more instances. Of those who participated, 46% favored the use of transcribed quarter-hour shows. 34% liked spot announcements and 20% favored local live shows.

## WEEI Dinner

A DINNER was given by WEEI Boston last week for group of about 150 advertising agency executives and clients at which Harold E. Fellows, WEEI general manager; Howard Meighan, eastern sales manager for Radio Sales Inc., and Paul Hollister, CBS vice-president in charge of sales promotion, explained various survey techniques used to measure radio efficacy. Mr. Meighan's talk was illustrated by slides, outlining the Hooper, CAB and BMB survey methods.

## Feb. 1 on Feb. 2

KSL Salt Lake City has received a letter from Lt. Harvey T. Helm in the Solomon Islands stating that on Feb. 2 at 12:15 midnight he heard a program aired by KSL at 7:15 a.m. Feb. 1 on the regular broadcast frequency. Program was received on an obsolete aircraft set with a 10-ft. aerial located on Kilauea approximately 7,000 mi. from Salt Lake. Reception was clear.

## Firm Merger

**LARRY STEVENS'** New York publicity firm will be merged March 1 with Hope Assoc. Corp., New York, agents specializing in musical and commercial publicity. Mr. Stevens becomes vice-president in charge of sales with E. F. Winslow as general manager and M. R. Francis as chief account executive.

## Milani in So. Cal.

**MILANI FOOD PRODUCTS Co.**, Chicago (French dressing), has extended its campaign in southern California with a schedule of chain breaks and a daily quarter-hour program over KECA Los Angeles. Station breaks over KFMB San Diego are included in new schedule. Agency is Garfield & Guld, Los Angeles.

## Oven Bakers Name Kent

**OVEN BAKERS Inc.**, Port Chester, N. Y., has named Tracy Kent & Co., New York, to handle advertising of Arnold bread and rolls. With distribution extending from Boston to Washington, firm now sponsors John B. Kennedy on WJZ New York and may expand radio schedule.

## M-G-M Adds WOR

**METRO-GOLDWYN-MAYER**, New York, has added thrice-weekly sponsorship of Sydney Moseley on WOR New York to an expanding list of stations signed to carry M-G-M picture promotion on long-term contracts. Agency is Donahue & Coe, New York.

## 'Chick Carter' Co-Op

MBS has now made arrangements to make "Chick Carter, Boy Detective" a Charles Michelson transcribed juvenile program, available for local sponsorship under the network's new cooperative program department plan.

## Ross Is Correspondent

**SAM ROSS**, news editor of CKWX Vancouver, has been appointed war correspondent for the 30 stations represented by All-Canada Radio Facilities Ltd., Calgary, Winnipeg, Toronto and Montreal, and will shortly go overseas according to H. R. Carson, president of All-Canada Radio Facilities. He will be the second war correspondent from privately-owned Canadian stations to be sent overseas. Before joining CKWX about a year ago, Mr. Ross was general manager of Press News Ltd., radio news subsidiary of Canadian Press (Canada's AP).

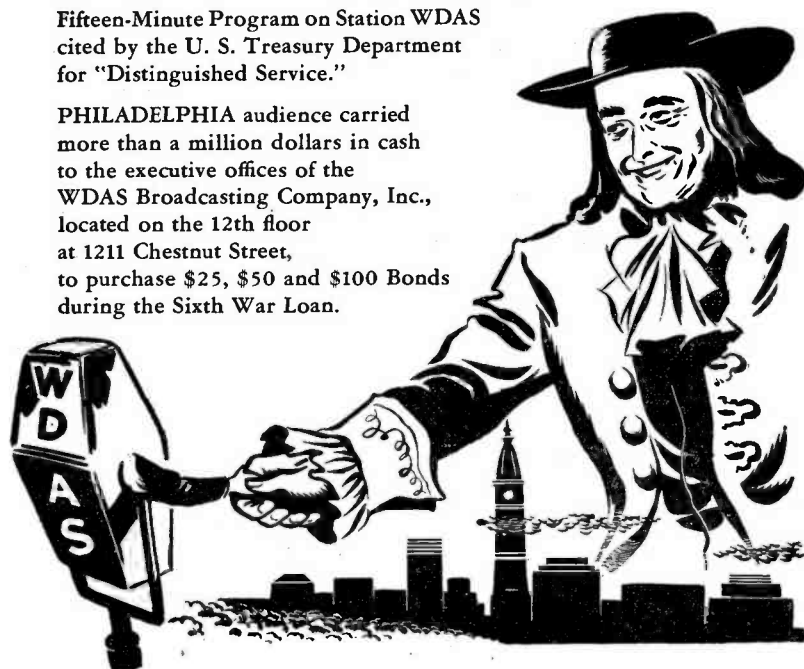
FAN club known as the "Old Oaken Bucket Brigade" has been formed by listeners of an hour and a half all-request show, *Old Oaken Bucket*, heard nightly on the Italian fighting front over the American Expeditionary Radio Station which travels on wheels with the Fifth Army. Members in the club are issued cards certifying them as official "drips". Lt. Vern Carstensen is station manager.

# Pulling Power in Philadelphia!

**WDAS** Pulls War Bond Money  
Up 12 Floors to the tune of . . . \$1,280,000

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

PHILADELPHIA audience carried more than a million dollars in cash to the executive offices of the WDAS Broadcasting Company, Inc., located on the 12th floor at 1211 Chestnut Street, to purchase \$25, \$50 and \$100 Bonds during the Sixth War Loan.



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



## *Your Product gets a fine "Reception"!*

**1070**

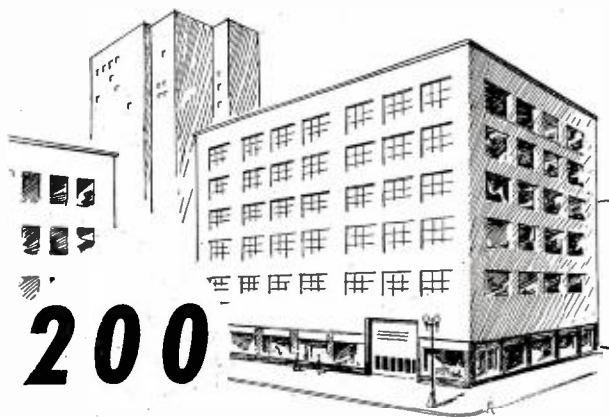
*Kilocycles on*  
**A CLEAR CHANNEL**  
*and*  
**5000 WATTS**

Advertisers using this station are enthusiastic about the fine reception accorded their products in Indianapolis and surrounding territory . . . The fact that W I B C is owned and operated by *The Indianapolis News*—one of the nation's greatest newspapers—builds confidence and consumer acceptance, which have a definite result in increasing sales.

*Represented Nationally by John Blair & Co.*

**A MUTUAL STATION**

**W I B C**  
**I N D I A N A P O L I S**



# 200

## LARGE DEPARTMENT STORES...

... where \$63,575,000 change hands across the counters in a single year. That's the kind of department store business you find in the WGY COMMUNITY\*—that prosperous and busy section of central and eastern New York and western New England.

—And WGY is the ONLY way you can combine this valuable market into ONE coverage area.

\*WGY's primary and secondary areas contain over 18 cities of over 25,000 population; 39 cities of over 10,000 population and 40 incorporated towns and villages of over 5000 population.

# WGY

Schenectady, N. Y.

50,000 watts—NBC—23 years of service  
Represented nationally by NBC Spot Sales

## GENERAL ELECTRIC

WGY-218

# Agencies

CATHERINE V. PARKER, for 17 years in charge of media for Lennen & Mitchell, New York, has been appointed a vice-president.

WILLIAM J. WALKER, formerly of Kenyon & Eckhardt, New York, is now in the media department of Grant Adv. New York.

TED HUSTON, formerly with WRGB Schenectady, N. Y., General Electric Co. television station, as director-producer, more recently with CBS as radio producer, has joined Ruthrauff & Ryan, New York, as program director with both video and radio assignments.

VICTOR CONTESSA, formerly in sales promotion and advertising work at Fred Radio Corp., New York, has joined Moss Assoc., New York, as account executive.

WARD BYRON, radio writer-producer, has been appointed head of the radio department of Gale Agency, New York, replacing Dan Kampel. Mr. Byron recently left the Fitch Bandwagon on NBC, a program which he originated and directed. He joined WEAJ New York in 1926 and later was producer with KPO San Francisco.

MERVIN A. HASSELMANN, formerly of Farson & Huff, Louisville, has joined the copy staff of Buchen Co., Chicago.

VICKI JAKUES, former media director and contact woman of Goldman & Gross, Chicago, has joined Jones Frankel Co., Chicago, as account executive.

CATHERINE M. STIVERS, formerly with Kal Adv. Agency and the Washington Evening Star, has joined the Henry J. Kaufman Adv. Agency, Washington. Douglas McCann, formerly with The Standard Press, also has joined the agency as production manager.

ALLAN L. THOMPSON has been appointed a vice-president of James Fisher Co., Montreal and Toronto agency.

PERRY GITTHENS, in charge of public relations and publicity for J. M. Mathes Inc., New York, has been elected a vice-president.

NORETTA A. BROWN, formerly in the sales promotion department of WABC New York, last week joined Sterling Adv., New York, as assistant radio director.

MAX RIOS RIOS, former copy chief of export department of Sharp & Dohme, Philadelphia, has joined the copywriting department of Export Adv., New York.

VERNON D. DAVIS and Jack D. Hood, formerly associated with Pacific Adv. Service, Los Angeles, have formed their own agency under name of Davis-Hood & Assoc. at 618 S. Western Ave. Telephone is Drexel 3219.

J. H. (Jack) HORNEILL, previously with Arthur Kudner Inc., as a correspondent, has joined the San Francisco office of the agency.

AL SHEAHAN, for 14 years production manager of The May Co., Los Angeles department store, has joined Glasser-Galley & Co., Los Angeles, in a similar capacity.

BOB WEISS, former copy chief for Jerome Kalom Co., Chicago, has joined Garfield & Guild's San Francisco office as account executive.

H. B. HUMPHREY Co., Boston, has moved its New York office from 424 Madison Ave. to 1507 Graybar Bldg., 420 Lexington Ave., New York 17. Telephone is Murray Hill 5-0993.

MARTIN F. MUSKET, former continuity director of WEEU Reading, Pa., has joined the copy staff of Gray & Rogers, Philadelphia agency.

DELPHIA HEYWARD, former production manager of Stubbs & Montgomery, Chicago, has joined the Jones Frankel Co., Chicago, in the same capacity.

JAMES B. KEITHLEY, formerly of the copy department of Foote, Cone & Belding, Chicago, has joined the same department of J. Walter Thompson Co., Chicago.

LUCIANNE HOWELL, former divisional advertising manager at Carson, Pirie Scott & Co., Chicago, has joined the Chicago office of Ollan Adv. Co., St. Louis, as account executive and copywriter on fashion accounts.



SMILES, NOT SWOONS registered success of new CBS *Frank Sinatra Show*, which is heard under sponsorship of Max Factor & Co. (cosmetics), Wednesday, 9-9:30 p.m. (EWT). Gathered backstage after initial broadcast are (l to r) A. R. Pearson, account executive of Smith & Drum, Los Angeles agency servicing account; Frank Sinatra, star; Max Factor Jr., president of Max Factor & Co.

## Delegation of Farmers Attend WEEI Luncheon

SEVENTY delegates representing 30,000 farmers from 12 agricultural counties of Massachusetts were guests at a luncheon given by Jesse H. Buffum, CBS director of agriculture in New England and conductor of the *WEEI Boston Farmer's Almanac of the Air*. Part of a project to be of constructive service to farmers, the luncheon was featured by the first message of newly-elected Gov. Maurice J. Tobin to Massachusetts agriculturalists.

The meeting was an outgrowth of WEEI's 1944 Victory Garden project, fostered by Mr. Buffum.

## Allied Realignment

IN A REALIGNMENT of personnel and reorganization of Allied Adv. Agencies, Los Angeles, A. H. Esary, recently released from active duty with the U. S. Maritime Service, has resumed his position of vice-president and treasurer of the firm, W. F. Gardner, president, announced. John T. Bradley has been made Los Angeles office manager, with Bill Welsh general production manager. Shirley Peron is space and timebuyer with Bill Kelso and Carolyn Caro new to the production staff. Dick Bartlett, Lou Sterling and Carl Reid are account executives. Pete Hindley continues as manager of the agency's San Francisco office, with Victor Urberoth named assistant manager. Lowell Smith is production manager and Barbara Timmons space and timebuyer. Grant Merrill, production manager, will be temporarily in charge of the agency's Seattle office until a resident manager is appointed. Florence Hoff is space and timebuyer for that office.

## Choate Named

BOTSFORD, Constantine & Gardner, San Francisco agency, has named Stuart Choate, formerly with Newell-Emmett, as timebuyer for the San Francisco office. National Biscuit Co., New York, has signed for sponsorship of *Rez Miller, News*, on 37 Don Lee stations, five days a week, 4:15-4:30 p.m. Contract is for 52 weeks. Wellman-Peck, San Francisco, (Famous Flavor foods) has signed for sponsorship of H. V. Kaltenborn, 4:45-5 p.m. three days a week on KPO San Francisco. Contract is for 13 weeks. Agency for both firms is Botsford, Constantine & Gardner.

this is

# WDOD

the

STATION

IN

Chattanooga

CBS

ACCORDING TO EVERY

HOOPER,

the

overwhelming

CHOICE OF

CHATTANOOGA

LISTENERS

PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES

5,000 WATTS  
DAY AND NIGHT

**"The following is electrically transcribed..."**



**on PRESTO discs!**

Pepsi-Cola's bouncy little ditty seems likely to become an American folksong. It has been played on the air more than a million times since 1939. You've heard it in swing-time and in "classical" versions for the intelligentsia. It has made Pepsi-Cola a buy-word in homes throughout the nation.

Pepsi-Cola "spots" are cut on PRESTO discs. *Most*

*important transcriptions are.* For recording engineers know that PRESTO discs give finer results with less margin for error—*actually perform better than most of the recording equipment on which they are used.* That's why you'll find, in most large broadcasting stations, recording studios and research laboratories, the standard recording disc is a PRESTO.

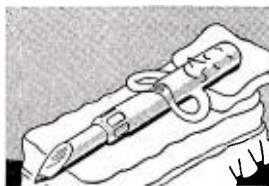
**WHY BROADCASTING STUDIOS USE MORE PRESTO DISCS THAN ANY OTHER BRAND**



*Less Surface Noise*



*No Distortion*



*Easier on Cutting Needle*



*No Fussy Needle Adjustments*

**WORLD'S LARGEST MANUFACTURER  
OF INSTANTANEOUS SOUND  
RECORDING EQUIPMENT  
AND DISCS**

**PRESTO**  
**RECORDING CORPORATION**

242 West 55th Street, New York 19, N. Y.  
Walter P. Downs Ltd., in Canada

## Radio Advertisers



F. STODDARD DRAKE, formerly in the advertising and sales department of Procter & Gamble Co., Cincinnati, has been named advertising and sales promotion manager of Home Products Sales Corp., New York, selling agents for Taylor-Reed Corp., spot radio advertiser for Tumbo Puddings and Coca Marsh.

AMERICAN INSTITUTE of Food Products on April 9 will begin sponsoring "Dr. Eddy's Food & Home Forum" 9:30-10 a.m. Monday through Friday on the Yankee Network in New England and WGAN Portland, Me. Program, featuring Dr. Walter H. Eddy, nutritionist and authority on vitamins, and Ella Mason, home economics expert, began, Feb. 19 as a sustainer, originating at WNAC Boston.

WILL A. MORGAN, released from the Navy, has returned to Continental Oil Co., Ponca City, Okla., as superintendent of the advertising department. Fred L. Hanks, former assistant sales manager who was acting advertising head during Mr. Morgan's absence, has been appointed superintendent of marketing analysis.

ROSAL Ltd., Philadelphia (perfume), has named Seberhagen Inc., Philadelphia agency, to handle its advertising. Radio is said to be considered.

IMPERIAL PRODUCTS Co., Cincinnati (reversible window shades), has named Keeler & Stites, Cincinnati agency, to handle its advertising. Radio is said to be considered.

MILLER & RHOADS, Richmond (department store), has appointed Douglas D. Simon Inc., New York, to handle its advertising. Plans are said to include radio.

S. & G. GUMP Co., San Francisco (antiques, objects of art), is currently sponsoring Deane Dickason's "Closeups of Our Fighting Fronts" on KQW San Jose, Cal., Sunday 9:30 p.m. Agency is Knollin Adv. Agency, San Francisco.

PURPLE BLADE Co., San Francisco (razor blades) on Feb. 15 started sponsorship of Ernie Smith's sports-casts, quarter-hour show heard Thursday 10:45-11 p.m. on KQW San Francisco. Contract is for 13 weeks. Account was placed by Garfield & Guild, San Francisco.

RADIO TRAINING ASSN. of America, Beverly Hills, Cal. (correspondence course), has started sponsoring a twice-weekly live hillbilly program on KECA Los Angeles. Contract for 26 weeks started Feb. 12. Agency is Davis-Hood & Assoc., Los Angeles.

BARRY BUCHANAN, for two years special coordinator for the Treas. Dept. for the motion picture industry, has been made advertising and publicity director of United Artists Corp., New York, succeeding Louis Pollock, who resigned last December.

K. ARAKELIAN Inc., San Francisco (Madera wines), adding to its West Coast schedule on Feb. 15 started using five spot announcements weekly on KMPC Hollywood. Contract is for 52 weeks. Norman Kelso Adv., San Francisco, has account.

PETROL CORP., Los Angeles, in its current campaign is using daily spot announcements on 11 Southern California stations. Agency is McNeil & McCleery, Los Angeles.

BULLOCK'S Inc., Los Angeles (department store), has started a five-weekly quarter-hour chatter program "Hollywood Fan Magazine of the Air" on KFI Los Angeles. Contract is for 52 weeks. Firm also sponsors weekly half-hour drama series "Downstage Center" on that station. Agency is Dana Jones Co., Los Angeles.

DOWNTOWN TABERNACLE, Portland, Ore. (religious), is sponsoring weekly half-hour transcribed "Wings of Healing" on WGES KVI KGER KMTR. Other stations are being added. Agency is Tom Westwood Adv., Los Angeles.

MACDONALD Tobacco Co., Montreal, has started a five-minute transcribed sport program on 10 Canadian stations. Account was placed by Harold F. Stanfield Ltd., Montreal.

SUCCESS SHINES from the faces of Helen Fiege, radio director of Kroger Grocery & Baking Co., Cincinnati, and Basil O'Connor, National Red Cross director, as they congratulate each other on getting thousands of playing cards for servicemen in the front lines and in hospitals. One mention of the fighting men's need on the Kroger show, *Linda's First Love*, brought on the flood of cards from listeners. The Red Cross distributed them. Ralph H. Jones Co., Cincinnati, handles Kroger account.

### Bendix Names Three

EARL L. HADLEY, former advertising and promotion manager of the Grigsby-Grunow Co., manufacturers of Majestic Radios, has been appointed director of advertising and sales promotion of the Bendix Radio division of Bendix Aviation Corp., it was announced by Leonard C. Truesdell, general sales manager for Bendix home radio. Mr. Hadley will handle promotion and advertising for the forthcoming line of Bendix AM and FM radios and radio-phonograph combinations. At the same time Mr. Truesdell appointed Horace W. Royer, former quality control engineer for GE as product manager for the Bendix home radio line. Mr. Truesdell also named William R. Albright, formerly a district representative for Philco Corp., to the post of western merchandise manager for Bendix Radio.

### Raytheon Merger

TENTATIVE negotiations are under way to combine Raytheon Mfg. Co., Newton, Mass., and Belmont Radio Corp., Chicago, it was announced this week by Lawrence Marshall, Raytheon president, and Parnell Billings, head of Belmont. Move to unite the firms would combine their research departments for development of radios and tubes, and would add the Belmont sales organization to Raytheon's distribution facilities.

**Swing it! WITH**

CARRYING ALL CBS MAJOR PROGRAMS

**KGVO**

MISSOULA - MONTANA

# WJW

## CLEVELAND

### BASIC BLUE NETWORK

#### 850 KC 5000 WATTS

#### REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

## Stability Counts

### NOW---AND IN THE POST-WAR PERIOD

**T**HE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

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

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

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

**WRNL**

# 5000 WATTS

## NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVE •••



**Our Respects to**  
(Continued from page 38)

program men working parttime, to a smoothly integrated professional unit consisting of 105 men and over 51 transmitters operating 17 hours a day. The AFN built GI-slanted shows for millions of American soldiers in the European Theatre of Operations; feeds specially conceived programs to China-Burma and India; dramatizes orientation lectures; launches conservation campaigns; and, in general, "sells" the Army to a sensitive audience of sales-resisting soldiers.

Probably the high spot of Hayes' achievement is the assembling of a high-powered news department generating the latest war information to a news-hungry audience of GIs. Staffed by an alert corps of trained newsmen, the AFN newsroom [BROADCASTING, Nov. 13] is capable of comparison with any similar full-scale civilian operation in the States.

With the departure of Col. Ed Kirby, upon the completion of the latter's tour of duty, Hayes—then a major—was elevated to the post of Associate Director of Troop Broadcasting Services, SHAEF, entrusted with the job of balancing American, British and Canadian broadcasting activities to the troops, through the medium of the Allied Expeditionary Forces Program.

On December 1, of this year, Eisenhower's Headquarters announced his promotion to the rank of lieutenant colonel.

Born in Philadelphia 34 years ago last August 21st, John Hayes attended the local public schools until he entered U. of Pennsylvania in 1931. After graduation, he took his first radio job at WIP Philadelphia. In 1936, he left the station as program director to move on to his post in the executive department at WOR-Mutual, from where, in 1941, he departed for the wars. Married to the former Evelyn Herrmann of New York, he is the father of a son, Jonathan, aged 5. He is author of the radio text book *Both Sides of the Microphone*.

In commenting on his attainments, Hayes, said: "It isn't by any means a personal success. Let us be sure to pay a well deserved tribute to the BBC. They have been magnificently helpful and without them we could have in no way done the job. But most of the tributes should really go to America's system of commercial radio. That's the system which has supplied us not only with so many of our programs, but which has groomed our men so well and so thoroughly that they were able to step into their jobs over here with hardly an extra day's training from us. We are over 3,000 miles away from home and yet 95% of our staff was drawn from the ranks of professional broadcasters. Whatever success we have is a testimonial to American radio."

**I**t looks like a bright future  
for the San Francisco Bay Area.



Business went up  
12.57% in the first 11 months  
of 1944. Payrolls and



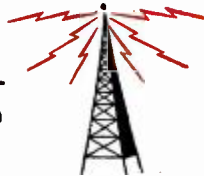
retail sales soared too.



1945 looks even better.



Insure your part in this  
bright future by  
using KPO



**KPO**  
**SAN FRANCISCO**

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



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

# KANSAS

# CITY

# IS A

# K O Z Y

# MARKET

PORTER BLDG.  
KANSAS CITY, MO.

EVERETT L. DILLARD  
*General Manager*

ELIZABETH WHITEHEAD  
*Station Director*



Pioneer FM Station in  
the Kansas City Area

Ask for Rate Card 3

## in the CONTROL ROOM

EDWARD HISSACK, formerly with Link Radio Corp., New York, has joined the engineering staff of WOV New York. Recently released from the Army, he saw action in the Pacific.

BETTY LEE, formerly with the BBC in New York, joins WOV March 2.

KEN MCKENZIE and WALLY PETERSON have joined the technical staff of CJOR Vancouver.

GORDON BENNETT, formerly of CJAT Trail, B. C., has joined the engineering staff of CBR Vancouver.

FRANK E. KNAACK, former chief engineer of WMCA New York, will join WLIB New York as technical director in March.

EARL L. HADLEY, formerly with the Cable Co., Chicago, has been named director of advertising and sales promotion for AM and FM radio and radio-phonograph combinations to be produced by the Bendix Radio division of Bendix Aviation Corp.

BILL MONTGOMERY is a new member of the control staff at WBIG Greensboro, N. C., replacing ELAINE LYON who has joined the U. S. Weather Bureau at Knoxville.

RUSS McCLAIN, former engineer of WPEN Philadelphia, now with the Army in Italy, has been promoted to captain.

M. DALE REDLINGSHAFFER, formerly of KFEL Denver, has joined the engineering staff of KGHF Pueblo, Col.

STEVE TYSON, broadcast operator of CBL Toronto, is the father of a girl.

VICTOR ROWE, formerly of CBK Watrous, and RUSS WALSH of CBM Montreal, have joined the transmitter staff of CBA Sackville.

HAROLD (Red) STEIN, engineer of KLZ Denver, has been commissioned an ensign in the U. S. Maritime Service and will be assigned as radio operator aboard a merchant ship.

HERBERT B. WYERS, studio field engineer of WLS Chicago for 12 years, has joined the Blue central division. JOHN GIBSON, new to radio, has joined CKY Winnipeg as control operator. DIBBS WOODS, former control operator of CKY Winnipeg, is now with the Canadian Army in Holland. GORDON THOMPSON, also a former CKY control operator, is now a corporal wireless operator and gunner with the RCAF coastal command.

PAUL JOHNSON, engineer of the CBS Overseas Unit, has returned to Canada after serving on all western European war fronts. He will remain in Canada as assistant to R. D. CAHOON, chief engineer of the CBS's international short-wave service.

BILL THOMAS, control room engineer of WWSW Pittsburgh, on Feb. 28 will marry Janet Darby, Pittsburgh.

CHARLES A. QUICK, former control room engineer of WFBL Syracuse, now with the Coast Guard, is stationed at Groton, Conn. as instructor of radio technicians at the Coast Guard Radio Maintenance School.

BOB WALLENDER, engineer of WCCO Minneapolis-St. Paul, is the father of a boy.

STAFF SGT. OLIN W. JOHNSON, former chief engineer of WICA Clevel., N. M., was among survivors of Bataan and Corregidor rescued on Jan. 30 from Cabanatuan, Japanese prison camp on Luzon, according to report received in Southern California.

CECIL L. SLY, vice-president and sales manager of Universal Microphone Co., Inglewood, Cal., has been named director of sales, a new post. DEE BREEN, former western division sales manager of Littlefuse Inc., El Monte, Cal., has joined Universal as sales manager. ROBERT RAMSEY, formerly in charge of receiving department, has been placed in charge of service division.

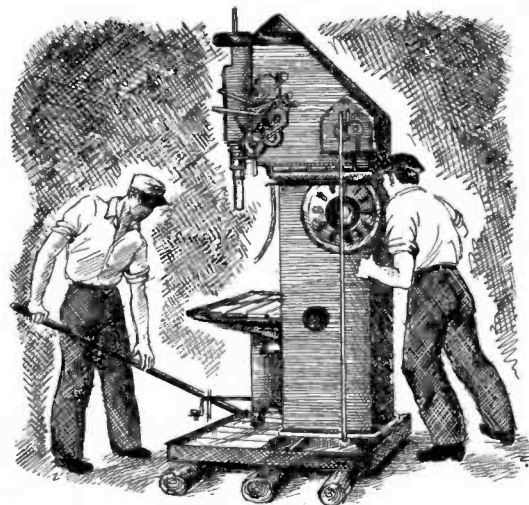


FACTUAL FISH story is displayed by fisherman (l to r): John E. Pearson, owner of John E. Pearson Co., Chicago, station representatives; Bucky Harris, radio director (foreign and domestic) of Grant Adv.; Ralph D. Foster, president and general manager of KWTO Springfield, Mo. Fish were caught recently at Acapulco, Mexico.

## Fownes Bros. Project

FOWNES BROS. & Co., New York, glove manufacturer, last week started spot announcements in three evening periods on WOR New York, its first radio venture. Plans call for expansion into a national spot campaign in other primary areas, according to Sterling Adv., New York.

## RECONVERSION? WHAT'S THAT?



Everybody knows that many a war-boom market is in for a terrific jolt when peace comes. Here in the Roanoke section of Southwest Virginia we're sitting pretty.

Wheels are humming in these parts—but they're wheels in factories whose peace-time products will be snapped up by eager purchasers. Our U. S. Steel subsidiary plant, for instance . . . our big rayon works . . . the Norfolk and Western Railway, with headquarters here. Reconversion isn't *their* worry!

Advertise to people whose prosperity will *continue*! Only one local station—WDBJ—goes satisfactorily into all their 118,921 listening homes. Ask us, or Free & Peters, about availabilities!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the  
TIMES-WORLD CORPORATION



FREE & PETERS, Inc., Natl. Representatives

**WDBJ**  
ROANOKE VA.

# SYLVANIA NEWS

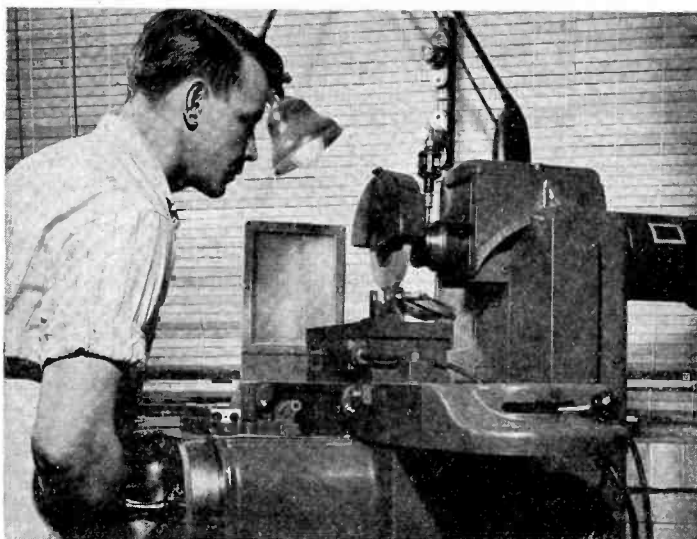
STATION OPERATION EDITION

FEBRUARY 26

*Published in the Interests of Better Sight and Sound*

1945

## Well-Equipped Sylvania Plant Makes Own Small Parts to Assure Top Quality in Radio Tubes



Many of the special tools required for turning out small tube parts are tailor-made right at Sylvania's Emporium plant.

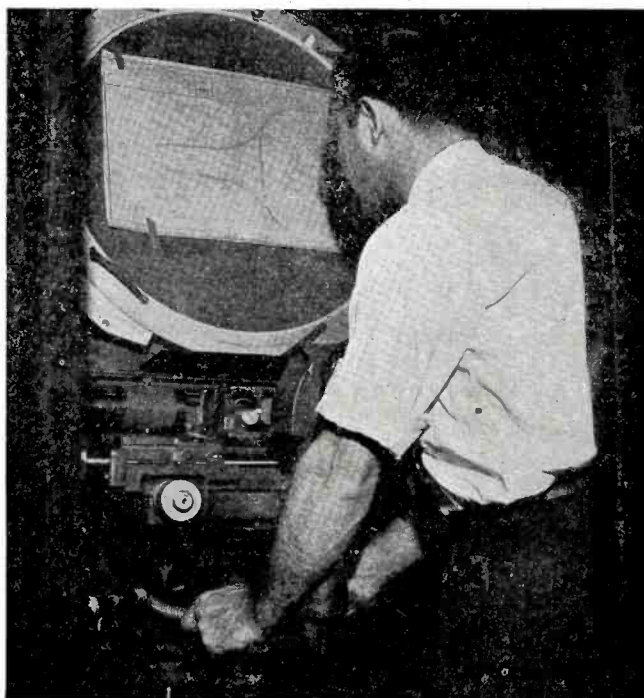


Tiny tube parts are magnified and their outlines superimposed on scale drawings to insure meeting the extremely close tolerances required.

To insure that all Sylvania-made radio tubes used by broadcasting stations will be of the very best quality, the well equipped tube plant in Emporium, Pennsylvania, provides extensive facilities for making over 8500 of the delicate small parts that go into Sylvania tubes.

Each month over 600 million small parts are turned out. In making these intricate parts, Sylvania craftsmen work with a variety of metals such as tungsten, steel, copper, phosphor bronze, beryllium copper and tantalum.

The Emporium staff includes highly skilled production engineers, tool and design men, and expert tube makers.



By a sampling method, watchful Sylvania inspectors carefully study each batch of small parts for detailed perfection.

## SYLVANIA ELECTRIC

SYLVANIA ELECTRIC PRODUCTS INC., Emporium Pa.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES, INCANDESCENT LAMPS  
BROADCASTING • Broadcast Advertising

February 26, 1945 • Page 51

BUFFALO'S GREATEST  
REGIONAL COVERAGE

**W  
G  
R**

550 K.C.

**BUFFALO'S  
BLUE  
NETWORK  
STATION**

5000 WATTS BY DAY  
1000 WATTS BY  
NIGHT

**BUFFALO  
BROADCASTING  
CORPORATION**

RAND BUILDING, BUFFALO, NEW YORK  
National Representative: FREE & PETERS, INC.

**J**EANNE STRONGIN, 21, said to be the youngest member of the NAB's Assn. of Women Directors. is member of the organization by virtue of a war-plant show she conducts weekly via walkie talkie in the yards of the Electric Boat Co., Groton, Conn. Miss Strongin takes the portable mike to a different department of the plant each week and interviews various sub workers while the plant listens over the public address system. Feature is part of the company's program to draw employees closer together and as a means of maintaining stability in manpower lists.

#### School Programs

TWO programs directed to high school students and parents have started their second season on **WBRY Waterbury, Conn.** The *High School Highlights* program, written and produced by students, features news of social, scholastic and sports activities in western Connecticut schools. Other show, *The High School Victory Theatre*, broadcasts quarter-hour plays with wartime themes enacted by students from local schools.

#### WEBR Mail Call

**TITLED** *Armed Forces Mail Call*, program on **WEBR Buffalo** is being aired Monday through Saturday 8:15-9 a.m. with songs dedicated by servicemen overseas and in U. S. camps to civilian friends in Buffalo. Station sent out request cards to business firms as well as listeners for them to send to boys in service.

## Purely PROGRAMS

#### WLW 'Washington Front'

FROM the Nation's Capital **WLW Cincinnati** is airing a new weekly program each Saturday afternoon 5:30-5:45 (CWT) titled *Washington Front* with **Gordon Graham**, manager of the Crosley station's Washington bureau, as moderator. First program featured **Andrew May** of Kentucky, author of the "work or fight" bill, who gave reasons for the measure, and **Rep. Forest A. Harness (R-Ind.)**, who presented reasons for opposition to the bill. On another program **Sen. Harold H. Burton (R-O.)**, member of the Senate Commerce Committee was guest. **Sen. Burton** discussed recent action in connection with the Wallace nomination and the **George Bill**.

#### Record Auditions

TO GIVE the public an insight into how audiences react to new popular records, and thus help them in selecting discs, **WOV New York** has introduced *Audition Hall of the Air* as a bi-weekly 2½-hour feature of **Alan Courtney's 1280 Club** of recorded music. Four different listeners appear on the program each time to vote on the records. Informal discussion is included. For the benefit of those who don't hear the program, including men in service, a brief summary of the results will be mailed gratis upon request.

#### Classical Talent

**WNEW New York** is giving young classical talent an opportunity to broadcast on *Behind the Curtain*, weekly half-hour series started Feb. 25. Board of judges composed of **Dean Dickson**, Negro conductor, as a permanent member, and two guest musicians, audition the artists and then comment on performances. **Curtain** will hide talent from judges to avoid possible prejudice by personal appearance and stage fright.

#### Medical Series

**CHEMOTHERAPY**, new branch of medical science, is featured in a series of half-hour dramatized broadcasts on **CJBO Toronto** and the **CBC Dominion network**. Titled *War Without End* series will tell of the discovery of the theory of chemotherapy, the experiments which led to the discovery of salvarsan, the remedy for syphilis, the various experiments which brought about the sulfa drugs and penicillin.

#### Farm Discussions

**HIGH SCHOOL** agricultural teachers are in charge of a series of weekly educational programs started on **WHIO Dayton**. Students and program chairmen participate in the broadcasts which include such subjects as: *Getting a Start in Farming*, *Producing Hybrid Corn* for **Miami County Farmers**, and *Our Adult Evening Program*.

#### Share-the-Tackle

IN VIEW of the dearth of outdoor sports equipment because of the war, **Pat Patterson**, sponsored on **WJW Cleveland** at 9:15 p.m. Tuesday by the **Chrisholm Boot Co.**, has turned his sportscast into a public service feature for fishermen and hunters, with a "Share-the-Tackle" movement.

#### Church Topics

**TOPICS** of the Sunday morning sermons of churches of the **WSPA Spartanburg, S. C.** area, are now broadcast each Saturday. *Your Church Bulletin Board* is a half-hour feature and includes news of the churches as well as religious organ music.

#### Negro Series

**OUTSTANDING NEGRO** personalities are featured in a Sunday half-hour series *Open House in Harlem* on **WHN New York**, with **Bob Howard**, **WHN** pianist, as m.c.

## PUBLIC NOTICE

There are money-give-away programs in Worcester, but not on **WTAG**.

*Because:*

- WTAG** ratings do not need artificial hypoing.\*
- WTAG** believes that: audiences are earned — not bought.
- Money-getting audiences look for something for nothing. They are not interested in the sponsor or his product.

\* Program ratings on **WTAG** are from two to four times national average.

PAUL H. RAYMER CO. National Sales Representatives

**WTAG** **WTAG-7** **WORCESTER**

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC  
CBS  
580 KC  
5000 WATTS

**INFORMED SPONSORS  
ARE BUYING**

**KFNF**

"The Friendly Farmer Station"

**SHENANDOAH, IOWA**

1000 w. 920 k.c.

Frank Stubbs, Mgr.

## Veteran Radio Vessel, 'Apache', Relays Radio and Press Copy from Luzon Area

FAMED radio ship, the *Apache*, moved in with the invaders on the Luzon operations, relaying network broadcasts and more than a half million words of press copy back to the United States, according to word just received from Maj. A. A. Schechter, public relations officer attached to Gen. MacArthur's staff and former director of special events for NBC.

A 399 mobile broadcasting unit was mounted on a 2½-ton truck which drove onto the beach, so that broadcasts could be made from the scene of action, and relayed back to the *Apache*. In addition, radio-men set up an advance radio unit farther up in the fighting area. Within a few hours, they had strung land lines to further insure fast communication to the ship. Also in operation was a very high-frequency shortwave unit.

### Net Pool

Four network correspondents, Arthur Feldman of Blue, George Folster of NBC, Royal Arch Gunnison of Mutual, and William J. Dunn of CBS, drew lots for rotation order on a pooled broadcast, on which each took three minutes describing the invasion. As troops pushed further inland, correspondents accompanied them and were among the first to reach Manila when that city was liberated [BROADCASTING, Feb. 12]. Milton Chase, WLW Cincinnati war reporter, has now joined the radio-

men on Luzon, according to Maj. Schechter. Several Australian broadcasters also have arrived.

As a special salute to Manila, WIP Philadelphia presented a program Feb. 10 at 9:30 p.m. The Claudio Post of Philadelphia's Independence Hall, comprised of Filipino veterans, staged the show, which was transcribed by WIP. Mayor Bernard Samuel, Judge Vincent A. Carroll, and Benedict Gimbel Jr., WIP president, added messages of congratulations. Program was sent to Gen. MacArthur, Adm. Nimitz and Philippine President Osmena.

## WMCA Wins Citation

FOR DISTINGUISHED service in the field of racial amity, WMCA New York has received a citation from the Schomburg collection of the New York Public Library. Station received award for its weekly half-hour Negro life and race program, *New World A-Coming*. Organization annually conducts a nation-wide poll to determine the 12 Negro and 6 white persons or organizations who have done most for the improvement of race relations in terms of democracy. Award also was conferred on Sachs Quality Furniture Co., New York, for an extensive newspaper campaign urging religious and racial tolerance which also serve as a basis for Sach's *We Hold These Truths* series on WMCA.



## When the Axis Sees Red We'll Change the Color

One of these days, the Axis will see red and toss in the sponge. That's when reconversion slumps will hit many markets with a BANG. But not likely Peoria. We'll merely change the color of the paint and continue.

You see, most of Peoria's peacetime products are being used as is for the war. Dob on the regular commercial paint instead of the army drab and PRESTO, our reconversion will be virtually completed. Then Peoria's earth-moving equipment will immediately begin to level

off the mountain of accumulated orders . . . a many years' job!

There'll be no reconversion sales slump in Peoria . . . no downward market trend. You can count on Peoria for high sales results, NOW and LATER.

### Peorians Have the WMBD Habit!

Not just the city of Peoria, but the entire PEORIA AREA of over 600,000 population is dominated by WMBD, as proved by Hooper and Conlan listener surveys. WMBD is far out in front with a coverage "tune-in" of 56.3% (Conlan, 1944). WMBD's audience in PEORIA AREA is greater than all other stations combined!



FREE & PETERS, INC.  
National  
Representatives

PEORIA AREA  
Pop. 614,200

COLUMBIA  
NETWORK

W  
K  
B  
W

1520  
K.C.

BUFFALO'S  
ONLY  
50,000  
WATT  
STATION  
DAY and NIGHT

BUFFALO  
BROADCASTING  
CORPORATION

RAND BUILDING, BUFFALO, NEW YORK

National Representative: FREE & PETERS, INC.

WLAW

LAWRENCE, MASS.  
5000 WATTS-680 KC

COLUMBIA AFFILIATE

SERVING NEW ENGLAND'S  
3RD LARGEST  
CONCENTRATED  
RADIO AUDIENCE

National  
Representatives:  
WEED & COMPANY

through **1** network YOU NOW REACH  
A FARM MARKET OF  
**\$7,039,223.00**

76 stations  
offering you a  
blanket coverage  
of

Missouri  
Montana  
Nebraska  
North Dakota  
South Dakota  
Wisconsin  
Illinois  
Indiana  
Iowa  
Kansas  
Michigan  
Minnesota



## ONE NETWORK to reach ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

THE Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.

**Mississippi Valley Network..**  
OPERATED BY **NORTH CENTRAL BROADCASTING SYSTEM, INC.**

for further information  
write to.....

New York  
8 East 41st Street  
Lexington 2-6892

JOHN W. BOLER, President  
St. Paul, Minnesota  
First National Bank Bldg.  
Cedar 8579

Chicago, Illinois  
360 North Michigan Avenue  
State 0361

## CHICAGO AGENCIES CUTTING PERSONNEL

CHICAGO advertising agencies, which are among those businesses with unessential ratings requested last week by the local War Manpower Commission chief, Lester Brown, to employ 10% fewer male employees than as of March 1 last year, are reducing personnel in line with the directive.

Some few agencies such as Grant Adv. are not touched because their male staff is already more than 10% under their regular employment ceiling due to inroads by the armed forces. Others such as Ruthrauff & Ryan, BBDO and Needham, Louis & Brorby will have to operate with reduced personnel.

The directive for the procedure was issued to regional offices by WMC Director Byrnes in July 1944. It is a voluntary one but teetted, nevertheless, with possible application of WPB sanctions withholding priorities on repairs or alterations. There have been other applications of the directive in places such as Allentown, Pa., and Newark, N. J., but the Chicago instance is apparently the first in a principal city where agencies might be touched.

It is at the discretion of local area chiefs that the program is put into effect and only after study of needs and the possibility of filling them from available manpower. Only men qualified for essential jobs are wanted and refusal to accept a job if qualified, blacklists the employee in his old position, forcing him eventually to accept an essential post.

## FCC Admits Sirica

JOHN J. SIRICA, Washington attorney and former general counsel of the House Select Committee to Investigate the FCC, last week was admitted to practice before the Commission. Other lawyers admitted last week are Orville H. Walburn, Washington; William J. Friedman, Maurice Rosenfield, Charles K. Schwartz, Chicago; Bernard B. Smith, New York.

## Griesedieck on 12

GRIESEDIECK Bros. Brewery, St. Louis, started using chain breaks and spot announcements for 8 week contract through Ruthrauff & Ryan, Chicago, on the following stations: WTAD KFRU WMBH KTS KWOS WCBF WTAX WSOY WJPF KFVS KWOC KDRO.

*Facts About Rome*

**NOW OFF THE PRESS**

If you failed to receive your copy write  
Happy Quarles

MUTUAL  
**WRGA**  
ROME GEORGIA

## Bert Silen Joins OWI, Resuming Govt. Career

BERT SILEN, former NBC correspondent in the Philippines, last week resumed a Government career which was interrupted three years ago by the fall of Manila by joining the Overseas Branch of the OWI. Mr. Silen had been an employee of the old Coordinator of Information for 18 days prior to his internment at Santo Tomas prison from which he was rescued early in the month [BROADCASTING, Feb. 12]. The Coordinator's office was a predecessor agency to OWI.

Before Manila fell, Mr. Silen put on broadcasts over especially established networks in the Philippines in addition to other information activities. He continued his information work among the internees in the prison camp. Pat Flaherty and George Folster now cover Manila for NBC.

## Listening in East Hits New High in January

RADIO listening in the New York-Northern New Jersey-Philadelphia area hit a new high in January, topping even the Pearl Harbor week audience, according to the Radio Audience, monthly newsletter of The Pulse Inc. January 1945 listening was 9% higher than in January 1944, 22.5% over January 1943, and 13.8% over January 1942.

Reporting on a study of five-a-week evening programs, the newsletter says such programs do not necessarily draw as stable and faithful an audience as morning shows. "The study shows that the audience to the five-times-a-week series on the five evenings fluctuates just as strongly as the audiences listening to a competing station for five different broadcasts at the same quarter-hour. In other words, the listeners prefer to tune in for more attractive once-weekly shows when they are broadcast and tune back to their serials when the competition of other shows is not strong enough. . . . The habit-forming quality of evening serials seem very weak."

## New WCOP Tower Site

NEGOTIATIONS are underway at WCOP Boston, Cowles station, for acquisition of a transmitter site in Lexington, Mass. Beginning June 15 WCOP will be a Blue outlet, and the present transmitter, now located on the speedway in Allston, with a three-tower antenna system directing the signal to Boston, is deemed inadequate for WCOP's plans for future expansion. Proposed new transmitter site will allow for future increase in power for better coverage of Metropolitan Boston.

## Joseloff to Biow

STANLEY S. JOSELOFF has resigned as national director of talent and program development of the Blue network to join Biow Co., New York, March 15 as radio director, with over-all supervision of radio program production. Biow radio setup remains the same with Frank Barton, business manager; Maria J. White, timebuyer; Walter Lurie, Eastern program manager; H. Calvin Kughl, West Coast program manager. Mr. Joseloff went to the Blue last November from Young & Rubicam.

## The news is going around— Buy KQV in Pittsburgh!



Allegheny Broadcasting Corp.

National Representatives: SPOT SALES, INC.

IN *Boston* IT'S

**WHDH**

*850 on Your Radio Dial*

**5000 WATTS**

National Sales Representatives • SPOT SALES, INC., New York • Chicago • San Francisco



## IN LESS THAN FOUR MONTHS . . .

In less than four months CKEY has climbed into first place in Toronto.

Elliott-Haynes Listening Index for December (daytime) provides convincing, in fact conclusive evidence of CKEY's superiority.

|                | Stn.<br>CKEY | Stn.<br>B | Stn.<br>C | Stn.<br>D |
|----------------|--------------|-----------|-----------|-----------|
| 9 a.m.—12 noon | 29.5         | 19.7      | 22.5      | 9.4       |
| 12 noon—3 p.m. | 23.6         | 32.1      | 24.2      | 6.3       |
| 3 p.m.—6 p.m.  | 34.8         | 19.7      | 20.8      | 5.2       |
| TOTAL DAY      |              |           |           |           |
| 9 a.m.—6 p.m.  | 29.3         | 23.8      | 22.5      | 7.0       |

As further proof that CKEY is going places we list the "number of programs first in popularity" as shown in the December survey:

|           |    |
|-----------|----|
| CKEY      | 20 |
| STATION B | 13 |
| STATION C | 13 |
| STATION D | 0  |

See what we mean about CKEY going places? The foregoing evidence of outstanding progress is causing widespread comment. Thousands of people are talking about CKEY . . .

Leading magazines are talking about us too. See **BUSINESS WEEK** (December 16) . . . **TIDE** (January 1) . . . **BROADCASTING** (January 1) . . . **TIME** (January 22).

**AND, in addition to all this, on JANUARY 14TH, CKEY BECAME ONE OF THE MOST POWERFUL PRIVATE RADIO STATIONS IN CANADA—5000 WATTS.**

There's the story gentlemen, of CKEY's rising value in the radio market—and the cost remains the same. Remember, CKEY has more daytime listeners than any other Toronto station.

P.S.—

And the January 1945 Elliott-Haynes daytime ratings are even better than December.

**DIAL 580**

# CKEY

TORONTO

## 80% of Stations Attending NAB Meetings Sign BMB Contracts

AN AVERAGE of 80% of stations represented at NAB district conferences signed contracts with the Broadcast Measurement Bureau, it has been announced by the Bureau's president, Hugh Feltis.

Total signing to date is 285, Mr. Feltis said. Of this number, 236 accepted at nine district conferences comprising the first half of the series of meetings scheduled by the NAB.

In making the announcement, Mr. Feltis reported also an executive committee meeting of the BMB held in New York and attended by Paul West, president of ANA; Frederic Gamble, president of AAAA; J. Harold Ryan, president of NAB; Roger Clipp, president of WFIL Philadelphia, and Mr. Feltis. Decision was made to establish four committees: Advertising and Industry Relations, Research, Finance and Bylaws, Rules and Procedure. Membership is to be named this week.

The NAB District meeting in Boston, to be held March 5-6, will be attended by Linnea Nelson, chief timebuyer, J. Walter Thompson Co., and Robert F. Elder, manager of market research, Lever Bros., who will assist Mr. Feltis in presenting the BMB plan.

A chart showing results of BMB sales activity at the district meetings held thus far shows the following results:

|                | Sta-<br>tions at-<br>tend-<br>ing | Now<br>Signed | Per-<br>cent-<br>age |
|----------------|-----------------------------------|---------------|----------------------|
| Memphis        | 6                                 | 35            | 89%                  |
| Dallas         | 13                                | 45            | 93%                  |
| Los Angeles    | 16                                | 45            | 93%                  |
| San Francisco  | 15                                | 25            | 10                   |
| Portland       | 17                                | 39            | 90%                  |
| Salt Lake City | 14                                | 24            | 92%                  |
| Kansas City    | 10                                | 38            | 78%                  |
| Minneapolis    | 11                                | 28            | 86%                  |
| Pittsburgh     | 3                                 | 33            | 29                   |

The above tabulation does not include 21 stations which submitted contracts voluntarily and whose District meeting may have not yet been held.

### NAB DISTRICT MEETINGS

REVISED schedule of NAB district meetings follows:

#### Second District

District 1—Boston—Monday, Tuesday, March 5-6, Statler.

District 2—New York—Thursday, Friday, March 8-9, Roosevelt.

District 4—D. C., Virginia, West Virginia broadcasters, Washington—Monday, Tuesday, March 12-13, Statler.

District 4—N. C., S. C. broadcasters, Charlotte, N. C.—Thursday, Friday, March 15-16 (Hotel Charlotte).

District 5—Ga., Ala. broadcasters, Atlanta—Monday, Tuesday, March 19-20 (Henry Grady Hotel).

District 5—Fla., Puerto Rico broadcasters, Jacksonville—Thursday, Friday, March 22-23 (probably Hotel Mayflower).

District 7—Cincinnati—Monday, Tuesday, March 26-27 (probably Hotel Gibson).

District 9—Chicago—Thursday, Friday, March 29-30, Palmer House.

District 8—Detroit—Monday, Tuesday, April 2-3 (Book-Cadillac).

### Gellard Gets 3 Years

SAMUEL GELLARD, minority stockholder, and former secretary of WBYN Brooklyn, was sentenced last Wednesday in the Court of Special Sessions, New York, to serve an indeterminate penitentiary sentence, not to exceed three years, the maximum sentence which this court can impose for a misdemeanor. Mr. Gellard was found guilty Feb. 6 of conspiracy to obtain money for alleged charitable purposes by false pretenses through operating the Overseas Cigarette Service. Project, promoted on several WBYN programs, solicited money for the purchase of cigarettes for servicemen at prices allegedly higher than market value. [BROADCASTING, Feb. 12]. Attorney for Mr. Gellard and Samuel Kessler, his chief salesman also sentenced, said last week that sentence would be appealed.

### Trimount on MBS

TRIMOUNT CLOTHING Co., Boston, for Clipper Craft Clothes, will sponsor *Topics of Today*, with Dorothy Thompson on 60 Mutual stations Sunday 9:45-10 p.m., beginning March 26. Now heard sustaining on the Blue Sunday 8:15-8:30 p.m., Miss Thompson has been sponsored on that network for alternating 13-week runs for the past several years. If Miss Thompson's plans for an overseas trip materialize, broadcasts would continue by shortwave pickup. Agency is Emil Mogul Co., New York.

### Aquatogs Project

AQUATOGS, New York, is making plans for a spot announcement campaign in about 50 cities for its line of rainwear for women, misses and children. In its first regular use of the medium, firm started a 52-week series twice-weekly quarter-hour *Operatic Scrap Book* on WQXR New York. Each week a different store is mentioned and a different type of coat promoted. Agency is Glicksman Adv., New York.



"Just turn on WFDF Flint, George—and please excuse my back."

## CONVENTION PERMIT REGULATION EASED

A NEW INTERPRETATION of the travel ban on conventions, dropping requirement of permits on meetings with an out-of-town attendance of 50 or less in addition to the local attendance, announced by the Office of Defense Transportation, will mean the continuance of NAB district meetings.

The change in policy was caused by the "burdensome" overflow of applications to the War Committee on Conventions, but Col. J. Monroe Johnson, committee chairman, emphasized that the action does not constitute approval of such meetings. He urged that the gatherings "be cancelled or at least postponed until such time as the situation becomes less critical than it is now."

The convention ban, the ODT said, is a temporary one pending the easing of the railroad problem. However, it was explained, despite such attempts at alleviation the situation is expected to change for the worse if at all during the rest of 1945.

President J. Harold Ryan of the NAB announced that the association meetings will proceed, staying within the 50 out-of-town registrants allowed.

## BBDO Business Session Is Held in New York

BBDO held its annual business meeting at the Hotel Ambassador in New York last week, drawing over 30 representatives from the agency's branch offices. Stockholders' meeting Thursday was followed Friday by an all-day conference, with department heads as the principal speakers, and B. C. Duffy, executive vice-president in charge of eastern offices, presiding. Branch offices were to be represented as follows:

Minneapolis—H. H. Haput, vice-president in charge; Jack Bridge, Harry Thorne, Ed Cashin, Alan Shearer, Roger Verran, Carl Hensel, Al Clague. Pittsburgh—Leon Hansen, vice-president in charge; Jim Holding, Harry Vieth, Farris Feland, Ted Higgins, Pop Fox, Eric Mantle. Cleveland—Clarence L. Davis, vice-president in charge; Norman Hendershot. San Francisco—Charles H. Ferguson, vice-president in charge, Andy Neally, Tom Dillon, Bob Mangan, Charles McDougall. Chicago—Robert B. Barton, vice-president in charge; Ken Ellis. Boston—Francis Hatch, vice-president; George Mattheson, Laurence Pratt, Arthur Wolfum, Francis Baldwin. Los Angeles—W. B. Geissinger, vice-president in charge; Ernie Turner. Ed Clark. Hollywood—Wayne Tiss, vice-president in charge and associate radio director. Buffalo—Stanley P. Irvin.

Ben Duffy, executive vice-president for the East, was elected a vice-president and general manager by the board of directors. He succeeds Alex Osborn, who becomes chairman of the board, post vacant since the death last April of William H. Johns. Mr. Duffy has been with the agency 25 years. John C. Cornelius, executive vice-president, of Minneapolis, was re-elected executive vice-president for the West, covering Chicago, Minneapolis, San Francisco and Los Angeles. Hollywood branch, headed by Wayne Tiss, vice-president, now handles radio activities and movie tie-ups only. John Johns vice-president and account executive, was elected to the Board of Directors.



## How to pull mail...

172,000 Christmas cards in response to *two* appeals on Beulah Karney's afternoon program! And all Beulah had said was, what a good idea it would be for people to send old Christmas cards to wounded veterans for making lampshades, baskets and other gifts!

Two brief announcements—172,000 cards! That's a record to

shoot at—and any Blue Spot salesman will be happy to let you know all the details about you doing the loading, aiming and firing! You won't be after old Christmas cards, of course, but case after case like this has proved over and over again that WENR can get *your* response, sell *your* goods, in this great Mid-Western market!

Contact Blue Spot Sales or the Sales Department of



OWNED AND OPERATED BY THE AMERICAN BROADCASTING CO.  
CHICAGO • NEW YORK • WASHINGTON • PITTSBURGH • SAN FRANCISCO • HOLLYWOOD • DETROIT

Patched britches might sell like mad in Poverty (Kentucky) but we just wouldn't quite say as much for soup, soap, motor oil and stuff. "Poverty", like so many other tiny towns in Kentucky, ain't a "rich, prosperous market." The Louisville Trading Area's retail sales are larger than those of the rest of Kentucky combined. And in that area, WAVE is the nearest, clear-cut NBC station—which is "nuff said, ain't it? Or shall we send you the whole story?

you the whole story.

**LOUISVILLE'S**  
**WAVE**

5000 WATTS ... 970 K.C. ... N. B. C.

**FREE & PETERS, INC.**  
**National Representatives**



## 3 AM, 17 FM, .2 Tele CPs Are Requested of FCC

AMONG more than a score of new applications filed with the FCC and not heretofore reported are requests for construction permits for three new standard stations, two commercial television outlets and 17 FM stations.

Birney Imes Jr., licensee of WCBI Columbus and WELO Tupelo, Miss., and applicant for a new standard station at Meridian, files for 1230 kc, 250 w and unlimited hours of operation for a proposed outlet at Corinth, Miss.

Facilities of 1450 kc with 250 w and unlimited time at Rome, N. Y. are sought by Copper City Broadcasting Corp., principally owned by Myron J. Kallet, 248 shares (99.8%), president, major interest holder in Kallet Theatres Inc., regional chain. Others in the company are Joseph S. Kallet (1 sh), secretary, and William T. MacNeilly (1 sh), vice-president and treasurer, both of whom also are affiliated with the movie chain.

Assignment of 1490 kc with 250 w and unlimited time at Wichita, Kan. is sought in application filed by Adelaide Lillian Carrell, licensee of WBBZ Ponca City, Okla.

Debs Memorial Radio Fund Inc..



**77TH BIRTHDAY** was spent Feb. 5 by Burrige D. Butler, principal owner of KOY Phoenix, WLS Chicago and the *Prairie Farmer*, at the Phoenix station. Picture proves popularity of Owner Butler among station personnel.

licensee of WEVD New York, is applicant for commercial television facilities on Channel 17, 282-288 mc.

A new commercial television station to be located in Chicago and to operate on 44-50 mc, frequency specified in proposed allocations, is sought in application filed by Raytheon Manufacturing Co., which also has requested television facilities in New York and Waltham, Mass.

Applicants for new FM stations and facilities requested are:

Oho Broadcasting Co., Marion, O., for 47.1 mc, 2,882 sq. mi. coverage and \$24,250 estimated cost; East Liverpool, O., for 49.1 mc, 3,057 sq. mi. coverage and \$43,350 estimated cost.

WING Dayton, O., for 46.3 mc, 14,140 sq. mi. coverage and \$53,000 estimated cost.

WKBB Dubuque, Ia., for 45.5 mc, 7,900 sq. mi., and \$21,300 estimated cost.

WENY Elmira, N. Y., for 46.7 mc, 19,600 sq. mi. coverage and \$60,000 estimated cost.

Sacramento Valley Broadcasters, Marysville, Cal., for 43.3 mc, 19,800 sq. mi. coverage and \$70,800 estimated cost.

KFBK Sacramento, Cal. for 41.7 mc, 24,580 sq. mi. coverage and \$68,000 estimated cost.

KMJ Fresno, Cal. for 46.7 mc, 14,500 sq. mi. coverage and \$61,000 estimated cost.

WMGA Moultrie, Ga. for 47.3 mc, 10,100 sq. mi. coverage and \$35,000 estimated cost.

KBUR Burlington, Ia. for 45.3 mc, 10,080 sq. mi. coverage and \$40,100 estimated cost.

WIBC Indianapolis for 46.1 mc.

9,245 sq. mi. coverage and \$51,310 estimated cost.

WROL Knoxville for 44.5 mc, 12,400 sq. mi. coverage, and \$60,000 estimated cost.

Valley Pub. Co., Harlingen,  
Tex., for 44.5 mc, 1,515 sq. mi.  
coverage and \$13,350 estimated  
cost.

Brownsville Herald Pub. Co.,  
Brownsville, Tex., for 46.5 mc,  
632 sq. mi. coverage and \$13,350  
estimated cost.

Valley Evening Monitor Inc., McAllen, Tex., for 48.5 mc, 908 sq. mi. coverage and \$13,350 estimated cost.

Raytheon Manufacturing Co., Chicago, for 44.9 mc, 10,100 sq. mi. coverage and \$60,000-\$75,000 estimated cost.

Knoxville Publishing Co., Knoxville, Tenn., for 46.5 mc, 13,200 sq. mi. coverage and \$100,000 estimated cost.

McClatchy Broadcasting Co., KFBK and KMJ licensee, has already acquired sites for the transmitters of the proposed FM stations, according to announcement by Eleanor McClatchy, president. The KFBK FM transmitter site is on Mt. Vaca, 2,870 ft. high, located near Vacaville, 36 miles from Sacramento. FM transmitter site for KMJ is on Mt. Campbell with 1,700 ft. elevation and located 20 miles from Fresno. Secondary signal area (50 microvolt) of the Sacramento station would cover 2,412,433 persons while for the Fresno outlet 422,945 persons would receive service.

L. E. Owens, at one time affiliated with WTCN Minneapolis, is president of Valley Pub. Co., in which he holds 64% interest; and also is president and 54% owner of Brownsville Herald Pub. Co. and Valley Evening Monitor Inc., all three of which publish daily papers in their respective cities. Prior to 1939 Mr. Owens was president and 10% owner of Northwest Publications Inc., St. Paul, which held half of the common stock of WTCN. Mr. Owens was director of WTCN.

Ohio Broadcasting Co., licensee of WHBC Canton, O., has previously applied for a new FM station to be located in Canton.

Sacramento Broadcasters is a new partnership composed of three local businessmen, Warren N. Shingle, president of the Marysville Chamber of Commerce; Lester L. Rice, general contractor, and Beverly B. Ballard, mail route contractor.

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RECORDING COMPANY  
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## House Would Clip AFM Power

(Continued from Page 15)

education". If he succeeds in enforcing this mandate, he said, he will be able to control all music teaching in the U. S.

At the commencement of the hearings, which began on Thursday, the Committee witnessed a technicolor sound picture produced by the U. of Michigan portraying the teaching methods employed at the Interlochen school.

### Petrillo's Power

Continuing his testimony at the Friday hearing, Dr. Maddy said he had talked with many members of the AFM and that none of them favored the ban on Interlochen but were afraid to express their views to the union leadership. Reading from a section of the AFM constitution, he testified that Mr. Petrillo had absolute power to expel any member or to change the constitution. He said the members are not permitted to see the constitution and that he had obtained his copy by "circuitous methods".

Questioned by Chairman Lea, he said that the Interlochen school operates only in the summer and charges a tuition of \$300 for eight weeks. He added that 80% of the students come from outside the state. Salaries paid last summer to a faculty of 50, including 28 members of the AFM, totaled \$75,000. He said the Camp owns 500 acres 300 miles north of Ann Arbor and receives some appropriations from the state.

He said that the school broadcasts four hours a week over WKAR East Lansing, an educational station operated by Michigan State College.

The Committee also heard testimony from Army and Navy officials regarding policies governing appearances of service bands at various functions and protests by the AFM against certain performances.

Col. Ed Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept., testified that the Army has had little difficulty with the AFM regarding the activities

of its service bands. He said the Army does not consult with the union on whether the bands should appear at any particular function.

Capt. William F. Loventhal, in charge of the U. S. Navy band in Washington, said the Navy is confronted with many requests for appearances of the band and has a general policy prohibiting performances which compete with employment of civilian musicians. However, he said there were occasional borderline requests and in such cases he has asked the requesting party to obtain permission of the AFM local.

He said the U. S. Navy band broadcasts four times a week over the major networks and has a listening audience of about 20 million. He said the broadcasts promote recruiting for the various services and other Government campaigns and are noncommercial.

Capt. L. J. Bernard, Coast Guard, said that Coast Guard bands have appeared in theatres in support of recruiting drives but that approval of the performances was arranged between the theatres and the union.

Lt. Col. John H. Masters, U. S. Marine Corps, testified the Corps had received a protest from the AFM concerning the appearance of a Marine Band in connection with the dedication of station KFMB San Diego, Cal., in 1941. The Navy informed the union that the ceremonies for the occasion were of a patriotic nature and that the appearance of the band was within Navy regulations.

Capt. Frank Gary, Office of Chief of Naval Operations, Navy Dept., testified that requests for appearances in the various naval districts are left to the determination of the commanding officer, with the general policy restricting performances, broadcast or otherwise, which do not compete with civilian employment.

SCREEN version of Blue program, *Tom Breneman's Breakfast in Hollywood*, will be produced by Producers Releasing Corp., under title, "Breakfast at Sardi's."

## WOW Case Beyond FCC Province, Says Johnson

CHALLENGING the contention cited by James Lawrence Fly, former FCC chairman, for his client, Radio Station WOW Inc., that the judgment of the Supreme Court of Nebraska should not stand in enjoining the station's transfer since it invades the FCC's jurisdiction under Section 402 (a) of the Communications Act [BROADCASTING, Feb. 12], a brief submitted to the U. S. Supreme Court last week by the respondent, Dr. Homer J. Johnson, claims the Act should not be construed as giving the Commission exclusive jurisdiction.

First, the brief contends in arguing against the FCC's jurisdiction, the primary purpose of the original action was to void a "fraudulent lease" of the station and the license to operate the station was only incidentally involved; thus the state court should have power to act. Question of listening public interest being involved is dismissed on the contention that the Society had been operating the station well. The brief also charges the question of jurisdiction was not raised until after the lower court's decision. A number of "inaccurate statements" are credited to the petitioners' brief which the respondent allows are probably due to Mr. Fly's recent appearance in the case. Hearing before the Supreme Court is set for Wednesday.

PUBLIC school children in Washington will get their lessons via radio broadcasts, if future plans of the District of Columbia School Board go through.

**ST. LOUIS**  
*a great city*

**HOTEL MAYFAIR**

*a great hotel*

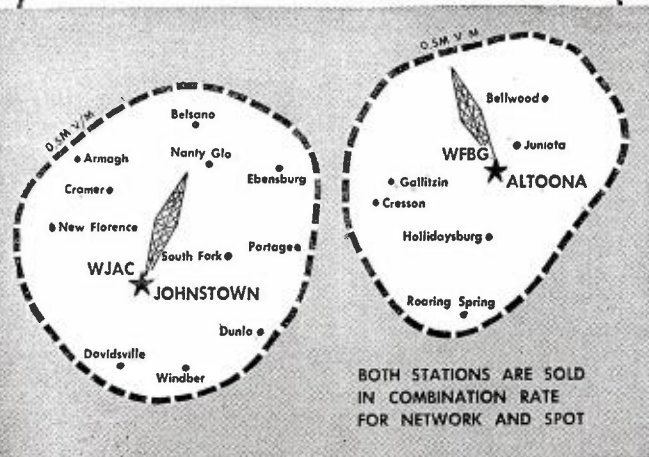
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Oil is adding new wealth to Mississippi. Prospects in the heart of the deep south were never brighter. Agriculture, industry and oil—all three provide a growing, stable market the year 'round.

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Jackson (Miss.) Daily News  
Feb. 5, 1945.

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JACKSON, MISSISSIPPI

# BRIEFS FILED IN FCC ALLOCATION HEARING

## FM Broadcasters Inc.

OPPOSES FCC proposals, contending shift of FM to 84-102 mc would cause two-year delay and that "would paralyze this new industry". Also charges Commission "rested its proposal" for shift "almost entirely upon the testimony of Dr. K. A. Norton" and "rejected the testimony of such widely experienced propagation experts as Dr. J. H. Dellinger, Dr. H. H. Beverage and Maj. E. H. Armstrong."

Attacks Dr. Norton's calculations as possibly inaccurate, submitting opinions of other engineers tending to show the FCC expert, now on leave to the Army, erred. Also claims not sufficient knowledge of phenomena at 100 mc is available to ascertain whether FM would serve better in that portion of spectrum, that Dr. Norton's conclusions are based on "interpretations" and not facts. "Since Dr. Norton's conclusions are at variance with those of the other experts, it is important that his methods and assumptions be clearly understood," says FMBI brief.

Shifting spectrum location would entail cost to public of "many millions of dollars", present allocation problems "similar to those in the standard broadcast band", cost FM pioneers their investments to date as well as their audiences. It is "highly probable that any advantages thought to be gained by shifting FM to the higher frequencies will be more than offset by the prevalence of 'shadows' and other phenomena about which the record is now silent," brief continues.

FMBI promises to present at oral argument statistics on actual number of FM sets manufactured and in hands of public, together with other pertinent data.

FMBI concurs in 200-kc channel width and provision for ultimate expansion of the art to 30 mc. Also in accord with recommendations relating to relay stations S-T links, satellite control, developmental stations and experimental high-frequency stations.

## Cowles Broadcasting Co.

SUPPORTS the FCC's proposed allocations and submits "constructive suggestions" dealing with possible licensing policies.

Among differences of opinion about FM's place in the spectrum, some seem to be influenced by economic factors, says the Cowles brief, while others based on ignorance of co-channel interference, fear of unknown factors in the new band and belief that Commission engineers have insufficient data, are unsound.

Regarding television, Cowles brief states the allocation below 216 mc is not ideal but justified because of necessity for providing channels for aviation and Government services between 108-180 mc. Therefore, regardless of FM, it is impossible to provide better television facilities.

Cowles welcomes setting aside channels for newcomers and providing competition, expressing fears, however, that the proposed licensing policy will rather impede competition since rivalry between AM and FM is not commercially nor financially feasible. Counterproposal is to permit the simultaneous broadcast of identical programs over both types of stations, encouraging AM licensees to operate FM stations and thus expanding FM on a sound economic basis.

## Maj. E. H. Armstrong

THE INVENTOR of FM opposes the FCC proposed findings, recommends that the 44-108 mc band be allocated in this order: Amateurs at lower end, FM in center, television at upper end, with FM starting at some point within its present band and expanding upward into a prospective 30 mc. From a propagation standpoint this would be the logical allocation, providing a better FM service than above 84 mc, he contends.

Maj. Armstrong challenged Dr. K. A. Norton's calculations on propagation, supported his challenge with a memorandum by himself, Dr. H. H. Beverage of RCA Labs. and Charles R. Burrows, based on studies made by those three in collaboration with Dr. G. W. Pickard, Dr. H. T. Stetson, and Stuart Bailey, all widely-known engineers.

Memorandum charges Dr. Norton made a fundamental error in his calculations, provides findings of the study disproving Norton's claims and points to alleged discrepancies in his testimony at allocation hearings.

## NAB

PRaises FCC proposed allocation as dealing justly with broadcasting in view of total spectrum space available and as offering opportunity to develop and expand into new fields. Neither endorses nor opposes FM allocation and asks FCC to give additional attention to data.

Calls facsimile proposal just and reasonable. Approves television allocation above 400 mc, but criticizes allocation below 300 mc. Opposes FCC language giving preference to "newcomers" by reserving 20 of 70 FM channels allocated to commercial broadcasting for later applicants, points out that some of existing broadcasters may be denied an FM channel merely because of apparent FCC preference for "newcomers".

Has no objection to allocation to subscription radio service if it doesn't handicap expansion or development of FM but points out that presence of "equal" among FM channels would confuse public and lower its estimate of high-fidelity FM. Urges separate portion of spectrum be selected, if allocation is made. Holds that allocation of 22 shared channels between 25 and 28 mc for relay broadcasting is inadequate, and asks FCC to review allocation of only four channels in the 156-162 mc band, valuable for walkie-talkie use.

## WCBA Schenectady

OBJECTS to Commission proposal to move FM in view of "apparent disregard of the recommendations of the industry". Brief cites allocation hearing record to substantiate allegation FCC asked for industry recommendations, then ignored them. Recommended FM be retained in its present band.

## NBC-RCA-RCAC

RCA and affiliated companies term FCC proposals generally sound, but offer compromise allocation involving FM and television. Temporary allocation of FM 42-44 mc, as proposed pending transition to 84-102 mc, held undesirable. RCA and NBC counter with this proposal: Television 44-50 mc and 54-84 mc; FM 90-108 mc, with band 84-90 mc unassigned for possible video or FM use later.

Suggested that if 84-102 mc proposal becomes permanent, FM be given temporary haven 42-50 mc, since no present television operators would have use for 44-50 mc channel. By time television is ready for proposed Channel 1 "it will be feasible for the FM station to move directly to its permanent frequency assignment in the 84-102 mc band".

On television RCA-NEC comment "Immediate needs of television should have priority over possible future needs of FM", therefore it is unwise for FCC to designate 102-108 mc for allocation later; it should be given television immediately.

RCAC on fixed public services, offers several recommendations for allocation of frequencies proposed by FCC.

NBC objects to Commission's proposal for relay broadcast services to share channels between 25-28 mc, recommends exclusive channels be set aside since networks use relays for such events as Presidential inaugurations, political conventions, disasters, etc., and need exclusive frequencies. Recommends 20 channels 40 kc wide between 25-28 mc, providing relays for networks

and independents. NBC also suggests 20 channels in the 156-162 band for walkie-talkie use, a band of 50 mc allocated in the 3000-mc region for relay broadcasting, exclusively.

## WMFM Milwaukee

EXPRESSES grave doubt that skywave interference in present FM band and upper portion of spectrum is of such character as to injure good FM service, contends evidence in that respect too meager, therefore urges FCC to retain FM in its present band or adopt this alternate plan: 44-46 mc, amateurs; 46-64 mc, FM; 64-70 mc, unassigned; 70-78 mc, amateurs; 78-108 mc, television.

WMFM, owned by The Journal Co., headed by Walter J. Damm, vice-president in charge of Journal's radio interests, and president of FMBI, urges Commission not to permit engineering considerations to be sole factor in moving FM. "If, from an engineering viewpoint," argues WMFM "the move of FM is indispensable to the rendition of acceptable interference-free service, then we concede that it is unimportant for the Commission to concern itself with such economics and social results as will ensue from the transition."

"If there's the slightest doubt, then the Commission's attitude should be focused with great emphasis on non-engineering, but otherwise critical factors that are involved." Factors are listed as impact of the change on (1) listeners and their receivers, (2) FM broadcasters. Brief cites that 500,000 FM sets are in hands of public; one manufacturer sold 58,000 sets which had resale value of \$17,600,000. WMFM contends shift of FM would entail delay made necessary by field tests and manufacturers would be delayed another six months tooling up to produce new type sets.

## CBS

TELEVISION should be moved to higher frequencies, the network argues, to obtain wider bands. This would permit better black-and-white pictures with more elements, as well as color television. Technical difficulties of current video, tending to preclude nationwide, competitive service, will be avoided and larger service areas will result. Larger service area is possible, the network claims. Multipath effects, or ghosts, in lower frequencies may be solved by use of sharply directional receiving antennas in higher bands.

Cost of receivers would be no higher and the improved service would result under high-definition standards. Dual operation would be a mistake, CBS argues, doubling costs and penalizing pioneers in favor of newcomers with no investment or experience in television. The public should be kept fully informed on television.

Within a year after manpower and materials are fully available and possibly before the end of 1945, the network promises to demonstrate wide-band television transmission and reception.

FCC proposal that FM be moved to higher frequencies was supported, in order to avoid interference difficulties which may be serious in years of increased unspotted activity. More FM channels were favored. CBS recommended that no frequencies be assigned to theater television and subscription radio services on the ground they would be available to the public only on pay-

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ment of a fee and could utilize wire lines rather than radio frequencies. If subscription radio is allocated frequencies they should be in the point-to-point band.

#### AT&T

FINDS the FCC's proposal inadequate in a number of respects, in general advocating adequate channels for the following common carrier services: (1) fixed public services channels to be shared only with other common carriers and broadcast services such as television; (2) coastal and ship service in the 102-108 mc and 156-162 mc range, possibly sharing with urban mobile service; (3) special emergency service in frequencies for exclusive use by communication carriers; (4) general mobile service in exclusive channels for common carrier use not designated experimental; (5) urban service in 102-108 mc range and 20 channels, apparently unallocated, in 156-162 mc range; (6) highway service channels for land stations immediately above 42 mc and for mobile stations above 38 mc with separate distress frequency not necessary; (7) relay systems ultimately in exclusive channels for common carrier use.

#### Yankee Network

OPPOSES proposed FM allocations, contending Commission's plan "not justified by the record" and would "work great injury upon the public and existing FM licensees. Proposed procedure for shifting to new frequencies would 'unnecessarily inflict injury and impose a disadvantage' on FM pioneers, and would give 'benefit and advantage to late-comers'."

#### U. S. Office of Education

APPROVES 200-kc channel width, number of educational FM channels, contiguity of educational and commercial FM bands, provisions for facsimile, relay and S-T links, television and citizens' radiocommunications service, but expresses confusion as to location of FM. Leaves it entirely to FCC.

#### Michigan Radio Education Commission

OPPOSES FCC proposals and recommends FM be allocated in the band 46-64 mc, with 46-50 mc set aside for noncommercial educational stations.

#### WENA Detroit

OPPOSES FCC proposals, recommends FM be allocated in the band 46-64 mc, with 64-70 mc earmarked for future FM expansion. Contends 21,000 receivers in WENA area would be obsoleted by shift; converting transmitter would cost \$20,000-\$25,000.

#### WELD Columbus, O.

OPPOSES FCC proposals, recommends assignment of as many stations as possible on one frequency to determine whether co-channel interference is as serious as some experts have testified. Urges either presently assigned frequencies be further investigated or retained, or a reasonable portion be included in any new allocation for FM.

### RTPB BRIEFS

#### Panel 4

GENERALLY agrees with the Commission's proposals except for those on relay broadcasting which it urges be reconsidered to provide exclusive assignment of 20 channels between 25 and 28 mc to prevent interference from competitive services plus another 20 channels in the 156-162 mc band.

#### Panel 5 (FM)

OPPOSING Commission's proposal for FM, Panel 5, headed by C. M. Jansky Jr., chairman, and W. R. David, vice-chairman, contends position of FM "is the most important" issue in the entire allocation proceeding. Propagation characteristics are broken down as (1) skywave phenomena, (2) tropospheric phenomena, (3) shadows, (4) multipath and distortion. "Commission's proposal," comments Panel 5, "apparently concludes that only skywave phenomena are truly important."

Proposal to move FM above 84 mc "is based largely upon K. A. Norton's interpretations" of propagation exhibits introduced at allocation hearings by Dr. Lynde P. Wheeler of FCC technical information section, says Panel 5, and points out "the testimony of noted propagation authorities, particularly Dr. H. H. Beverage and Dr. J. H. Del-

linger, is not in agreement with that of Norton."

RTPB recommendations are in accord with Drs. Dellinger and Beverage to effect that FM should remain where it is, brief points out, charging the Commission's proposed findings do not give "due consideration" to Panel 5's study and recommendations. Panel 5 charges the two propagation exhibits on which Dr. Norton based his conclusions are not "entirely factual" but involve "interpretations and conclusions" and do not show "basic data but interpretations of such data."

Dr. Norton's calculations are challenged as inaccurate and testimony of Dr. Beverage is cited to disprove Norton's theory, Panel 5 contending "the Commission's choice, insofar as it is influenced by propagation phenomena is primarily between the conclusions of Norton on the one hand and those of Dellinger and Beverage on the other."

Panel 5 is in agreement with the FCC proposed findings regarding channel width and the number of channels for FM.

#### Panel 8

HOLDS proposals inadequate; recommends, (1) eight block channel, 27,335-28,000 kc for international fixed public point-to-point service; (2) continued operation of existing fixed services in bands 116-119, 156-162 and 401-450 mc

with temporary primary right of occupancy for at least five years in 940-960 mc or higher frequency bands and new coastal station control circuits from 156-162 mc until 940-960 mc band proves practicable; (3) specific frequencies, 50-mc for common carrier, short toll telephone and rural subscribed services which might be shared with additional frequencies being requested for common carrier general mobile service by Committee 8, Panel 13. Press Wireless Inc. concurs.

#### Panel 12

APPEAL Committee on Medical & Surgical Applications serving for the Physical Therapy Mrs. Group of the American Surgical Trade Assn. opposes the Commission's suggestion of three bands having a center frequency of 13.66 mc, 27.32 mc and 40.98 mc with a band width of plus or minus 0.05%; recommend a portion of the spectrum between 10-50 mc.

#### Panel 13

COMMITTEE 1 on Police Radio Services voices no objections to proposed allocations but recommends alterations within proposal framework.

COMMITTEE 2, the International Municipal Signal Assn. and International Fire Chiefs concurred in the FCC proposals.

COMMITTEE 3 on Forestry Conservation Services requests 2 additional channels, each 100 kc wide, for automatic relays in band 102-108 mc.

COMMITTEE 4 on Power Utilities Radio Communications Systems endorses principles proposed by FCC and reservation of frequencies for experimental use by all services. Comments that above 300 mc proposed experimental allocations are expected to provide immediate postwar requirements of power utilities; between 25-300 mc, however, proposed allocations are inadequate; sharing with television must be determined by experience.

COMMITTEE 7 and Assn. of American Railroads object to sharing channels with other services and recommend cleared channels in the unassigned portions of the 156-162 mc and 102-108 mc bands.

CHICAGO, ROCK ISLAND & Pacific Railway Co. (filing separate brief), recommends one channel for experimental work in vicinity of 2600-2700 mc, change of 60 kc band width to at least 100 kc for channel assignments between 100 and 200 mc and channels 156-162 mc, now assigned for road operation be modified to include terminal and yard operation.

COMMITTEE 8, the National Assn. of Taxicab Owners and Cab Research Bureau feel the report generally satis-



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factory but since the requirements of the industry are not met in entirety, appearance before the Commission again may be necessary. Committee 8 opposes FCC proposals for seven frequencies for urban mobile service as inadequate and proposes more frequencies in 50-200 mc region.

AERONAUTICAL RADIO Inc. supports the Commission's recommendations in the 25-30,000 mc band.

EASTERN STATES Police Radio League requests more frequencies than proposed in the 30-40 mc band and possible assignments in the 42-44 mc, 102-108 mc and 156-162 mc bands.

#### Independent Telephone Groups

U. S. INDEPENDENT Telephone Assn. objects mainly to the sharing of frequencies for some services. Proposed allocations of the FCC "do offer encouragement" for certain types of telephone service, but Commission is urged to reconsider its allocations in favor of those suggested by the association.

WABASH, Tri-County, Union, Texas, and Southern Continental Telephone Cos. contend Commission has allocated the barest minimum of frequencies needed, request additional frequencies and, if possible, elimination of sharing.

American Broadcasting Co. (Blue) Supports FCC proposal, points out that since the Blue owns no FM or television stations at present it is in the "unique position of being well qualified to judge the adequacy of the overall fairness of the proposed allocations for these services". Believes Commission proposal represents "best possible overall arrangement to permit both services to progress rapidly toward a nationwide service with a maximum benefit in the public interest".

#### Subscription Radio Inc.

BELIEVES addition of subscription radio will "encourage the larger and more effective use of radio in the public interest"; proposes the Commission make "additional evidence" (results of survey conducted in New York) part of the

permanent allocation hearing record; contends wire lines not practicable for the proposed service, therefore it's a radio function.

#### WQXQ New York

SUPPORTS stand of FMIB, opposes moving FM from its present location.

#### Dr. Alfred N. Goldsmith

URGES FCC to "modify" its original proposal and include a 200-mc band between 2500-5000 mc for experimental centercasting. In its report Commission held not sufficient evidence was produced to show centercasting to be of general service.

#### RTPB Panel 13

DANIEL E. NOBLE, panel chairman, in separate brief, suggested 102-108 mc is "ideally suited" for mobile communications requirements and should be so assigned.

COMMITTEE 5, transit utilities, asks further consideration of its requests; believes sharing with television as proposed not feasible.

#### RTPB Panel 7

FACSIMILE panel accepts and endorses greater part of FCC recommendations; excepts to proposals that "might limit development of facsimile" (1) as a service independent of sound to channels as high in the frequencies as 470-480 mc, and (2) which would prevent use of facsimile on television sound or picture channel when not in use for television broadcasting. Requests 102-108 mc band to be allocated to independent facsimile stations or to licensees in same area who also operate sound broadcasting stations in AM or FM band; suggests new rule to permit single licensee to operate two FM transmitters in a single area, one for sound, the other for facsimile.

#### RTPB Panel 12

COMMITTEE 1 (Committee on Industrial & Heating Applications) in brief by Alexander Senauke urged reconsiderations for industrial and medical services.

#### Aireon Mfg. Co.

SUPPORTS allocations for railroad radio, but asks FCC to change language of report to disapprove of carrier current systems and favor space radio for railroad communications.

#### Amer. Trucking Assn.

SEEKS additional channels in the 30-44 mc range for general mobile services; asks consideration in the 102-108 mc band.

#### Lorain County Corp.

REQUESTS additional eight channels in the 40-44 mc band for ship-to-ship and ship-to-shore service.

## ARGUMENT NOTICE

IN THE MATTER of allocation of frequencies to the various classes of non-governmental services in the radio spectrum from 10 kc to 30,000,000 kc (Docket No. 6651):

Oral argument in the above matter will commence on Wednesday, Feb. 28, 1945, at 10:30 a.m. It will be held at the National Museum on Constitution Avenue at the foot of 10th St. The Commission will sit daily and hopes to conclude no later than Saturday, March 3, 1945. If the argument is not concluded by then the Commission will sit on Monday, Tuesday, and Wednesday, March 5, 6 and 7.

Oral argument or additional testimony as to any of the services or group of services will be received in the following order:

Fixed Public Services (other than Alaska)  
Coastal, Marine Relay, Ship, Mobile Press, and Fixed Public Service in Alaska  
Aviation Radio Services  
International Broadcasting  
Amateur Radio Service  
Standard Broadcast Service and Other Broadcast Services  
FM Broadcast Service  
Non-Commercial Educational Broadcast Service  
Police Radio Services  
Fire Radio Service  
Forestry and Conservation Radio Service  
Special Services  
Miscellaneous Radio Services  
Facsimile Broadcast Service  
New Radio Services  
Railroad Radio Service  
General Mobile Radio Service  
Citizens Radiocommunication Service  
Theatre Television  
Rural Telephone Service  
Centercasting  
Limited Private Radiotelephone Service

TO UTILIZE manpower more efficiently, KSRO Santa Rosa, Cal., has completely remodeled its transmitter building, installing sound proofing and separate ventilating systems for the operating room and the transmitter proper.

## BLUE NET TESTING VIDEO ECONOMICS

BLUE NETWORK, which Feb. 25 presented the first of a Sunday evening series of television programs it will produce on WRGB Schenectady, GE video station, is approaching this new field "from the economic side", according to Chester J. LaRoche, Blue vice-chairman. "Television shows will succeed in relation to their ability to sell goods at low cost," he stated. "Now, we believe, is no time to underwrite the huge expense of evolving a new and different art form for television. It's wiser to try to adapt what we know about listening habits to what we will discover about eye habits."

For its Sunday programs on WRGB, the Blue is presenting a video adaptation of its afternoon network series *Ladies Be Seated*. Tomorrow (Feb. 27) the Blue will start a Tuesday evening television series of another of its network programs. *On Stage Everybody*, on WABD, DuMont television station in New York.

#### Textron on MBS

TEXTRON Inc., New York, fabric manufacturer, beginning Feb. 25 will sponsor *This Is Helen Hayes* in a Mutual series devoted largely to recruiting Army and Navy nurses. Miss Hayes, to be featured in original dramas on 190 MBS stations Sunday 10:15-10:30 p.m., will urge enlistment, and sponsor announcements will be devoted primarily to the drive, with minimum mention of the advertiser, according to J. Walter Thompson Co., New York, agency in charge. Listeners will be told of the American Red Cross recruitment booths being set up in 5,000 department stores. Story of Maj. Flora Fellmeth, last nurse to leave Manila before the Japanese invasion, will be dramatized on the premier broadcast from WGN Chicago. Now on tour with the play "Harriet", Miss Hayes will broadcast from points on the road. Neal Hopkins, JWT, will write and produce. Rep. Clare Boothe Luce was originally considered for the series [BROADCASTING, Feb. 5].

ROBERT R. SOMERVILLE has resigned as assistant sales manager of Mutual, a post he has held since last April. He came to Mutual from CBS where he had served in network sales from 1938. He was undecided as to future plans last week.



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# Clear Channel Hearing Ordered

(Continued from page 16)

out, were dismissed without prejudice since adoption of freeze policies. Six applications had been dismissed without prejudice prior to the freezes. Those dismissed because of the freeze are:

KFI Los Angeles, 640 kc, filed June 23, 1936; dismissed June 16, 1942.  
WSM Nashville, 650 kc, filed June 26, 1936; dismissed June 16, 1942.  
WLW Cincinnati, 700 kc, filed June 19, 1941, for 650 kw, amended Sept. 1, 1942, for 50 kw nights, 500 kw days; dismissed April 7, 1943.  
WOR New York, 710 kc, filed July 3, 1936; dismissed June 16, 1942.  
WGN Chicago, 720 kc, filed April 25, 1936; dismissed June 16, 1942.  
WSB Atlanta, 740 kc, filed Dec. 29, 1936; dismissed June 16, 1942.  
WJR Detroit, 750 kc, filed June 13, 1936; dismissed June 16, 1942.  
WJZ New York, 760 kc, filed April 14, 1936; dismissed June 16, 1942.  
WGY Schenectady, 790 kc, filed Sept. 25, 1936; dismissed June 16, 1942.  
WHO Des Moines, 1000 kc, filed July 8, 1936; dismissed June 16, 1942.  
KSL Salt Lake City, 1130 kc, filed Oct. 3, 1936; dismissed Aug. 12, 1942.  
WOAI San Antonio, 1190 kc, filed July 10, 1936; dismissed June 3, 1942.

Six applications dismissed with-

out prejudice before the freeze follow:

WLW Cincinnati, 700 kc, filed Jan. 1, 1935; dismissed July 10, 1941.  
WHAS Louisville, 820 kc, filed May 15, 1936; dismissed Oct. 15, 1941.  
KDKA Pittsburgh, 980 kc, filed June 26, 1936; dismissed April 26, 1938.  
KNX Los Angeles, 1050 kc, filed July 5, 1925; dismissed May 10, 1938.  
WHO Des Moines, 1000 kc, filed March 20, 1936; dismissed May 17, 1938.  
WBZ Boston, 990 kc, filed Jan. 25, 1937; returned at request of attorney March 31, 1938.

## Applications Dismissed

Applications involving a breakdown of Class I-A channels were dismissed without prejudice since adoption of freeze policies, as follows:

640 kc—WBIG Greensboro, N. C.; WCBM Baltimore; WCHS Charleston, W. Va.; WHCT Ithaca, N. Y.; WJHP Jacksonville, Fla.; WKRC Cincinnati; WOKO Albany, N. Y.  
660 kc—KOWH Omaha; KVN Utah.  
750 kc—WHEB Portsmouth, N. H.  
770 kc—WDAE Tampa, Fla.  
830 kc—WNYC New York, on Oct. 20, 1942 was denied application for modification to change operation hours from daytime to specified hours, 6 a.m.-11 p.m.

## WHEELER'S VIEWS

FOLLOWING is text of the statement issued last week by Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee with respect to the FCC hearing on clear channels, set for May 9:

I am very pleased that the FCC is going to hold hearings on this matter. After all, as the Commission has pointed out in its order, the so-called clear channels were originally set aside for the purpose of rendering service over large areas and to bring service to the rural population of the United States. According to the Commission there are still large areas within the United States which receive no radio service at all during the daytime hours and no primary service at night.

At the present time the clear-channel stations are located chiefly in the large cities where their principal function is serving the urban populations instead of reaching the rural areas as originally intended. It seems to me that the Commission ought to reexamine the whole matter and look into the question of whether or not these clear channels should be opened to additional stations.

During the hearings held by the Interstate Commerce Committee in the last Congress on radio legislation, James L. Fly, then chairman of the FCC, stated that from an engineering standpoint clear channels now assigned to stations in the big cities in the East could be shared by stations located in the Middle West and Far West without electrical interference, thus giving better service to the interior and the West Coast.

## FCC Asked to Condition Sales on Public Service

SUGGESTION that in passing on the sale of stations airing foreign language programs, the FCC "might well wish to make it a condition of the sale that the proposed new owners agree to continue this very valuable public service" is made by the radio committee of the American Civil Liberties Union in a letter written Feb. 15 by the committee's chairman, Thomas R. Carskadon, to Paul A. Porter, FCC Chairman. Letter states that too little public attention has been given to "the fact that a distinct loss in public service often occurs when a well-financed new owner, after buying a relatively small or obscure station at a fancy price, proceeds to overturn completely the established program policy of that station. This is particularly true of stations that have been carrying foreign language programs."

Letter cites several recent instances of "stations in the New York and Boston areas and in other cities being sold to new owners who abruptly cancel foreign-language programs, both sponsored and sustaining."

## CLEAR CHANNEL HEARING ORDER

In the Matter of Clear Channel Broadcasting in the Standard Broadcast Band Docket No. 6741

### ORDER

WHEREAS, this Commission and its predecessor, the Federal Radio Commission, have since Nov. 11, 1928 designated certain channels in the standard broadcast band as "clear channels", the purpose of which is to render service over large areas and to bring service to the rural population of the United States; and

WHEREAS, there are still large areas of the continental United States which have no radio service during the day and no primary radio service at night; and WHEREAS, the Commission has received many applications requesting authorization for the operation of additional stations and for the use of higher power on the clear channel frequencies; and

WHEREAS, these applications raise issues which can more appropriately be considered in a general hearing than in a hearing limited to particular applications; and

WHEREAS, the North American Regional Broadcasting Agreement expires March 29, 1946, and it is desirable to determine what, if any, changes are necessary in connection with clear channel assignments prior to a renegotiation of the treaty;

NOW, THEREFORE, IT IS ORDERED, this 20th day of February 1945 that a hearing be held before the Commission en banc commencing at 10:30 a.m. on May 9, 1945, at the offices of the Commission in Washington, D. C., for the purpose of determining:

1. What recommendation concerning the matters covered by this order the Commission should make to the Dept. of State for changes in provisions of the North American Regional Broadcasting Agreement.

2. Whether the number of clear channels should be increased or decreased and what frequencies in the standard broadcast band shall be designated as 1-A channels and as 1-B channels.

3. What minimum power and what maximum power should be required or authorized for operation on clear channels.

4. Whether and to what extent the authorization of power for clear channel stations in excess of 50,000 w would unfavorably affect the economic ability of other stations to operate in the public interest.

5. Whether the present geographical distribution of clear channel stations and the areas they serve represent an optimum distribution of radio service or whether the fair, efficient, and equitable distribution of radio service among the several states and communities specified in Sec. 307(b) of the Communications Act requires a geographical redistribution at this time.

6. Whether it is economically feasible to relocate clear channel stations so as to serve those areas which do not presently receive service.

7. What new rules or regulations, if any, should be promulgated to govern the power or hours of operation of Class II stations operating on clear channels.

8. What changes the Commission should order with respect to geographical location, frequency, authorized power or hours of operation of any presently licensed clear channel station.

9. Whether and to what extent the clear channel stations render a program service particularly suited to the needs of listeners in rural areas.

10. The extent to which the service areas of clear channel stations overlap and the extent to which this involves a duplication of program service.

11. What recommendation if any, the Commission should make to the Congress for the enactment of additional legislation on the matters covered by this order.

IT IS FURTHER ORDERED, that persons or organizations desiring to appear and testify shall notify the Commission of such intention on or before April 2, 1945, stating the names of all witnesses who will appear, the topic each will discuss and the time expected to be required for the testimony.

the station most people listen to most . . .

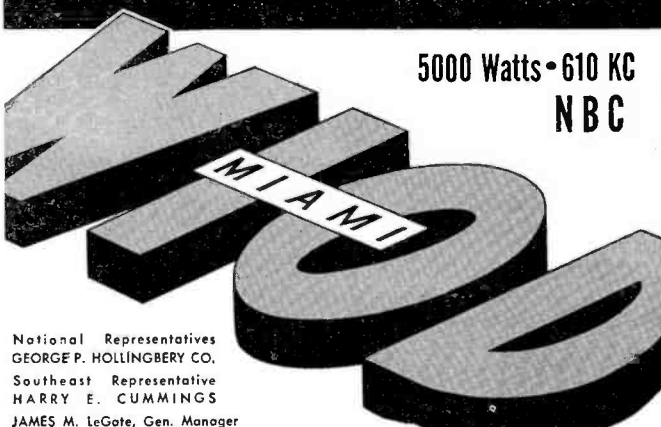
## C. E. HOOPER, INC.

DECEMBER, 1944 — JANUARY, 1945

### STATION LISTENING INDEX - MIAMI, FLA.

| Station | MORNING INDEX<br>8 A. M. to 12 noon<br>Mon. thru Fri. | AFTERNOON INDEX<br>12 noon to 6 P. M.<br>Mon. thru Fri. | EVENING INDEX<br>6 P. M. thru 10 P. M.<br>Sun. thru Sat. |
|---------|-------------------------------------------------------|---------------------------------------------------------|----------------------------------------------------------|
|         |                                                       |                                                         |                                                          |
| WIOD    | 27.4                                                  | 36.4                                                    | 44.5                                                     |
| B       | 20.5                                                  | 32.4                                                    | 27.0                                                     |
| C       | 40.5                                                  | 20.2                                                    | 16.1                                                     |
| D       | 11.6                                                  | 10.7                                                    | 12.2                                                     |

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(TO BE CONTINUED)

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KSUN, Bisbee-Lowell-Douglas,  
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## BBC Stages First Wartime Telecast

### Noncommercial Broadcasting Virtually Assured in England

FOR THE first time since the war, the BBC put on a television program last week. It was shown only to delegates and guests of the British Commonwealth Broadcasting Conference, meeting in London Feb. 15-March 9. Announcing the demonstration, in welcoming the assembly, Sir Allan Powell, chairman of BBC's board of governors, expressed the hope that the BBC's regular television service, in operation for three years before the war, would soon begin again, with wider scope.

Although Sir Allan did not touch on the subject of commercial radio plans for Britain, Larry Leseur broadcasting on CBS from London, said that "It's reported that the Government has decided that the semi-government-run BBC will be run the same way after the war. That means that commercial radio with sponsored programs will not be permitted in Britain. 'The British public,' he added, 'will pay to listen to their government radio through increased annual license fees for each radio set. These government decisions are likely to be brought out in the open in a House of Commons debate soon after Easter.'"

Debates will probably continue throughout this year, as the present BBC charter does not expire until Jan. 1, 1947. Parliament will announce its decision by Jan. 1, 1946.

W. J. Haley, director general of the BBC, last December told the Radio Industries Club at a London meeting [BROADCASTING, Dec. 4, 1944] that the British felt that broadcasting was not "something to be exploited, something to make money out of. In Britain," he said, "broadcasting is a non-commercial service . . . in which every listener . . . has an equal right with every other listener to the best service that can be given," thus virtually announcing the continuance of noncommercial broadcasting.

## Transfer of Control Granted KTNM, KXOX

CONSENT has been granted by the FCC to voluntary assignment of license of KTNM Tucumcari, N. M. from Lester Q. Krasin and Otto A. Krutzner to Tucumcari Broadcasting Co., a new partnership, for \$20,000. Equal partners in the new company are Hoyt Houck, Robert D. Houck, Walter G. Russell, local businessmen, and Lonnie J. Preston, station representative of KGNC Amarillo, Tex.

At the same action the Commission granted J. S. McBeath and Mittie Agnes McBeath full control of KXOX Sweetwater, Tex. through purchase of 75 shares (50%) outstanding stock for \$8,754.42 from Wendell Mayes, part owner and general manager of KBWD Brownwood, Tex.



NATIONAL UNITY promotion won for WMCA New York the Brotherhood Week radio award of distinguished merit. Nathan Straus (right), president, receives the award from Dr. Edward R. Clinchy, president of the National Conference of Christians and Jews, during WMCA's *New World A-Coming* broadcast Feb. 18. WMCA was the only station in the country honored by the national conference.

## HEARS HUSBAND

Voice of Major Douglas

—Heard by Wife—

VOICE of her husband, Maj. Melvyn Douglas, was heard for the first time in 17 months by Rep. Helen Gahagan Douglas (D-Cal.) on MBS *Your Army Service Forces* Feb. 21. Mrs. Douglas, guest on the program, heard a special transcription rushed from the CBI theatre where Maj. Douglas is stationed with the Armed Forces Radio Services.

Mrs. Douglas spoke from WOL Washington while the rest of the show originated in New York. She was presented a transcription of the program.

## WEMP, KOMA Granted Transfers in FCC Action

VOLUNTARY assignment of license of WEMP Milwaukee was granted by the FCC last week from Glenn D. Roberts and six other individuals doing business as Milwaukee Broadcasting Co. to a newly formed partnership composed of these members with addition of James Ernest Roe, now counsel with Alien Property Custodian; W. Wade Boardman, affiliated in law with Mr. Roberts, and Genevieve S. Nesbit.

Mr. Roberts, who owns three-eighths interest, sells a third of his holding each to Messrs. Roe and Boardman for cash consideration of \$25,000. Wellwood Nesbitt, who holds an eighth interest in the assignor partnership, transfers half of that holding to his wife as a gift. Other partners are: Melva F. Roberts (1/8); Sen. LaFollette (P-Wis.) (1/8); Rachel Young LaFollette (1/8); Hope D. Pettey (1/16); Herbert L. Pettey, director of WHN New York, and Evalyn H. Dolph (1/16), wife of William B. Dolph, vice-president of WMT Cedar Rapids.

At the same action the Commission granted involuntary transfer of control of KOMA Oklahoma City from J. T. Griffin, deceased, to John Toole Griffin and Marjorie Griffin Leake, executors under the will of the late Mr. Griffin. No money is involved in the transfer.

## CONTROL TRANSFER OF KFNF IS SOUGHT

KFNF Shenandoah, Ia., has filed with the FCC an application for transfer of control from Henry Field to Midwest Broadcasting Co. through transfer of 201.31 shares (50.33%) in exchange for 400 shares non-voting stock in Midwest Broadcasting. Value is given as \$40,000. Mr. Field, president of the KFNF licensee corporation, is now 73 and desires to relinquish responsibility of control, application states.

John W. Nicholson, former KFNF station manager and vice-president and director of KFNF Inc., is president-treasurer of Midwest Broadcasting and holder of 150 shares (75%) Class B common voting stock. Elbert A. Reed, also a vice-president and director of KFNF Inc., is vice-president and secretary of Midwest Broadcasting, in which he holds the remaining outstanding 50 shares Class B stock and the 100 shares (100%) outstanding Class A common non-voting stock. Both are affiliated with Mr. Field in other business interests.

Of the remaining stock in KFNF 195 shares or 48.75%, is held by Iowa Broadcasting Co., now Cowles Broadcasting Co. According to the application it is proposed that KFNF Inc. will sell 600 shares common stock (\$100 par) to either Cowles Broadcasting or Midwest Broadcasting or both. Articles of incorporation have been amended to authorize the new stock. Plans for new equipment and other improvements are contemplated.

## WJPR Sale Filed

BECAUSE he is serving overseas with the Navy and is unable to devote proper attention to station operation, John R. Pepper, sole owner of WJPR Greenville, Miss., last week filed with the FCC an application for voluntary assignment of license to Emmet Holmes McMurtry Jr., WJPR general manager, and Frank Wilson Baldwin, sales manager, each to hold one-third interest; and to Thomas Henry Golding Sr., planter, and Thomas Henry Golding Jr., farmer and contractor, each to hold one-sixth interest. Price is \$75,000.

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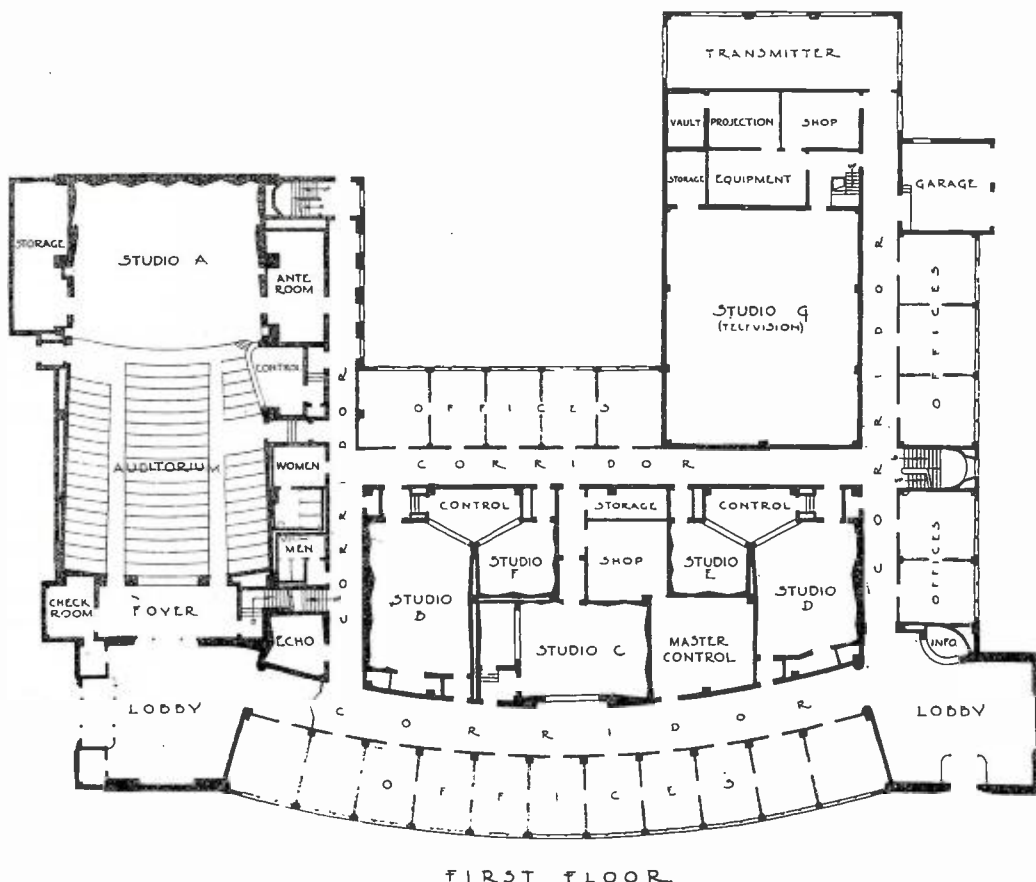
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in Rochester, estimated cost for the project is \$1,200,000. A one-story building except for the two-story auditorium, structure also will contain all technical facilities including transmitters, offices, work rooms, storage space and other facilities. All of the studios will be suspended on floating floors to eliminate outside noises. Landscaping will be started immediately.

### WSM Files Transfer

FORMAL applications were filed with the FCC last week requesting voluntary assignment of licenses of WSM Nashville, FM outlet WSM-FM and relay stations WNRB WEOF WBPA WADQ WADP from The National Life & Accident Insurance Co. to WSM Inc., new corporation owned wholly by the insurance firm [BROADCASTING, Feb. 12].

### Crews' New Book Helps In Production Directing

A NEW BOOK, titled *Radio Production*, [Houghton Mifflin Co., Boston, \$2] by Albert B. Crews, NBC central division production director, is a welcome addition to the publishers' broadcasting series, which includes two other volumes by Mr. Crews, *Professional Radio Writing* and *Radio Announcing*. Mr. Crews, prior to his NBC affiliation, was assistant professor of speech and chairman of the radio department at Northwestern U.

Aside from the technical aspect of the book, which treats of the "tools" of radio production directing and will appeal therefore to the technician, *Radio Production Directing* will be of interest to the layman and to the student who would enter radio. Mr. Crews takes the reader behind the mike on the production end of such shows as dramatic programs, variety hours, news dramatizations like the *March of Time* and what are termed "talks" programs, e.g., a round-table discussion, an interview or a quiz show.

Mr. Crews' 550-page volume should prove a valuable reference book to anyone desiring information on the production aspect of the industry.

### Spot Sales Adds

SPOT Sales last week announced the addition of two men to its staff, Edgar H. Twamley, general manager of the Chicago office, and Griffith Thompson, who will specialize in an expansion of Spot Sales operations in New York. Mr. Twamley entered radio with WHO Des Moines. He since has been with WOC Deavenport, Ia., WBBN Buffalo, and NBC station relations departments in New York and Chicago. Before joining Spot Sales, he was in the Army. Mr. Thompson, recently a captain in the Army, assigned to Armed Forces Radio Service, has been in the sales department of Blue and the former NBC-Red Network, general sales manager of Westinghouse Stations, and general manager of WBYN Brooklyn.

### Ad Bibliography

BIBLIOGRAPHY of 100 books on advertising has been prepared by E. K. Johnston, associate professor of advertising, and issued as a U. of Missouri Bulletin (Vol. 46, No. 8). The bulletin lists books on advertising and immediately related subjects "found helpful to the annotator in the teaching of advertising."



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## Actions of the

## FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 17 TO FEBRUARY 23 INCLUSIVE

## Decisions . . .

### ACTIONS BY COMMISSION FEBRUARY 20

1340 kc WEMP Milwaukee—Granted vol. assign. license from partnership composed of 7 members to new partnership including these members plus James Ernest Roe, W. Wade Boardman and Genevieve S. Nesbitt.

1520 kc KOMA Oklahoma City—Granted involuntary transfer of control from J. T. Griffin, deceased, to his executors, John Toole Griffin and Marjorie Griffin Leake.

NEW Lincoln Deller, Sacramento—Granted extension of 30 days to comply with conditional grant for new station.

NEW Adelaide Lillian Carrell, Wichita—Adopted order designating for hearing in accordance with Public Notice 1-25-45, application for new station; hearing set 3-28-45 to determine conformity with FCC Policy 1-16-45.

NEW Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted additional 30 days to comply with conditional grant for new station.

NEW Central Valleys Broadcasting Co., Sacramento—Same.

1230 kc KVVU Logan, Utah—Granted license renewal for period ending 2-1-46.

1430 kc WIRE Indianapolis—Granted license renewal for main and aux. trans. for period ending 11-1-47.

W9XWT Courier-Journal & Louisville Times Co., Louisville—Granted renewal of facsimile broadcast station license for period ending 3-1-46 subject to changes in assignment which may result from Docket 6851 proceedings.

W8XUM WBNS Inc., Columbus, O.—Same.

### ACTIONS BY ADM. BOARD

#### FEBRUARY 19

560 kc KPQ Wenatchee, Wash.—Granted license to cover CP authorizing change assignment and install new trans.

Frank R. Pidcock Sr., Near Moultrie, Ga.—Placed in pending file application for CP new FM station.

Indian Broadcasting Co., Indianapolis—Same.

## Applications . . .

#### FEBRUARY 19

1340 kc WJPR Greenville, Miss.—Vol. assign. license from John R. Pepper to Thomas Henry Golding Sr., Thomas Henry Golding Jr., Emmet Holmes McMurry Jr. and Frank Wilson Baldwin, a partnership d/b Radio Services Co.

650 kc WSM Nashville—Vol. assign. license from The National Life & Accident Insurance Co. to WSM Inc.

WSM-FM Nashville—Same.

#### FEBRUARY 21

1370 kc WFEA Manchester, N. H.—Vol. assign. license from New Hampshire Broadcasting Co. to H. M. Bitner.

NEW S. E. Adcock, Knoxville—CP new developmental station to be operated on 12,862.5 kc, 6,425 kc or other frequency as FCC may assign, 200 w, A3 emission.

NEW-44.9 mc Raytheon Manufacturing Co., Chicago—CP new FM station. 10,100 sq. mi., \$80,000-\$75,000 estimated cost.

NEW-44-50 mc Raytheon Manufacturing Co., Chicago—CP new commercial television station 44-50 mc (as specified in proposed allocation), ESR 6360.

#### FEBRUARY 23

1480 kc WHKM Jersey City—Mod. license to change corporate name from New Jersey Broadcasting Corp. to Atlantic Broadcasting Co.

610 kc WHKC Columbus, O.—License to cover CP authorizing change assignment.

640 kc WHKK Akron, O.—License to cover CP authorizing change assignment and move trans. and studio.

1340 kc WDAK Columbus, Ga.—Vol. assign. license from L. J. Duncan, Lella A. Duncan, Josephine A. Rawls and Effie H. Allen d/b Valley Broadcasting Co. to L. J. Duncan, Lella A. Duncan, Josephine A. Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Fill d/b Valley Broadcasting Co.

1490 kc WRLL West Point, Ga.—Same.

580 kc KALB Alexandria, La.—License to cover CP as mod. authorizing change assignment and move trans. and studio.

1240 kc WQMT Mantoloking, N.J.—License to cover CP authorizing increase power.

## Senators Visit RCA

MEMBERS of the Senate Interstate Commerce Committee, charged with origination of radio legislation, and FCC Chairman Paul A. Porter visited the RCA Labs. at Princeton last Saturday to observe latest developments in the radio and electronic arts. Prior to Mr. Porter's assumption of the FCC chairmanship last December, the FCC made the laboratories tour. Hosts to the group were to be Brig. Gen. David Sarnoff, RCA president, and Dr. C. B. Jolliffe, chief engineer of the laboratory. Co-hosts were Frank Folsom, Otto Shairer and Edward F. McGrady, RCA vice-presidents; Frank E. Mullen, NBC vice-president and general manager; Frank M. Russell, NBC Washington vice-president.

Chairman Porter accompanied the delegation at the invitation of the Committee. Making the trip were Chairman Wheeler (D-Mont.), McFarland (D-Ariz.), Hoey (D-N. C.), Johnston (D-S. C.), Myers (D-Pa.), McMahon (D-Conn.), White (R-Me.), Shipstead (R-Minn.), Tobey (R-N. H.), Gurney (R-S. D.), Capehart (R-Ind.), Lt. Ed Cooper, USNR, on leave as advisor to the subcommittee on international communications, and Edward Jarrett, acting clerk of the standing committee.

# AP

KGFF, Shawnee, Oklahoma

"We are finding your Teletype, 'Washington Today,' very fine indeed."

Maxine Eddy,  
General Manager

available through  
**PRESS ASSOCIATION, INC.**  
30 Rockefeller Plaza  
New York, N. Y.

**SPORTS**  
WHN WHN WHN WHN  
**MUSIC**  
1050 1050 1050 1050  
**NEWS**  
WHN WHN WHN WHN  
**WHN**  
DIAL 1050-50,000 WATTS

## Academy Discussed

DRAFT OF the proposed "Academy of Radio Arts and Sciences" [BROADCASTING, Oct. 2] and results of an industry-wide survey to determine its potential value and reactions to the projected merit system awards, have been under discussion for the past two weeks in New York. A series of conferences has been held between special industry groups and representatives of firms retained to draw up plans—Lee & Losh, Los Angeles, and Hill & Knowlton, New York. Similar discussions started in Washington last week. Conferences got under way following arrival of E. T. (Buck) Harris of Lee & Losh, from the West Coast. The draft provides for participation by all broadcasting industry factors, including talent, technical and management groups.

## Blue Video Tests

BECAUSE the major part of today's video productions "have been far too complicated for the new medium" the Blue Network is starting its television experimenting by taking "radio shows and endeavoring to keep them as much in their original format as possible," Paul B. Mowrey, Blue supervisor of television, said Feb. 20 in a talk to the women's advertising group and department store executives in Toledo. "This should achieve one major point," he stated. "We know from the sound standpoint the program should have been good entertainment; otherwise, we assume it would not have been on radio. From the sight standpoint, if presented near to its original form, it should prove interesting."

## WFEA Transfer Asked

APPLICATION was filed with the FCC last week requesting voluntary assignment of license of WFEA Manchester, N. H., from New Hampshire Broadcasting Co. to H. M. Bitner, president and sole owner. No money is involved. Mr. Bitner is also president and 30% owner of WFBM Indianapolis.

## CBS Holding Television Course for Technicians

A 60-WEEK course in the operation of television studio and transmitter equipment opened Feb. 12 in the penthouse atop the CBS headquarters building in New York, with 175 of the network's technical employees as students. Divided into three sections of 20 weeks each, the course is being given by the division of general education and college of engineering, New York U., under direction of Dr. Peter Goldmark, CBS director of engineering research and development, and Robert Serrell, member of the network's television engineering operations staff, assisted by Mason Escher, staff technician representative of the IBEW.

Part 1 of the course, running through June, is a review of mathematics and electrical theory, titled "Electrical Circuit Theory for Television." It will be given by Dr. Irving F. Ritter, professor of mathematics at the College of Engineering. Part 2, Sept. 1945-January 1946, covers "Vacuum Tube and Communications Network Theory." Part 3, Feb.-June 1946, deals with "Television Theory and Practice."

Students have a choice of four sessions to attend: Monday, Tuesday or Wednesday, 7-9 p.m. or Thursday, 1-3 p.m.

## Network Accounts

All time Eastern Wartime unless indicated

### New Business

TRIMOUNT Clothing Co., Boston (Clipper Craft clothes) on March 25 for 13 weeks starts Topics of Today with Dorothy Thompson on 60 MBS stations Sun. 9:45-10 p.m. Agency: Emil Mogul Co., N. Y.

TEXTRON Inc., New York (institutional), on Feb. 25 starts This Is Helen Hayes on 190 MBS stations Sun. 10:15-10:30 p.m. Agency: J. Walter Thompson Co., N. Y.

SOUTHERN CAL. Independent Hardware Dealers, Los Angeles (cooperative), on Feb. 19 for 52 weeks starts Gracious Living on 6 Cal. Don Lee stations, Mon.-Wed.-Fri. 12:45-1 p.m. (PWT). Agency is Dean Simmons Adv., Hollywood.

SOCONY-VACUUM OIL Co. of Canada, Toronto (Mobilol), on Feb. 12 started Information Please on 26 CBC Dominion network stations Mon. 9:30-10 p.m. Agency: Cockfield Brown & Co., Toronto.

PROCTER & GAMBLE Co., Toronto (Drene shampoo and Ivory flakes), on Feb. 15 started Rudy Valley on 19 CBC Dominion network stations Thurs. 10:30-11 p.m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

MENNEN Co., Newark, N. J. (toilettries), on Feb. 13 started News With Bill Haworth on seven CBS Pacific stations Tues.-Thurs.-Sat. 7:30-7:45 a.m. (PWT). Agency: Duane Jones Co., N. Y.

### Renewal Accounts

WM. WRIGLEY JR. Ltd., Toronto (chewing gum) on Feb. 13 renewed Treasure Trail on 9 CBC Dominion prairie region network stations, Tues. 10:30-11 p.m. Agency: Jack Murray Ltd., Toronto.

GULF OIL Corp., Pittsburgh (motor oils, gasoline), on Feb. 11 renewed for 52 weeks We the People on 104 CBS stations Sun. 10:30-11 p.m. Agency: Young & Rubicam, N. Y.

ROMA WINE Co., Fresno, Cal. (Roma Wines), on March 1 renews for 52 weeks Suspense on 68 CBS stations Thurs. 8-8:30 p.m. (rebroadcast on 16 Mountain and Pacific coast stations 12 midnight). Agency: Blow Co., N. Y.

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil and Snowdrift) on Feb. 26 renews for 52 weeks Irene Beasley on 55 CBS stations Mon. thru Fri. 3:15-3:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

### Net Changes

P. BALLANTINE & SONS, Newark, on Feb. 19 replaced Johnny Morgan with Barney Grant, CBS Monday 10:30-11 p.m. Agency is J. Walter Thompson Co., N. Y.

B. T. BABBITT Inc., New York (soup mix, Bab-O), on Feb. 26 shifts Lora Lawton from 38 NBC stations Mon. thru Fri. 10:10-10:15 a.m. to 39 NBC stations Mon. thru Fri. 10:15-10:30 a.m. Agency: Duane Jones Co., N. Y.

GUM LABS. Inc., Clifton Heights, Pa. (Ivoryne chewing gum) on March 18 for 52 weeks starts Hello Sweetheart Hello on 69 MBS stations Sun. 1:30-2 p.m. having discontinued Hello Sweetheart on 171 Blue stations Sat. 5:45-6 p.m. Agency: McJunkin Adv., Chicago.

SOLOFF MFG. Co., Glendale, Cal. (paint cleaner), on Feb. 5 added 6 Blue Mountain stations to Buddy Twiss program on 15 Blue Western stations Mon.-Fri. 1:45-1:50 p.m. (PWT), making total of 21 Blue stations. Agency: McCann-Erickson, Los Angeles.

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on Feb. 22 shifted Bulldog Drummond on 38 Don Lee Pacific stations from Wed. 8:30-9 p.m. (PWT), to Thurs. 8-8:30 p.m. (PWT). Agency: Hillman-Shane-Breyer, Los Angeles.

# KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

**The SCHOOL of  
RADIO TECHNIQUE**

*Exclusively to Radio Broadcasting*  
(America's Oldest School Devoted  
6 Weeks' Day Course  
**MARCH 5**  
8 Weeks' Evening Course  
**MARCH 16**

*Taught by Network Professionals, for Beginner & Advanced students, include:*

- Announcing
- News-casting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.  
**VETERANS:** accepted if qualified under G. I. Bill.

**R.K.O. BUILDING RADIO CITY, N.Y.**  
CIRCLE 7-0193

**BLUE NETWORK  
WFMJ  
YOUNGSTOWN, O.**

**28th**  
U. S. METROPOLITAN DIST.  
**MORE** LISTENERS PER DOLLAR  
Ask **HEADLEY-REED**

New York, Chicago,  
Detroit, Atlanta  
San Francisco

**REACH THE WOMEN OF THE  
OHIO VALLEY WITH . . .**  
*Oliver Kachley*

**WCKY**  
50,000 WATTS  
C B S

**THE L.B. Wilson STATION**

**Today's  
BEST BUYS**

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

**REPRESENTED BY RAMBEAU**

## WAR ASSIGNMENTS OPEN, SAYS KIRBY

POINTING out that only six independent stations had applied for the 12 war correspondents' credentials available to them, Col. E. M. Kirby, chief of the Radio Branch, War Dept. Bureau of Public Relations, suggested to women attending the NAB's Assn. of Women Directors meeting in New York that they lose no time in securing assignments to foreign countries. Dorothy Lewis, director of NAB Listener Activities, presided at the meeting, held Feb. 17.

Guests attending the all-day NAB session [BROADCASTING, Feb. 19] also heard Mrs. Eleanor Roosevelt say that "had it not been for the fact that women broadcasters had a great opportunity and used it, radio would not have become the important thing it is for women today." AWD president Ruth Chilton, WCAU Philadelphia, presented the First Lady with an award for "thoughtful consideration and inspiration" to women broadcasters.

Broadcast material for the "Women of the United Nations" campaign, started by the New York session, has been assembled in a booklet including proposed spot announcements dealing with countries all over the world, lists of foreign music recordings, reprints of magazine articles, and other information on foreign countries to be used by women broadcasters throughout the U. S. during the campaign.

## Victor C. Rankin

DEATH of Victor C. Rankin, former West Coast playwright, radio writer and advertising man, was announced last week by the OWI. He had been in charge of a psychological warfare team in Asia and was last heard from on May 25, 1944 when the plane on which he was flying over Burma crashed. The pilot, who was uninjured, managed to reach friendly natives eight days later in an effort to bring help to Rankin and the copilot, both of whom were injured. Efforts since then to locate the men or the scene of the wreck have failed and hope has been abandoned.

## Would Bar Liquor Ads

EXCLUSION of liquor advertising from the air would be effected under terms of a bill introduced last week by Sen. Capper (R-Kan.), who seeks to prohibit transportation in interstate commerce of alcoholic beverage advertisements. Newspapers also would be adversely affected. Sen. Capper said he wanted to protect children from advertising which tells them "alcohol is healthy, harmless and socially compulsory".

EMERSON MARKHAM, manager of television with GE, Schenectady, has been named a director of Television Broadcasters Assn., replacing Robert L. Gibson, resigned. Mr. Gibson, formerly GE television manager, now heads the chemical department.

## Pearson, Bell Syndicate File Suits Against Pegler

FOR ALLEGED defamation of character, columnist and Blue Network commentator Drew Pearson and the Bell Syndicate, which distributes his column, have filed a joint suit against Westbrook Pegler in the Supreme Court of New York, asking for damages of \$25,000 each. Suit charged that Pegler, writing in his column of Jan. 30 of "the dangerous attitude of the Blue Network . . . toward miscalled news broadcasters specializing in excitement and falsehood," related an allegedly false story Pearson had reported in a Blue broadcast the night after election, involving Pegler and Frank Sinatra.

"It occurred to me," Pegler wrote, "that the Blue Network had some responsibility . . . Instead of offering any redress, however, Mark Woods suggested that I write a piece about it." Mr. Pegler then went to Chester LaRoche, vice-chairman of the board of Blue, and Edward Noble, chairman, and stated both had said "Pearson was a headache to them . . . but (they) couldn't get rid of him" because "he had acquired a large popular following."

## WANTED

• A newspaperman who has had radio experience or a radioman who has had newspaper experience.

FOR A CAREER IN  
THE EDITORIAL  
DEPARTMENT  
OF  
BROADCASTING

Write to EDITOR,  
BROADCASTING  
Nat'l Press Bldg.  
Washington, D. C.

## SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants

Commercial Radio Equip. Co.

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

Custom-Built  
Speech Input Equipment  
U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.  
District 1640  
(Subj. to Gov't Reg.)

SOUND EFFECT RECORDS  
**GENNETT-SPEEDY-Q**

Reduced Basic Library Offer Containing  
Over 200 Individual Sound Effects  
Write For Details

**CHARLES MICHELSON**  
67 W. 44th St. New York, N. Y.

SOUND EFFECTS

One of the largest selections of  
sound effects in existence. MAJOR  
RECORDS. Realistic and Complete.

Write for catalog  
**THOMAS J. VALENTINO INC.**  
Transcriptions—Specialized Recordings  
1600 Broadway N.Y. 19, Circle 6-4675

YOUR CANADIAN DISTRIBUTION  
is assured thru

**WALTER P. DOWNS Ltd.**  
833 Dominion Sq. Bldg., Montreal, Can.

Present Lines:  
**PRESTO RECORDING CORP.**  
**FONDA CORP.** AMPREX TUBES  
AUDIO DEVELOPMENT CO.

Accurate Console Dramatic

**LYN PEL**

"A Dispatch from Router's"  
WKAT (BLUE) 4th YEAR

The  
**Robert L. Kaufman**  
Organization

Technical Maintenance, Construction  
Supervision and Business Services  
for Broadcast Stations  
Munsey Bldg. Washington 4, D. C.  
District 2292

MORE RF KILOWATT HOURS  
PER DOLLAR WITH

**F & O TRANSMITTING TUBES**

Freeland & Olschner Products, Inc.  
611 Baronne St., New Orleans 13, La.

Raymond 4756  
High Power Tube Specialists Exclusively

**5th YEAR**  
**FOR JOHNNY AND MACK AUTO PARTS**  
**IN MIAMI**  
**THE SHADOW**

Available locally on transcription—see C. MICHELSON, 67 W. 44 St., N.Y.C.



# Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum \$1.00.

Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline ten days preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

## Help Wanted

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

250 watt Blue Network station looking for good studio announcer available about April 1st. Family man preferred. Located midwest. Excellent opportunity for steady employment. A first, second or restricted license would help. Send details to Box 182, BROADCASTING.

Dependable versatile announcer with references needed by 5 kw NBC affiliate. Southwestern city 150,000. News, commercials, no controls. Ideal working conditions. Box 183, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive, local 250 watt station. Midwest. Good salary. Send qualifications to Box 218, BROADCASTING.

Wanted—Reliable man with average announcing ability for network affiliate. References required. Box 247, BROADCASTING.

Wanted — Sound effects technicians, television maintenance engineers, transmitter engineers. Experienced. Essential. Major New York City network. Write details. Box 268, BROADCASTING.

Announcer — Progressive midwestern station located in a prosperous community wants announcer-producer or announcer-newscaster. Top salary paid to right man. Applicant must be prepared to submit voice audition on request. Will pay expenses for final interview or share expenses for moving this territory. Write Box 277, BROADCASTING.

Wanted—Announcer with some experience. 1000 watt network station, lovely Georgia city. Not a wartime job. Operator's ticket not essential, but desirable so he would be available for one relief operating shift each week. For a permanent connection with a future, advise us all details and salary requirements for 48 hour week. Box 281, BROADCASTING.

North Carolina 1000 watt daytime station needs announcer. No night work or before 8:00 a.m. Forty hours. Good starting salary with opportunity to advance. Prefer draft exempt or returned veteran. Pleasant working conditions and in fine town. State all first letter to WBBB, Burlington, N. C.

Network offers top-notch opportunity with unlimited horizon for two self-starters; one qualified to head promotion operations of sales organization—the other to put effective ideas to work, as an accomplished copywriter. For details, see Network Opportunity.

## Program Director

• • • of 5,000 watt basic Mutual affiliate offers 10 years sound, practical experience. Desires position with station seeking an executive, not a yes man.

BOX 312, BROADCASTING

## Help Wanted (Cont'd)

Man for local sales eastern CBS station. Excellent salary. Must be able to service and write copy. Permanent. Give all details first letter. Box 309, BROADCASTING.

Leg man for complete local news coverage. If you can handle program on air okay, but not essential. Give all details first letter. Box 310, BROADCASTING.

Good position for operator announcer who also can write copy. Permanent place in production department for right man. Wire collect, KFJL, Klamath Falls, Oregon.

Copywriter—If you are a gal radio copywriter, with commercial copy experience and want a permanent agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st floor, First Central Tower, Akron 8, Ohio.

Opportunity for all-round man with resonant voice and exceptional writing ability. Send photo, transcription, scripts. State salary expected. William F. Holland Agency, Hotel Sinton, Cincinnati, Ohio.

Permanent position operator-announcer with general experience. Progressive three station organization. RCA equipment. Wire collect, draft status, salary, availability. Mail voice cuttings. The Western Radio Corporation, The Dalles, Oregon.

Newscaster wanted. Send qualifications, references and expected salary in first letter. Also transcription. KGNC, Amarillo, Texas.

## Situations Wanted

Newscaster - commentator - announcer. Now doing several major news programs daily. Wishes to make change. Background includes, announcing and production on dramatic shows, music, sports, emceeing audience participation. Married. Army dischargee. Prefer midwest. Will consider good offer elsewhere. Box 292, BROADCASTING.

Experienced announcer-newscaster. Record shows, continuity, MC. Excellent background. Married, draft deferred. Willing to travel. Available February 15. Box 297, BROADCASTING.

Newscaster, producer, announcer, now with OWI. Available February 15. Good news man, attention-holding speaker, excellent sales ability. Former sales manager. J. E. Paul, 121 Jewel Court, San Rafael, Calif.

## ANNOUNCERS - WRITERS ENGINEERS-OFFICE WORKERS ARE YOU LOOKING FOR A BETTER JOB?

Get In Touch with Radios'  
Original Job Placement  
Clearing House

We Have Jobs Listed From  
Stations All Over America  
One Letter To Us Is Enough  
For Complete Details Write

RADIO PERSONNEL  
(Licensed and Bonded)

136 N. Delaware St. (Radio Center)  
INDIANAPOLIS 4, IND.

## Situations Wanted (Cont'd)

Combination engineer-announcer. Good voice. Experienced as chief engineer. Box 300, BROADCASTING.

Musical director-assistant producer. 15 years radio. Post war security. Phillips, 616 Bryan, Peoria, Ill.

Highly experienced young veteran at present manager eastern station desires management southwestern local. Box 291, BROADCASTING.

Manager—assistant. Desire opportunity better self—help your station go places. Seven years general experience. Completely reliable, draft exempt. Box 301, BROADCASTING.

Would like to enter the field of radio as an announcer. Frank Cody, Box 12, Corinth, Mississippi.

## Wanted to Buy

This sounds crazy, but I think there's at least one broadcaster in this wide USA who for some reason or other has a spare complete RCA 1 kw transmitter around that he doesn't want to sell, but might be willing to lease to new applicants until equipment is defrosted. Naturally, if he can make up his mind to sell it to some people who'll treasure it as a new-born babe, we'll sincerely, appreciate his contacting Box 314, BROADCASTING.

Wanted to buy—Ground wire and Billey BC 46T crystal oven. Box 150, BROADCASTING.

Wanted to buy—Any good tower 150 feet or more, preferably Winchager, ground wire, Cannon plugs. Also, can use good salesman and announcers. Address replies to Box 289, BROADCASTING.

Want to buy, regardless of condition, Western Electric "Dynamic" 618A type microphones. Radio Station KFAB, Engineering Department, Lincoln, Nebraska.

Wanted—Recording equipment and playback in good condition. William F. Holland Agency, Hotel Sinton, Cincinnati, Ohio.

## For Sale

New Cannon plugs complete. Box 306, BROADCASTING.

One Universal 16 inch portable recorder, amplifier, microphone. Complete \$350.00. Refer to Box 308, BROADCASTING.

One Presto 6D recorder, complete with 1 C cutting head, automatic equalizer, mounted in cabinet. \$600.00. Refer to Box 307, BROADCASTING.

For sale—Two Western Electric 2A, 33 1/3 turntables each equipped with WE D 93308 vertical reproducers and RCA MI 4856 lateral reproducers. Also WE D 94255 fader and control cabinet. Complete, in excellent condition ready for immediate use. Sold only as unit, \$400, FOB. Station WIS, Columbia, S. C.

## STATION MANAGERS DO YOU NEED MORE PERSONNEL?

Tell Us What You Want  
We Have Announcers, Writers  
Engineers, PD's, Actors, etc.,  
Available

NO CHARGE—NO BOTHER  
One Letter to Us Will  
Solve Your Employment  
Problem

RADIO PERSONNEL  
(Licensed and Bonded)

136 N. Delaware St. (Radio Center)  
INDIANAPOLIS 4, IND.

A radio station in a large Southern City is looking for two or three good announcers. We want men who have had at least two years' experience, men who are qualified to do everything from ad lib through news. If you are good in any special classification, tell us about it. Be sure to give a detailed outline of your past experience, your present salary wants, how much time it will take you to make a move and your particular interest in radio. We have good jobs for the right men. Address Box 215, BROADCASTING.

## Network Opportunity

- New York headquarters of a nationwide network needs two staff members. One will supply the tools necessary in the promotion of a large sales organization. He must be able to make effective use of all selling aids. The other person we are seeking must be an experienced copywriter with effective ideas and the self-drive to lead them to successful conclusions.
- Both positions offer unlimited opportunity for serious-minded hard-workers. Tell us which job is yours and write a complete letter of application to prove it. Samples of your work will be welcome. All replies confidential.

BOX 313, BROADCASTING

## WANT TO PURCHASE

LOCAL CHANNEL  
RADIO STATION  
East of Mississippi  
and in the North

Letters held in confidence  
Box 185, Broadcasting

## "ON YOUR OWN"

Seeking combination newscaster-writer for well-established commercial newscasts in Ohio. Want name and experience that can be extensively merchandised. High salary for man who appreciates chance to work "on his own". Give full particulars including experience, references and draft status.

Box 311, Broadcasting

# Curfew Inapplicable to Radio; May Hit Few Late Dance Shows

WHILE the amusement curfew order of War Mobilization Director James F. Byrnes, effective today (Feb. 26), does not apply in any way to broadcast stations, readjustment of after midnight network and station schedules was entailed because of the unavailability of dance band remotes.

Replying to an inquiry from BROADCASTING, the Office of War Mobilization & Reconversion stated last Wednesday, "This request does not apply to broadcasting stations in any way."

Many stations had been queried last week by newspapers as to whether they would close down at midnight in supposed compliance with the night club and entertainment mandate. What prompted these inquiries could not be ascertained Wednesday, it was indicated in official circles, since broadcast stations could not be placed in the pure entertainment category by any stretch of imagination.

On most independent stations, it was thought, emphasis will be placed upon the news and music formula.

## Repeats Involved

In New York, CBS recalled tickets for repeat broadcasts of the programs with studio audiences: The Philip Morris program, *It Pays To Be Ignorant*, Friday, 11:30 p.m.-midnight; General Food Corp.'s *Aldrich Family*, midnight-12:30 a.m. Saturday; Lucky Strike's *Your Hit Parade*, midnight-12:45 a.m. Sunday. Network's remote dance band pickups will be moved westward an hour earlier to avoid conflict with the midnight closing rule across the country.

NBC has canceled the audience for the repeat of this Monday's *Telephone Hour*, midnight-12:30

a.m. Tuesday, pending a clarification of the ruling concerning audiences in radio studios. The only remote band pickup made by NBC, *The Three Suns*, will be dropped for the duration of the post-midnight ban.

Blue has withdrawn the audience for *Johnny Olsen's Rumpus Room*, broadcast midnight-12:30 a.m. Tuesday, Thursday and Saturday. WOR, MBS key station in New York, has reduced the number of remote band pickups from 22 to 8 a week, broadcasting two quarter-hour pickups, 11:30-midnight, each evening. Station will broadcast MBS band pickups from across the country between midnight and 1 a.m. and will start its *Moonlight Saving Time* all-night program of recorded music at 1 instead of 2 a.m. as formerly.

Beginning today (Feb. 26) WBBM Chicago will extend its closing hour until 2 a.m. (CWT) instead of 1:30 a.m. according to George Case, assistant program manager. CBS will pick up remote bands from the West Coast after 12 midnight and WBBM will feed network remote bands from 11-12 midnight. WENR Chicago will not cancel its 11-11:30 p.m. remote band.

## New WMAQ Policy

WMAQ Chicago has issued a statement that henceforth news programs and news commentaries carried locally will be handled exclusively by news men or announcers who are members of the WMAQ staff. Current commitments with advertisers sponsoring programs of news or news commentaries employing other than WMAQ staff men may be continued for a period of one year or until termination of their current talent commitments, whichever first occurs.

## New Type Receiver

A NEW type radio receiver, developed by the Army Signal Corps, and known as R-100/URR has been announced, to provide reception of medium and shortwave broadcasts. New unit operates from self-contained batteries or from alternating or direct current. Distribution of the new receiver set to overseas troops, for morale and recreational purposes, has already been started, it was announced.

## McFARLAND URGES SOVEREIGNTY OF AIR

ALTHOUGH full consideration must be given to other nations in allocating frequencies for free communication and exchange of news in the "already overcrowded" radio spectrum, Sen. McFarland (D-Ariz.) stated before Congress last Thursday that American communications "must be as sovereign as it is possible to make them in this world". Sen. McFarland just two days before was appointed by ICC Chairman Wheeler to take charge of preliminary study and documentation tasks of the ICC subcommittee preparatory for hearings and continued executive conferences.

Sen. McFarland declared the real basis for a world-wide free press lies in low and equal transmission rates for news all over the world. American companies, he said, are forced to bid against each other and the United States is a third rate power in communications whereas foreign communications systems are either government owned or dominated, providing unfair competition. The Senator was sure, however, some "liberal, high-minded souls" in all countries will see the value of "publishing, by press or radio, free, uncensored and untrammelled news".

Many important facts have been adduced in the current study of international communications, Sen. McFarland concluded, "we shall soon be able to move forward actively with legislative proposals which will give us an adequate postwar communications system."

## NAB BOARD TO GET CODE CHANGE PLAN

AN INTERIM report will be made to the NAB Board, meeting in Washington Feb. 28, by the Code Committee's chairman, Lee B. Wailes, general manager, Westinghouse Radio Stations Inc.

The report was written after a two-day session of the Code Committee at Washington's Hotel Statler last Thursday and Friday. It was understood that the interim report would contain recommendations for important revisions in the Code.

At a special luncheon session held Friday, the Committee entertained as guests Byron Price, Director of Censorship, and Eugene Meyer, publisher of *The Washington Post* and owner of WINX Washington.

All members of the Code Committee excepting Felix Hinkle, general manager, WHBC Canton, attended the meeting. Membership includes, in addition to Mr. Hinkle and Mr. Wailes, Edgar L. Bill, WMBD Peoria; William S. Hedges, NBC New York; Herbert Hollister, KANS Wichita; Richard H. Mason, WPTF Raleigh; Eugene P. O'Fallon, KFEL Denver; William B. Quarton, WMT Cedar Rapids; Jan Schimek, CBS New York.

## FOOD INDUSTRY MEN ATTEND WLS DINNER

MORE THAN 900 representatives of the U. S. food industry, including manufacturers, distributors, wholesalers, retailers and their advertising agencies will attend the tenth anniversary dinner of the WLS Chicago Feature Foods Division to be held at the Stevens Hotel Chicago, Tuesday Feb. 27.

Daily foods broadcast, on WLS 11-11:30 a.m., Monday through Saturday has been conducted by Martha Crane and Helen Joyce since its origination ten years ago. Program is a combination radio broadcast and laboratory system for food merchandising, as an aid to advertisers, their agencies, food stores.

Harold Safford, WLS program director, will act as toastmaster. Glenn Z. Snyder, vice-president and general manager of WLS and Anna Kiefer president of National Association of Retail Grocers will extend best wishes to the dinner guests.

## Equitable on Blue

EQUITABLE LIFE ASSURANCE Society of U. S., New York, last Friday announced plans to start April 6 *This Is Your FBI* on the full Blue Friday 8:30-9 p.m. Warwick & Legler New York, is agency. Series will dramatize cases from FBI files, with Jerry Devine as writer-producer. J. Edgar Hoover, FBI chief, will open the series. Society's announcements will be primarily institutional.

## Wrigley in 100 Markets

WM. WRIGLEY Jr. Co., Chicago, is sponsoring one-minute spots in 100 markets explaining discontinuance of three popular brands. Wrigley's wartime product will replace these brands in overseas shipments and civilian trade. Agency is Ruthrauff & Ryan, Chicago. Length of contract is four weeks.

## Broadcast Day to End At 1 a.m. for Mutual

MUTUAL will end its daily operations at 1 a.m. beginning Feb. 26, Phillips Carlin, vice-president in charge of programs announced last week shortly after his return from a survey tour to discuss network programming with MBS affiliates. "We have been contemplating this move for a long time, since few stations were taking service after one in the morning," he explained.

Now broadcasting until 2 a.m., and coming back on the air at 10 a.m., MBS will end the broadcast day at approximately the same time as the other networks under the new plan. CBS goes off at 1.05 a.m. after a five-minute news period; the Blue at 1 a.m. and NBC at 1 a.m. The 1-2 a.m. period to be discontinued on Mutual is programmed entirely by remote dance-band sustainer pick-ups from hotels via MBS affiliates WGN Chicago; KWK St. Louis; KFRC San Francisco and WOR New York.



Drawn for BROADCASTING by Sid Hix  
"I'm Sorry You Misunderstood, Mr. Klunkwell—But When We Said 60 Second Commercials, We Meant 60 Seconds LONG Not 60 Seconds APART!"



# This Advertisement Helped More Americans to **LIVE LONGER!**

THIS is the first in the now-famous Metropolitan series of educational ads that has appeared without interruption since August, 1922. During this time, the health and longevity of Americans have increased greatly. While many other factors have contributed, The Metropolitan Life Insurance Company's pioneering in this type of education has been a material factor in America's unprecedented achievements in the field of public health.

## The Land of Unborn Babies

**IN Maeterlinck's Play—**  
"The Blue Bird," you see the exquisite Land—  
all misty blue—where countless babies are waiting  
their time to be born.

As each one's hour comes, Father Time swings wide  
the big gate. Out flies the stork with a tiny bundle  
addressed to Earth.

The baby cries lustily at leaving its nest of soft, fleecy  
clouds—not knowing what kind of an earthly "nest"  
it will be dropped into.

Every baby cannot be born into a luxurious home—  
cannot find awaiting it a dainty, hygienic nursery,  
rivaling in beauty the misty cloud-land.

But it is every child's rightful heritage to be born  
into a clean, healthful home where the Blue Bird of  
Happiness dwells.

**As each child is so born—**  
the community, the nation, and the home are richer.  
For just as the safety of a building depends upon its  
foundation of rock or concrete so does the safety of  
the race depend upon its foundation—the baby.

And just as there is no use in repairing a building  
above, if its foundation be weak, there is no use in  
hoping to build a strong civilization except through  
healthy, happy babies.

**Thousands of babies—**  
die needlessly every year. Thousands of rickety little  
feet falter along Life's Highway. Thousands of im-  
perfect baby-eyes strain to get a clear vision of the  
wonders that surround them. Thousands of de-  
fective ears cannot hear even a mother's lullaby.

And thousands of physically unfit men and women  
occupy back seats in life, are counted failures—all  
because of the thousands and thousands of babies  
who have been denied the birthright of a sanitary  
and protective home.

So that wherever one looks—the need for better  
homes is apparent. And wherever one listens can  
be heard the call for such homes from the Land of  
Unborn Babies.

**The call is being heard—**  
by the schools and colleges that are establishing classes  
in homemaking and motherhood; by public nurses  
and other noble women who are visiting the homes  
of those who need help and instruction; by the  
hospitals that are holding Baby Clinics.

By towns and cities that are holding Baby Weeks  
and health exhibits; by magazines and newspapers  
that are publishing articles on pre-natal care.

By Congress that has passed the Mothers and Babies  
Act, under which health boards in every State will be  
called upon to give information to expectant mothers.

**All this is merely a beginning—**  
The ground has hardly been broken  
for the Nation's only safe foundation  
—healthy babies—each of whom must  
have its rightful heritage—An Even  
Chance—a healthy body.

The call will not be answered until  
every mother, every father and every  
community helps to make better homes  
in which to welcome visitors from the  
Land of Unborn Babies.

The Metropolitan Life Insurance Company has been a pioneer in the field of public health education. It is publishing the "Blue Bird" series of educational ads to help mothers and fathers to give their babies the best possible start in life. The company has been successful in its efforts to reduce the death rate of babies and to increase the health of the nation. In 1922, the Metropolitan Life Insurance Company was the first to publish this series of educational ads. Since that time, the company has been successful in its efforts to reduce the death rate of babies and to increase the health of the nation. In 1922, the Metropolitan Life Insurance Company was the first to publish this series of educational ads. Since that time, the company has been successful in its efforts to reduce the death rate of babies and to increase the health of the nation.



Published by  
METROPOLITAN LIFE INSURANCE COMPANY—NEW YORK

## In the **DISTRIBUTION DECADE**

### Advertising Must Perform Many Public Services!

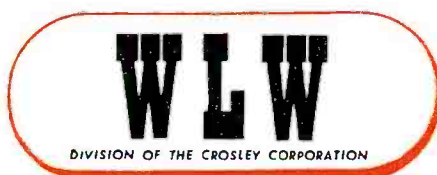
**A**DVERTISING'S opportunities in the postwar world will lie in public service—in educating America to a fuller, happier way of life. And Advertising's responsibilities can be defined with equal clarity.

For the postwar decade will be the Distribution Decade. We, as a Nation, will have to consume 40% more industrial production annually than ever

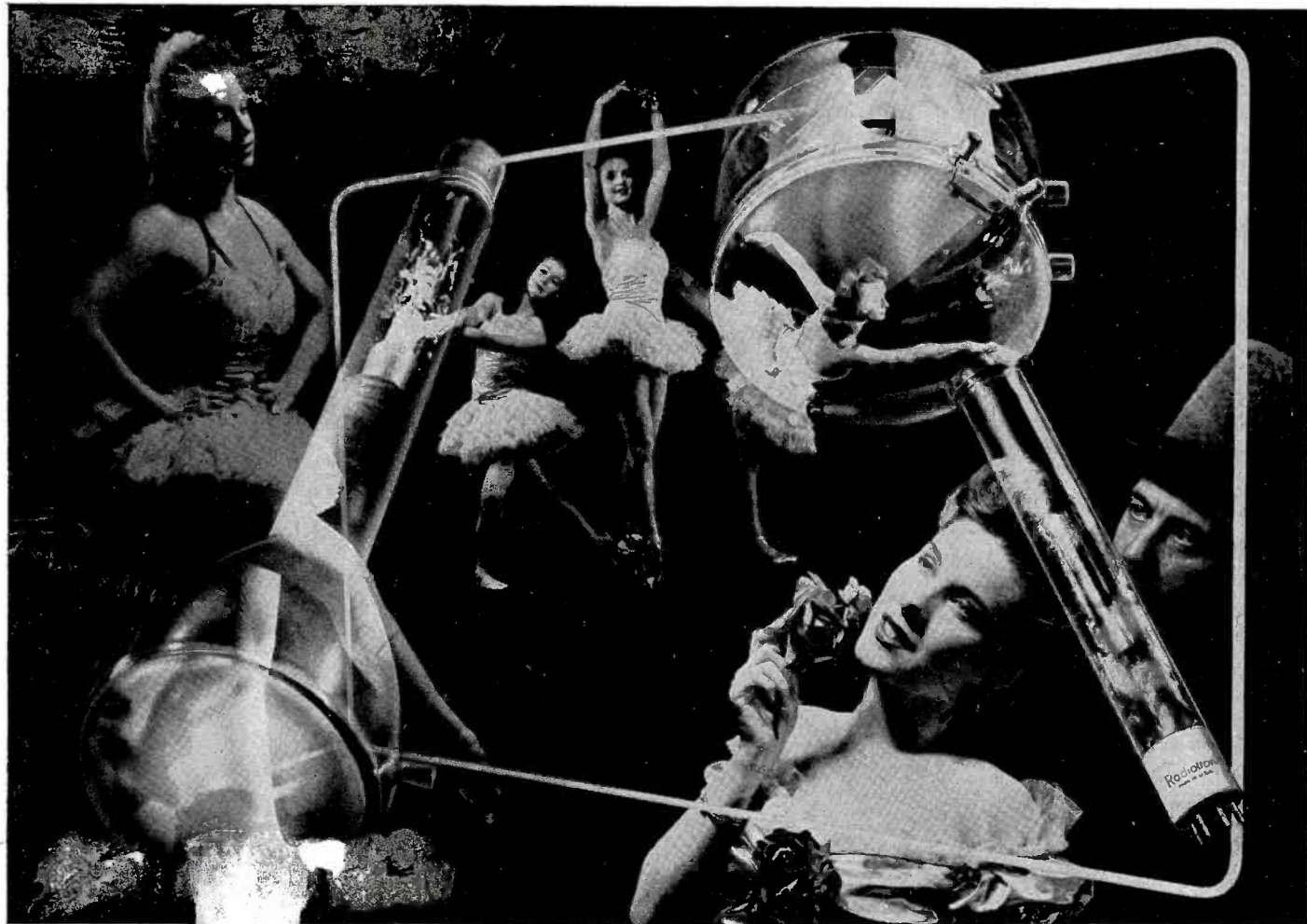
before, if we are to maintain a "safe" employment level.

Production itself will present no problems. Money, manpower, manufacturing facilities and materials will be plentiful. But a faster, more efficient and economical system of *Distribution* will have to be developed to facilitate the flow of goods to consumers. And that is largely a job for Advertising.

Alert agency men are today studying not only the responsibilities but the opportunities Advertising will face in the Distribution Decade—and they're doing something about them! So are we. Here at The Nation's Station, we will have much to tell you, when the time comes, about the great 4-State market that is WLW-land!



THE NATION'S MOST MERCHANDISE-ABLE STATION



## ***How Television Got Its Electronic "Eyes"***

As revolutionary as airplanes without propellers—that's how much electronic television differs from the earlier mechanical television!

Whirling discs and motors required for mechanical television were not desirable for home receivers. Pictures blurred and flickered.

But now, thanks to RCA research, you will enjoy all-electronic television, free from all mechanical restrictions—"movie-clear" television with the same simplicity and efficiency of operation as your home radio receiver.

Such "let's make it better" research goes into everything produced by RCA. Scientists and en-

gineers at RCA Laboratories are constantly seeking new and better ways of harnessing the unbelievable forces of nature . . . for mankind's greater benefit and enjoyment.

Electronic television is but one example of the great forward strides made possible by RCA research—opening the way for who knows what new miracles of tomorrow?

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



Dr. V. K. Zworykin, Associate Research Director, and E. W. Engstrom, Director of Research at RCA Laboratories, examining the Iconoscope or television "eye"—developed in RCA Laboratories for the all-electronic television system.

# ***RADIO CORPORATION of AMERICA***

PIONEERS IN PROGRESS

