Hmm-m, let me see . . .

WOR covers 16 cities.
The cities include such war arsenals as—Camden, Trenton, Paterson, Jersey City . . .

301,012 people in Jersey City! Quite an assortment of mouths to fill, backs to be clothed, and so forth.

Rochester? Rochester, N. Y., you mean?
No, WOR doesn't cover Rochester.

Yes, I read that letter from the buyer at National Clothing Company in Rochester.
Yes, interesting what he says. Goes something like, "We are now selling more Gotham Hosiery than any other brand of rayon hose we carry."

Doesn't it?

Yes, I know. Gotham used "Pegeen Prefers" on WOR.
First time it had used radio and the only station it used.

Buy WOR? Why, my dear fellow, who wouldn't! The station's weird, that's what! Does the most amazing things for so little.

But, tell me . . . outside of Jersey City, Camden, etc., WOR covers New Haven, doesn't it? And Hartford and Bridgeport and Wilmington and many other places? I mean, even though it does sell in Albany, Rochester and even Boston.

Marvelous station that WOR!

—that power-full station,

WOR
1440 Broadway, in New York
Each year since 1930 WLS has published a book about the station, its personnel and activities, entitled "The WLS Family Album." The booklet is available to listeners at 50¢ per copy, and an average of 42,000 copies are so distributed each year — 584,000 in the past 14 years.

The 1944 Family Album is now ready for distribution. Already thousands of Midwest America listeners are sending in their half-dollars, eagerly awaiting the new pictures of their WLS friends with as great enthusiasm as ever. They listen to WLS... and act on our suggestions.

The demand for this annual picture book about the station is, we think, a further indication of the consistent interest and loyalty which listeners have for WLS and its people. It illustrates in part, too, an interest reflected in the response advertisers get from their broadcasts on WLS.
IT'S no secret. Buy as one unit enough stations to include the twenty-one best markets covering all sections of New England.

There is one way and only one way to do this with complete effectiveness. Buy the one network that blankets the territory with twenty-one hometown stations — penetrating every important city and its trading zone, and providing everywhere the direct impact that only a locally accepted station can give.

For opening the door to a warm, friendly welcome, there is nothing to compare with a hometown station that is producing every day for local merchants.

There is a difference between long distance and local station appeal which is in direct ratio to failure and success.

Pass up the halfway measures. Sell New England twenty-one ways with Yankee's twenty-one hometown stations.

ACCEPTANCE IS THE YANKEE NETWORK'S FOUNDATION

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Omahans’ are alive, alert and aggressive. They not only have the “where-with-all” to enjoy an above-average standard of living — but they, also, have the “know-how.”

KOIL (basic Columbia) is geared to Omaha’s way of doing things. It is programmed, both network and local, to win, and hold, the confidence and good will of an up-and-coming people.

On any basis — KOIL is definitely THE radio buy of Omaha. Write us for availabilities.

DOUGLAS COUNTY
OMAHA
Ranks second in the whole United States for total increase of effective buying income for the first nine months of 1943 over 1942.

Represented Nationally by Edward Petry Co., Inc.
In de land ob Cotton...

Always known as a rich cotton country the KWKH area this year is harvesting a bumper crop. In many localities ginnings are more than 300 per cent above those of a year ago. This is only one of the many thriving industries down in KWKH-land. They all add up to a market rich in opportunities for selling now ... for building sales for the future.

Recently published. Write for your free copy of KWKH net circulations day and night maps.

CBS
50,000 WATTS
KWKH
A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

REPRESENTED BY
THE BRANHAM CO.
RCA engineers early realized that beam power amplifier tubes could mean important benefits to American broadcast stations. Because of the higher amplification obtainable with these tubes, transmitters would need less tubes. With less tubes circuits could be simplified. Simplification would mean less opportunity for trouble—less space—easier inspection and maintenance.

Now, as always, simplification is a prime objective in RCA transmitter design.

From microphone to antenna, RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience and the advantages of an integrated system of matching units.
RECORD FOR 1943

LEADER IN WAR BOND SELLING, INCLUDING NATION-WIDE BLUE NETWORK BROADCAST WITH RED SKELTON.

DEVELOPED JAMES ABBE AS SPONSORED BLUE NETWORK COMMENTATOR ON PACIFIC COAST.

BEAMED MANY SHOWS TO WAR INDUSTRIES ... SPONSORED W.I. SHOW "DOWN THE WAYS."

"SCHOOLS AT WAR" PRODUCED FOR PORTLAND PUBLIC SCHOOLS ON WEEKLY SCHEDULE,

BROADCAST HALF HOUR SHOW TO "OREGON'S OWN" EACH WEEK FROM CAMP ADAIR, STATE'S LARGEST MILITARY ESTABLISHMENT.

"LABOR NEWS" KEPT UNION WORKERS TUNED TO KEX

CITIZENS POSTED ON STATE AND LOCAL GOVERNMENTS THROUGH KEX "THIS IS YOUR BUSINESS," FROM THE STATE CAPITOL, AND "MAYOR SPEAKS."

THROUGH "WAR NEWS ROUNDUP" 11:30 TO 12 P.M. GAVE MOST COMPLETE NEWS SUMMARY OF THE DAY.

KEX HOOPER RATINGS ROSE STEADILY DURING 1943-EXPECTED TO GO HIGHER IN '44.

KEX
PORTLAND, OREGON
1190 KC—5000 WATTS

REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.
IT'S perfectly okay to talk about the listener's "sub-conscious" recognition of a sponsor's identity: It's unquestionably true that the average listener does retain some impression of the sponsor's commercial, whether or not he can tell you, during the broadcast, what product is being advertised.

But wouldn't you rather have absolute identification of your sponsorship and your product?

With Sonovox, sponsor identification is measurably and tangibly increased. This is not a matter of opinion. We can prove it to you. For a few dollars spent on Sonovox, you can definitely increase the effectiveness of your far greater expenditure for time.

Ask for the proof, as established by Hooper Sponsor Identification Ratings.

How is Sonovox sold? Essentially like talent. Under each license for a specific use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at Standard AFRA scale.

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Budweiser and Brewing & Henry, Inc.
American Industries Salvage Committee
(Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kedner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunningham, Inc.
Colgate-Palmolive Pet Company
(Vel, Palmolive)
War Wheelock Co. and
Wm. Esty & Co., Inc.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company
(Feigenspan and Doubler P.O.N.
Beers and Ale)
E. T. Hoard Co.
Feltman-Curme Shows
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Pass-Calini & Holden, Inc.
Griesedieck-Western Brewery Co.
(Stag Beer)
Mazora, Inc.
Grocery Store Products Sales Co., Inc.
(Campbell-Ewald Products)
Koons-Edward Co., Inc.
Andrew Jergens Co.
(Woodbury's Products)
Lennen & Mitchell, Inc.
Leuer Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc.
National Broadcasting Company
Navy Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan Co., Inc.
Purity Bakeries Service Corp.
(Twistee Brand, Brownie Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Aldina Ray and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Time Sales to Continue Upward in 1944

Music, Congress, Clock Are Problems;
Sponsors Plan for Post-War Market

By WALLACE JANSEN

WHILE 1944 seems destined to be a doubtful and decisive year for the future of radio, depending particularly on what action Congress takes as to regulatory legislation, there is no uncertainty as to the immediate course of radio business.

The trend is still up—curbed only by the ceiling of available time.

And while most observers see that as an effective barrier to further sales gains, there are some ways of surmounting it.

For stations where population has jumped decidedly, higher rates may add to revenues. They seem to be particularly justified in war industry areas.

Better Programming

It has been suggested that time optioned to networks and not sold can be further utilized for station business.

Independent stations, especially the smaller ones, are in line for more and better shows, agency-produced for spot placement. Secondary markets should not be neglected. Eventually they will be needed.

Still another relief for the time shortage is more effective programming of time usually considered unsalable.

These ideas, advanced by key industry figures in interviews with Broadcasting reporters, were not represented as cure-alls; on the contrary, all factors are agreed that time is tight and that advertisers are eager to contract for their share of a medium which seems to be sold out so far as some outlets are concerned.

Regarded as highly significant is the fact that in a year when leading sponsors had nothing to sell, while others had to ration their output to distributors, these sponsors saw the value of continued advertising. 1943 demonstrated, as never before, that radio is amazingly effective for many purposes other than the direct sale of merchandise.

Despite the tax situation—frequently mentioned as favorable to advertising—it cannot be said that sponsors spent their money frivolously or without thought of desired results. Radio did outstanding and unusual selling jobs in 1943; among others, it carried the burden of the two greatest selling and advertising jobs of all time—the Second and Third War Loans, totaling 28 billion dollars, with estimated time and talent cost of at least 25 millions for this one phase of radio's war contribution.

The round-up stories which follow give a detailed report as to radio business sources in 1943, including the new sponsors whose purchases were added to the backlog of food, drug, soap and tobacco accounts which traditionally have provided radio with the bulk of its revenues.

Return to Competition

Looming large is the institutional business placed by firms which sought to keep their brand names and trade marks alive against the day when peace is declared and they return to selling in highly competitive civilian markets. There seems little doubt this business will continue for the duration, and thereafter until conditions are altered. Contributing to this prediction are the previously cited tax position, and the paper situation which offers no hope of improvement in the foreseeable future. Yet while institutional advertising is expected to continue at present high levels, there are signs on the horizon that a return to selling copy may become possible during 1944—when, as and if the War Production Board finds it expedient to release materials for manufacture of selected civilian merchandise.

Already initial war needs seem to have been more than met in certain respects, thereby releasing increased quantities of materials for civilian goods. Steel, aluminum, sugar and coffee are cited as instances, and the list is likely to grow. Such developments will affect the advertising practices of sponsors whose activities have been restricted by lack of the materials involved. Soft drink manufacturers might become an example. Sugar and sugar-cane have been their peculiar problems.

As to such relative newcomers in the sponsor list as moving pictures, department stores, used car buyers and help-wanted advertisers—there is nothing in sight to suggest any cessation of their interest. Advertising prospects are good for 1944. All surveys indicate increased listening, with but a slight drop in interest for news programs, the leading category, and a gain in the demand for comedy and certain other program types.

Set Problem

Although little was done to maintain home sets during 1943, with the result that a slight loss of radio homes took place, this was compensated for by increased listening, and by purchase of used sets and of surplus sets remaining in dealers' hands after the war conversion order to set manufacturers in April, 1942.

Reports in the last issue of Broadcasting (Dec. 20) and in the current issue, indicate that WPB has initiated programs which will prevent the sets out-of-service total from increasing, and may even reduce it during the coming year. At the moment, the tube outlook is a little better than the battery picture.

Farm radio battery supply apparently needs to be augmented on the basis of the latest statistical reports. There is good assurance, however, that all civilian reception will be maintained at a high level. Broadcasters' station equipment situation, while not permitting of expansion, is good enough to provide ratings equal to those for military equipment.

A strong element in the security of civilian radio is the very large military electronics program. This will provide the facilities for rapid post-war expansion, while during war it is fully capable of supplying all broadcasting maintenance needs with but a small fraction of its production capacity.

Following is a detailed survey of 1944 radio prospects, based on 1943 experience as seen in leading radio centers and markets by key people of the industry.
Gildelette Acquires Radio Rights To Giants, Yanks Home Tilts

GAMES To Be Aired Over WINS; Cost Reported

MAJOR sponsor of sports broadcasts, Gillette Safety Razor Co., Boston, last week announced that it has purchased radio rights to all home baseball games including Sundays and holidays of the New York Giants and New York Yankees to be broadcast in 1944 on WINS New York.

Contract terms, which are said to call for payment of $75,000 to each club, were up to J. P. Spang, president of Gillette; Craig Smith, Gillette vice-president; and Ed Barrows, business manager of the Yankees, and Horace Stoneham, president of the Giants.

J. T. Adams, sales manager of WINS, handled the station’s end of the deal. Maxon Inc., New York, is the Gillette agency.

Broadcasts from New York’s Yankee Stadium and Polo Grounds, to get under way in mid-April, will cover 156 home games for the two clubs. Cost of the rights is believed to be reported to be close to $50,000.

Auditions will be held after the first of the year for announcers to handle the play-by-play description and color assignments, WINS stated.

Gillette’s coverage of the Giants-Yankees games during 1944 is the first broadcast of baseball by these two clubs since 1942, when their home games were sponsored jointly on WOR New York by R. J. Macy Co., New York department store, and General Mills, Minneapolis.

Gillette is sponsoring four New Year’s Day football games, two on Mutual and two on CBS. All to the west of the Mississippi’s two stations are simultaneously carrying on paid advertising programs in local newspapers, there is justice in the position of the local radio stations that they should not always be expected to carry such announcements without charge. These announcements, which are spending money on programs to discourage travel at present times, are either carrying insurance or public relations of the manufacturing division of Crosley Corp., Cincinnati; succeeding Ellis Travers, it was announced last week by R. C. Cosgrove, vice-president and general manager of Crosley.

Mr. Travers, who formerly headed the Detroit office of Ruthrauff & Ryan, and was a vice-president of that agency during 1942, is now the Crosley’s advertising agency, Roy S. Durstine Inc., New York and Cincinnati. He will be in charge of the office which Durstine is opening in Chicago.

Mr. Mahan, who has also served as associate national field director in charge of all War Bond and Stamp sales through retailers, will be associated with Mr. Durstine as the Treasury as consultant in the same field. He was in the electrical appliance field previously, first as merchandise, advertising and promotion manager, and later as general advertising manager of Westinghouse Electric and Allied Mfrs. Co. Before Mr. Mahan was engaged in agency work as vice-president of Fuller & Smith & Rosenbloom; he was also executive for the former H. K. McCann Co.

FAA Chairman

J. M. EASTON of the Northern Trust Co. Chicago, has been appointed chairman of the Financial Advertisers Assn. advertising committee and Merrill Anderson of Merrill Anderson Co., New York, was named FAA representative on the War Advertising Council by the new association president, Lewis F. Gordon, director of advertising, Citizens & Southern National Bank of Atlanta, Ga., it was announced last week.

McMillan Named

GEORGE S. McMILLAN, now secretary of the Asn. of National Advertisers, will become public relations director of British Motors Corp. Co., New York, after the first of the year, succeeding Sherwood Chatfield.
Press Ownership Compromise Is Expected

See FCC Frowning On, Not Banning, Before Jan. 1

By SOL TAISHOFF

UNLESS all signs fail, the FCC will attempt to solve its self-inflicted newspaper-ownership predicament by a compromise which will see dismissal of the proposed orders for absolute divestiture and adoption of a less stringent policy which will flown upon joint ownership but won't bar it.

Action is slated this week—before New Year's.

While FCC members were wary about discussing this—the most vexatious of the pending controversies—it was learned that the Commission held a meeting last Monday to take action. It was the second such effort within a fortnight. The heat engendered over the FCC's decision on the issue, brought out forcibly in Congress, makes action necessary now.

President Opposed

A committee comprising Commissioners Ray C. Wakefield, chairman; Norman S. Case and C. J. Durr was named by Chairman Flynn, who was fresh from a visit to the White House just before last Monday's session. The committee now is drafting a report which would set forth the new policy.

It is logically deduced, based on testimony of Mr. Wakefield and of Commissioner T. A. M. Craven, before the Senate Interstate Commerce Committee, that the policy will be a modification of that outlined by the former. He told the Committee he wanted to ban against newspaper ownership, but thought cases should be considered on their merits. The inference was that ownership should be diversified, where feasible, and therefore, non-newspaper applicants would be favored, all other things being equal.

Chairman Fly saw President Roosevelt for half-an-hour Monday noon, before the FCC meeting. He declined to reveal the subject to White House newsmen, remarking he simply had come "to wish the President a Merry Christmas." The President's interest in the newspaper-ownership situation often has been represented as intense. He is said to be opposed to it.

Broad Effects

The temper of Congress has had an obvious effect upon the FCC's shift in attitude. But even the compromise, if it develops as indicated, wouldn't affect the situation because it would create a class distinction. Moreover, it would affect more than ownership of standard stations by newspapers; logically it would apply to ownership of any additional media for dissemination of information in the same area. Thus standard stations might be precluded from owning FM or television stations; motion picture companies might be barred from operation, as would newspapers or other classes of radio licensees.

The fact that Commissioner Craven consistently has opposed any distinction between classes of licensees augurs for a dissenting report. By the same token, Commissioner Wakefield's argument as chairman of the committee to draft the policy report would indicate that a majority of the FCC favors the Craven approach. It is to be hoped that the will of some little could be learned about the manner in which the FCC proposes to handle the problem. After the meeting last Tuesday, the appointed committee met to consider its procedure. Chairman Wakefield is expected to write the initial draft.

More than likely, the new policy will be enunciated in a report on the newspaper-ownership hearings held from July 14 until February 18, 1942, without the benefit of the record. The question has been on ice for two and one-half years and, in the view of observers, wouldn't have been decided now were it not for the reaction of Congress.

The Commission (our guess now is by a 5-1 vote) will decide to dismiss orders 79 and 78-A adopted in 1941 in connection with the "hearing referred to," with no individual applications involved, it is assumed that opportunity will be allowed for oral arguments before a final effective date is set.

To show all possible leniency (and to appease those members of Congress who have protested) it is a better than even money bet the FCC will conclude that applications of newspapers which have gathered dust in the pending files for more than two years, will be disposed of under the opinion. Action will be on "individual merits" or some such similar basis. There are several applications involving newspaper transfers still in the pending files.

Materials Problem

Overall, there were some 60 applications involving newspaper ownership for newspaper-ownership proposals, including FM as well as standard. Applications involving new construction or modifications will be handled, if it is surmised, consistent with the WPB requirements so as to availability of critical materials.

AUTO-LITE Starts Series

AUTO-LITE Battery Corp., Toledo, on Jan. 18 starts an institutional series on NBC entitled Everything for the Boys in the Tuesday 7:30-8 p.m. period, currently filled by Goodyear Tire & Rubber Co.'s Salute to Youth program. The latter will go off NBC's boards after the first of the year and Goodyear is expected to launch a new variety program in its place on CBS. The Auto-Lite program will be dramatic in form.

TURNING TABLES, Iowa Master Pork Producers, whose members receive an annual award from WHO Des Moines' station, C. M. Land, vice-president and general manager of Central Broadcasting Co., will present the station's 1943 banquet Dec. 11. When Mr. Maland tore off happy paper, he discovered present was a pure-bred Poland China gilt, given him because he admits being "new milking champion of the NAB." Admiring the gift are (1 to r): Harry Linn, Iowa Secretary of Agriculture; A. J. Loveland, chairman, Iowa Agricultural War Board; Prof. E. L. Quaife, Iowa Agricultural Extension Service; Mr. Maland. Broadcaster has arranged with 14-year-old Lawrence Side, Polk County 4-H member, to "raise the cripper."
AFM Says RCA and CRC 'Repudiated' Payment Principle

Union Brief Says They Had Agreed to Direct Payment Principle

CHARGES that Columbia Recording Corp. and RCA Victor Division of RCA agreed to the principle of direct payments to the American Federation of Musicians and later repudiated that agreement are contained in the answering brief of the AFL-CIO submitted to the National War Labor Board panel last Monday by the union's attorneys, Joseph A. Padway and Henry A. Friedman.

The AFM's reply followed the brief filed Dec. 9 by CRC, RCA Victor and NBC Radio Record'ng Division and a previous union brief filed Dec. 8, 1943, by the AFM [Broadcasting, Dec. 13]. With all briefs and replies now in its hands, the panel is expected to make its recommendations to the National Board in Washington within the next few weeks. The board may either adopt or reject the panel's recommendations or may hold further hearings of its own before rendering its decision.

Five Major Points

Five major points emerge from the 40-page AFM brief, the first being that RCA and CRC are the only holdouts to signing the AFM contract “reached with the help and assistance of the WLB panel” and acceptable to “Decca and the other transcription companies.” The second covers the objection by CRC and RCA to the “principle of a payment for each record made directly to the Union” and charges that the companies, after acquiring “essence to” that principle, repudiated it “without giving any reason for their change of attitude.”

The AFM brief further charges that CRC and RCA are “trying to invalidate the agreements made with the other companies by procedure in order to compel them to go back to make records without any agreement for payment by these companies.” Reason for this, according to the brief, is that “it would not be able to create a ‘large backlog of recordings for use, not during the duration, but after the war terminates.”

The fourth point brings out how, after “the companies repudiated their acquiescence to the principle of payment to the Union”, they promised to submit a further proposal of settlement, but, after a meeting with the NAB, “they had no proposal to make.” This confirms the recent charge by FCC Commissioner James L. Fly, the union’s brief declares, that “the NAB is merely a stooge for the two companies”—and that “whenever NBC and CBS are needed in any way, a cry goes up from Neville Miller, president of the NAB.”

The final point contains that “the musicians would be left out in the cold” if the suggestion of RCA and CRC to amend the copyright law were adopted. Under such an amendment, the companies, as manufacturers of the recordings, “would have control and could impose the payment of a license fee to them by the users of the records.” Even if “the companies saw fit voluntarily to pay any part of those license fees for the benefit of musicians,” it would not help the musicians, the brief contends, “unless such payments were made for use in helping unemployed musicians.”

Ask Dismissal

Summarizing the brief with the recommendation that “these proceedings should be dismissed with prejudice,” Mr. Padway and Mr. Friedman submitted the following reasons as a conclusion to the union’s answer: “The Union, therefore, respectfully submits that there is here involved no such dispute as is contemplated either by the executive order or the Smith-Connally act; that there is no such employee relationship as is contemplated by that order and act; that there has been and will be no interruption of work which contributes to the effective prosecution of the war and no substantial or other interference with the war effort; that these proceedings continued by the present companies after the acceptance hereof by Decca and the other transcription companies, not for, or in connection with any war effort, but solely in the personal interests of these companies for the creation of a backlog for use by them after the war.

“For these reasons and the other reasons given in this memorandum and appearing in the record, these proceedings should be dismissed.”

Banks Find Radio Profitable Medium For Increasing Personalized Services

BANKS have been using radio in a highly profitable manner to promote such banking services as personal loans, safe deposit rentals, new checking accounts and mortgage loans.

Following are some answers received by the FAA to its questionnaire:

L. L. Matthews, American Trust Co., Sixth Bend, Ind., radio about nine months out of the year, eliminating the summer months. We believe that if radio gets results for large advertisers having tremendous budgets on a national broadcast channel, it will do a similar job in a local area. Test checks reveal the fact that we do get results from this advertising medium.

K. Winslow Jr., Seattle Trust & Savings Bank, who was quoted in a recent issue of the FAA Bulletin as being personally opposed to radio, has been joining in promoting such banking services as personal loans, safe deposit rentals, new checking accounts and mortgage loans.

New Salt Series

INTERNATIONAL SALT Co., Scranton, Pa., at the conclusion of a cycle of participations on home economics programs, six stations in the East, will start a series of one-minute transmitted announcements on 17 eastern stations the first week of January. A new series of two jingles, one a fantasy and the other a jingle featured in the announcement tied in with “Saltly Salto,” a cartoon character introduced to the firm’s newspaper ads. Campbell’s and Flowers men will use the jingles on off times of the week. Agency is J. M. Mathes Inc., New York.
Radio Weekly Pay Leads Again
In 1943; Average Now Is $1,366,687. Average Pay 6.6% Over 1942

WITH average weekly compensation to full-time employees of $55.75, as compared with $52.32 last year, a gain of 6.6%, radio apparently has maintained in 1943 its position in paying the highest average wages and salaries of any U. S. industry.

The annual report of the FCC on Radio Employment and Compensation reveals that during the week of Oct. 17, 815 standard broadcast stations and 10 networks employed 24,515 persons fulltime and 4,862 parttime. Total weekly payroll of fulltime employees was $1,366,687. Excluding executives, the average per fulltime employee was $56.22, or an increase of 7.3% over last year's average of $56.16.

Station employees in executive capacities were found to be receiving the following average weekly salaries: general managers, $132.73; technical, $61.15; program, $67.29; commercial, $102.49; publicity, $65.32.

In non-executive positions, station technical operating personnel averaged $48.53; announcers, $45.76; staff musicians $55.68; outside salesmen, $76.65. Writers averaged $37.60.

Network employees in the same categories receive average weekly compensation as follows: executive positions, general managers, $420.57; technical, $134.11; program, $180.34; commercial, $175.49; publicity, $125.35.

Network, non-executive: technical operating, $65.94; announcers, $71.35; staff musicians, $121.20; outside salesmen, $122.53. Network writers received $62.11. The average weekly network salary is $61.59.

Comparing station salaries by districts and regions, the average compensation of executive employees, fulltime, is as follows: Northeastern Region, $116.59; Great Lakes, $106.77; Midwest, $95.81; Pacific Coast, $88.90; Southeastern, $81.50; Mountain, $78.89; South Central, $77.53.

Average non-executive station employees salaries, by regions: Great Lakes Region, $51.67; Northeastern, $49.54; Pacific, $48.22; Midwest, $41.09; Mountain, $39.66; Southeastern, $37.13; South Central, $36.55.

The largest classification of parttime employees is that of "other artists," including 2,411 of the 4,862 listed in the parttime class. Networks and network-owned stations pay this talent group an average salary of $30.44 per week; stations, $30.25.

The 815 reporting stations pay the following average salaries to parttime employees in the executive class: general manager, $77.64; technical, $25.38; program, $29.25; commercial, $48.75; publicity, $28.60; "other," $64.30.

To parttime employees they pay a weekly average of $11.15 to parttime announcers, $12.14; to parttime musicians, $27.12.

REPUBLIC BUDGET SET AT 2 MILLION
REPUBLIC PICTURES Corp. will spend upwards of $2,000,000 in advertising and publicity next year, it was announced following its conference in New York Dec. 16-17, attended by representatives of radio networks and commercial and Canada.

While the overall figure for promotion was not broken down by media, it was reported that radio would figure prominently in the advertising campaign. Canada and projected films will be similarly to promotion used for "In Old Oklahoma" and "The Fighting Seabees" in which Republic allotted $350,000 for radio spot announcements and other media [BROADCASTING, Dec. 13].


WEIM Assignment
CONSENT last week granted by the FCC for the voluntary assignment of the license of WEIM Fitchburg, Mass., from Ruben E. Aronheim, sole owner, to Mitchell G. Meyers, Ruben E. Aronheim, and Milton H. Meyers, copartners of a new-formed partnership doing business as Radio Station WEIM, $2,788.88, book value of 62 2/3% interest in the license, is the amount involved in the transaction. Each partner now holds 1/3 interest.

GEORGE THOMAS FOSTLER, NBC reporter in the South Pacific, will require his news broadcasts from Henderson, having been ordered back to tour to Adm. Halsey's headquarters and other South Pacific outposts.

FCC Findings Deny Three Applications
KFXM Granted Unlimited Time in Pre-Xmas Actions

ADOPTION of proposed findings of fact and conclusions was announced by the FCC last week proposing to deny the application of WROL Knoxville, Tenn., to modify and license its night time power from 500 w to 1 kw. Action was taken on the ground that the proposed operation could not be considered a fair, efficient and economical operation of radio service." (Sec. 307(b) of Communications Act.)

The proposed findings state that the increase in nighttime power "would cause interference to KFXM Wichita Falls, Tex., and that those radio listeners in Knoxville who would be benefited by the change would already receive service from another station which covers that area. It is also stated that radio listeners in the area of Wichita Falls and KFXM could be benefited by action taken to reduce through loss of service from KWXF, only station assigned to Wichita Falls.

WMBF Denied

Proposed findings were also adopted by the Commission denying the application of WMRO Aurora, Ohio, for modification of its license to permit unlimited operation on 1280 kc, 250 w day and 100 w night, concluding that this would be inconsistent with the Standards of Good Engineering Practice as severe nighttime interference would be imposed upon the station. Denial was made without prejudice to the right of WMRO to file an application requesting unlimited time on 1490 kc, as this frequency may be available for limited service in the area.

The application of WBMY Buffalo, N. Y., for modification of license to change frequency from 1400 kc to 1380 kc, 250 w, was denied at the same time by the FCC through the adoption of proposed findings which state that the proposed operation would result in a high nighttime interference limitation and would grant no improvement over the present nighttime service. It is also claimed that the interference would be used; that objectionable interference would be caused to WLAG Lawrence, Mass., WJFTF Raleigh, N. C., WOR New York, and others, that the daytime service which WBMY would be able to offer in areas already served by other stations, would be offset or counterbalanced by the service losses in those areas currently covered by only one station.

The FCC also adopted the same action in an order making final the proposed findings of fact and conclusions granting the application of KFMM San Bernardino, Calif., for renewal of its license to change operation from sharing of time with KPCC Pasadena to unlimited operation on 1240 kc with 250 w.

BROADCASTING • Broadcast Advertising
December 27, 1943 • Page 13
Wheeler, White Mull Legislative Plans

Immediate Action Is Seen After Holidays

By BILL BAILEY

WITH TESTIMONY of 36 wit- nesses, supplemented by several written statements, still fresh in their minds, Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator Wallace H. White (R-Me.), co-authors of the White-Wheeler Bill (S-814), plan to go into conferences during the holidays with a view of steering new communications legislation through the committee and subsequently the Senate shortly after Congress convenes Jan. 10. Both Houses adjourned last Tuesday until the second Monday in January.

Although most of the Senators and Representatives have gone home for the holidays, Senators Wheeler and White plan to remain close to their desks. Senator Wheeler asserted in the last week of hearings on S-814 [BROADCASTING, Dec. 20] that the committee would take up its study of international communications "after this legislation is out of the way shortly after the first of the year."

Immediate Plans

That the committee will recommend immediate remedial legislation, spelling out the limits of the FCC's powers and correcting existing confusion in view of the Supreme Court May 10 decision and the controversy over "the composition of that traffic," seemed imminent, with long-range law-writing to be postponed for the duration.

"I'm rather encouraged as a result of the hearings," said Senator Wheeler, "and the franking mind of the committee. "I have hopes of getting together with the chairman during the recess on something workable in the way of communications legislation. Certainly I have learned a lot about radio from these hearings, and I feel confident that all members of the committee have a better understanding of the problems facing broadcasters." Added to the 2,197 pages of recorded hearings, which closed Dec. 16 after 25 hearing days, have been several supplemental statements, their written statements, and their oral presentation.

Neville Miller, NAB president, said he would submit recommendations in addition to this oral testimony and written statement presented during the hearings. NBC also plans to file a few answers to 115-hour charges hurled by Chairman Fly in his tirade against the "big networks." CBS already has filed for the record answers to five questions posed during the hearings. The network cited figures to show that in expanding its service to include added small stations CBS actually took a big cut in revenue.

Public Service

Also presented to the committee was a program breakdown disclosing that CBS broadcasts an average of 35.4 hours each week in "public service" programs, contrary to the inference of Chairman Fly that the networks were overlooking their "obligations in the public interest."

Another damaging denunciation of Chairman Fly's testimony that the Catholic Hour brought pressure to bear on NBC to present Catholic programming "on the Catholic Hour in favor of Amos 'n Andy for commercial purposes was presented to the committee by a letter from Edward J. Heffron, executive secretary of the National Council of Catholic Men [BROADCASTING, Dec. 20]." Explaining that NBC last spring suggested that the Catholic Hour could be given more stations at 3 p.m., but that the NCCM, after considering the proposal, informed the network it would prefer to retain the network at 3 p.m. time, Mr. Heffron wrote Senator Wheeler:

"Our transcript of the testimony before your committee seems to suggest that NBC may have accepted the decision of the NCCM, not only as a result of organized efforts by Catholic groups to persuade them to do so. Actually the negotiations were private, entirely between NBC and the National Council of Catholic Men. NCCM released no word concerning the matter, either during the pendency of negotiations or afterward, to individuals, groups, newspapers or magazines. I trust this statement will dispel any possible misunderstanding of the matter."

In its supplemental statement submitted for the record, CBS set down replies to five specific questions which had been "touched on, to some degree, in the proceedings."

"Has the growth of radio in the U.S. tended toward centralization of control, or toward diversification of control? (2) Has network service resulted in any affiliated station becoming a mere 'spigot' for network programs? (3) Has prosperity reduced the number or quality of public service programs on the networks? (4) How does the network treat the small stations—in terms of dollars and cents? (5) How much economic strength has a successful network?"

Monopoly Charges

"The FCC has made a. recurring use of the word 'monopolistic' in its public service reports, its public service statements and in its testimony before the committee," said the CBS supplement. "The casual impression which this constant reiteration might easily create is that the growth of radio broadcasting has been marked by a definite monopolistic trend."

In reply to question 1 CBS pointed out that major network companies have multiplied by 400%, regional networks by more than 100%, while individual stations have increased 72% in the last 15 years, adding radio's "internal competition. In the same 15 years total advertising expenditures have decreased about 20%, the statement added."

"Moreover the network's total share of radio billings has steadily declined from 73% (in 1928) to 43% (in 1942) while the stations' local share increased as much as 27% to 57% of the industry's total," the statement added.

"This means that individual stations have competed more successfully than the network for the advertising dollar. The stations, not the networks, have received a larger and larger share of the total amount of money spent for radio advertising—and this doesn't count the stations' increased income from the networks themselves, which, if added to the final figure, would increase the stations' share of total income to about 80%.

"Competition for listeners has played an important part in network operations," the statement continued. Summing up the answer to question 1 CBS told the committee: "It is doubtful if any other industry in America has so clearly cut a record of moving steadily toward decentralization of control and increased competition and more and more vigorous competition."

Network Service

To question 2 the statement said: "The average CBS affiliated station today fills 40.9% of its own time—about 74 hours per week per station. In small communities stations depend largely on network service program service."

(Continued on page 51)

REPS RARELY are so completely burdened by station managers as in this charming scene, wherein H. Preston Peters is toting John M. Rivers, president of WCSC Charleston, across the threshold of the new Madison Ave., N. Y., offices of Free & Peters. Nor do station managers often have a chance, literally, to ride a rep.

Republicans More Consistent Attenders At Senate Radio Legislation Hearings

GREATER interest in hearings on the White-Wheeler Bill (S-814), which closed Dec. 16, was manifest by Republican members of the Senate Interstate Commerce Committee, than the majority Demo- crats, a tabulation of daily attendance disclosed. A total of 36 witnesses appeared before the committee, the majority favoring new communications legislation.

637,000 Words

Senator E. H. Moore (R-Okla.) holds the attendance record. He missed only three of the 28 sessions, which began Nov. 3. Chairman Burton K. Wheeler (D-Mont.) and Senator Wallace H. White (R-Me.), co-authors of the measure to revamp the Communications Act of 1934, each attended 24 meetings. Senator Wheeler was absent Dec. 8, 9, 10, 14 due to a flu attack, while Senator White failed to attend Nov. 22, 23, 24 and Dec. 4, the latter the only Saturday hearing conducted.

Hart, Dice & Harkins, Washing-
It's Cost-per-listener That Counts!

Radio advertisers who keep close to fundamentals, who demand measurable results, have been responsible for W-I-T-H's success in Baltimore. Local merchants, who must hear that cash register ring the next day, drug merchandisers with careful cost-per-sale tables, food advertisers with sharp pencils . . . these are some of the advertisers who know that it is the "cost-per-listener" that counts . . . these are the astute merchandisers who have proven that W-I-T-H does a great job in Baltimore.

WITH

THE PEOPLE'S VOICE IN BALTIMORE

ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

TOM TINSLEY, President

Represented Nationally by Headley-Reed
Forced-Sale Victims Given Relief by Clark Amendment

Repercussions to FCC Order 84-A Expected When Senate Debates 1943 Tax Bill

REPERCUSSIONS to FCC Order 84-A, banning multiple ownership of AM radio stations, according to Mr. Burnett (D-Mo.), now under consideration by the House Finance Committee, Nov. 29, are expected in Congress next month when the Senate debates the Revenue Act of 1943 (HR-3687).

An amendment by Senator Bennett Champ Clark (D-Mo.) to exempt from the 1943 capital gains tax, radio property involved in sale or transfer under Commission rules, has been adopted by the Senate Finance Committee in face of Treasury opposition.

Would Protect Owners

Senator Clark introduced the amendment (Sec. 116) Dec. 16 just before the Finance Committee went into executive session to consider the House bill. He proposed the provision, it was understood, as a "protective measure" for stations affected by the FCC order.

Under the amended order, the "sale or exchange of property required by law to be reported to the FCC," would be treated as an involuntary conversion of property. "The sale or exchange shall be treated as an involuntary conversion of property." The stations affected by the FCC order would have to be sold by June 1.

We contend that where the Governor forces a broadcaster to sell a station which he otherwise would retain, that broadcaster should not be forced to pay taxes on capital gains," said a spokesman for the Missouri Senator. The treasury, however, has taken an opposite viewpoint, contending that regardless of whether the sale is voluntary or forced by a Government agency, capital gains should be taxed.

So far as could be learned the FCC has taken no stand on the Clark amendment which would be applicable to orders 80, 19A and 84-A.

Complete text of the proviso, which was added to Sec. 112, follows:

SEC. 116. GAIN FROM SALE OR EXCHANGE OF PROPERTY REQUIRED BY LAW TO BE REPORTED TO THE COMMISSION—The sale or exchange of property required by law to be reported to the Commission as a condition to the granting of any application for a license or renewal of any license, shall, if the taxpayer elects, be treated as an involuntary conversion of such property subject to subsection (1) and the part of the gain, if any, which is recognized after the application of such subsection shall nevertheless not be recognized to the extent that it is applied to the basis for determining lesser gain on sale or exchange of property, of a character similar to the property for which application was made, under section 23 (1), remaining in the hands of the taxpayer immediately after the sale or exchange or required in the same taxable year. The manner and form of such election shall be determined under regulations prescribed by the Commission in the approval of the Secretary.

The election of the taxpayer to have the benefits of this subsection shall be exercised by a statement to that effect in his return for the taxable year in which the sale or exchange takes place (or, with respect to taxable years beginning before Jan. 1, 1944, by a statement to that effect filed within six months after the effective date of the Revenue Act of 1943 in such manner and form as may be prescribed by regulations by the Commissioner with the approval of the Secretary) and such election shall be binding for all subsequent taxable years.

HEATH, HAMMOND DUNLAP PROMOTED

IN A REALIGNMENT of the programming and public relations departments of RCA and NBC, last Thursday that Horton Heath, director of advertising and publicity for RCA, moves to NBC where he becomes assistant to Frank E. Mullen, vice-president and general manager.

Orrin Dunlap, Mr. Heath’s chief assistant, takes over as RCA director of advertising and publicity, Mr. Heath’s post.

An announcement effective Jan. 1.

Charles Parker Hammond becomes NBC director of advertising and promotion, succeeding Charles B. Cooper, who succeeds Charles G. Palmer as the new advertising director of the RCA Victor Division of RCA.

Graduating from Cornell U. in 1931, Mr. Hammond was associated with three publications before joining the Bureau of Advertising of the American Newspaper Publishers Assn. He started on the editorial staff of the New York World, later moving to the New York Post and subsequently to the Literary Digest. During his association with the ANPA bureau of advertising, Mr. Hammond was for two years promotion manager, and then became assistant to the research and promotion manager, a post he held until Jan. 1, 1943 when he joined NBC.

Lysol Spot Series Ties in With Flu

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OWI News Chief

APPOINTMENT of Dowley Clark as chief of the News Bureau of the OWI Domestic Branch was announced last week by OWI Director Horace H. Jewell.

Mr. Clark succeeds Charles L. Allen, who is returning to Northwestern U. where he is assistant dean and director of Medill School of Journalism. Mr. Clark was formerly assistant to the regional director of the War Production Board in Chicago. Previously, he headed the OWI regional office in Minneapolis, which was abolished last summer along with other field operations.

Tubes for Civilian Receivers Are Scheduled by the WPB

EFFECTIVE ACTION in the civilian radio tube problem is now guaranteed in the announcement last week by the WPB Radio & Radar Division of a definite program for the production in the first quarter of 1944 of at least 4,500,000 critical types of tubes.

These tubes, for household sets, are being scheduled for production in sizable quantities by plants best equipped to make them, the Dcmes- tic Security Research of Radio & Radar Division said.

It is pointed out that this civilian tube program may not be a complete solution for the home set maintenance problem, but it should put back into service thousands of sets which have been "blacked out" because of inability of their owners to secure needed tubes, according to WPB. It is expected that the tubes will continue to reach civilian outlet in increasing quantities as the new program gets under way.

Sources acquainted with the tube manufacturing procedure are of the opinion that only about 30 days will elapse before the scheduled types begin to reach distributors.

The "hard-to-get" types which are now being pushed include the following: 12-SA, 7, 12-SQ, 7, 12-SK, 7, 50-L, 35-2, 5-1, 35-L, 1, 61-S, -1-7, 80,—and other critical types which have not been produced in sufficient numbers due to pressing military needs. All of the foregoing type will bear a suffix, "GTY." They will be marked "M-R," for exclusive use for maintenance, repair and operating supply purposes and cannot be sold on rated orders, thus preventing their diversion to the black market.

Cooperation of radio servicemen and dealers is expected in seeing that these tubes first reach those households who have no sets in operation due to lack of tubes.

Groups Meet OPA

OPA announced last Thursday that its Radio Receiver Tube and Battery Manufacturers’ industries advisory committees met Dec. 15, 16 in Washington to discuss controls. Mr. Robert J. Armstrong, chairman of the committee is M. F. Balcom, vice-president of Sylvania. A. E. Barth, of Bright Start Battery, is treasurer and chairman of the second committee.

Censorship Denial

THREE Washington sources stated last week relations were not familiar with reported plans to censor speculative stories dealing with a second front in Europe. President Roosevelt, Office of Censorship and War Dept. all stated they were not aware of the purported plans to ban broadcasting and publication of such stories.

L & F Announcements to Run Until Epidemic Passes

LEHN & FINK Corp., New York, will advocate the use of Lysol as a household disinfectant in a projected spot campaign tying in with the flu epidemic. Schedule was still incomplete by the middle of December but the start date and availability of the markets selected, but it was expected to start sometime this week, according to Lennen & Mitchell, New York agency.

An important and little-known fact about the flu virus is brought out in the live announcements which will run one to three times daily about five days a week on stations selected from 15 to 20 markets throughout the country, if the schedule goes through as planned.

Runs Week-to-Week

Urging householders to use Lysol in "laying" the dust in the home, the commercials point out that the flu germ dispersed by a cough or sneeze can remain active for as long as six weeks as a source of infection to those in the home. Campaign will run on a week-to-week basis, until the emergency is considered passed.

Pending start of the spot campaign L & F, on Monday, Dec. 20 inserted a cow-catcher for Lysol on Blind Date, BLUE program used to promote the company’s Etiquette deodorant and Hinds Honey & Almond Cream. Hitchkies or cow-catchers for the disinfectant will be included in this series from time to time as the situation warrants it, according to Wm. Esty Co., New York agency handling the BLUE program for L & F. Starting Dec. 17, and continuing through Feb. 28, the program promotes a new L & F kit, "Hinds Beauty Bargain," it was learned.
national figures presented LOCALLY
... make WXYZ a great station!

America’s best-loved poet-philosopher, recently completed a ninety-one weeks’ series for Michigan Made Pure Sugar over WXYZ and the Michigan Radio Network.
Music and Of Clock Are Problems (Continued from page 9)
tobacco products account for most of radio's income and form a sol'd base that goes on through war and peace alike. And the trend toward more advertising and apparent increase in advertising and apparently will continue to be. The shortage of paper has produced a rationing of publication space that encourages many advertisers to make initial or increased expenditures in radio.

During 1943, networks have had a rush of institutional business, resulting in the sponsorship of even such supposedly untouchable programs as the 12-year-old New York Philharmonic Symphony Orchestra in -day afternoon concert broadcasts on CBS, which since last May have been presented under the aegis of U. S. Rubber. General Motors is now sponsoring the NBC Symphony broadcast and Allis-Chalmers Mfg. Co. on Christmas began sponsorship of the Boston Symphony Orchestra on the BLUE.

Selling Copy to Return
None of those companies have much, if anything, to sell to civilians. Neither have most of the other institutional advertisers who have turned to radio to keep their names alive until the time when they can again turn to the manufacture of peace-time products. But a reversal has started and it should continue at an accelerated pace during 1944, when we may begin to see some of these advertisers change their commercials from institutional to strictly copy.

The institutional advertisers who are using radio include a number of organizations with public services to promote, such as the Electric Companies Group, now using CBS' Report to the Nation, or the Council on Candy as Food in the War Effort and the American Dairy Assn., both with Sunday quarter-hours on NBC. These programs are likely to continue into the post-war era with unchanged listener approach.

Spot Increase Noted
In the national spot field, 1943 saw developments that will bring the spot as a regular means of advertising by the motion picture industry, with a number of the big picture producers who have turned to radio to keep their names alive until the time when they can again turn to the manufacture of peace-time products. But a reversal has started and it should continue at an accelerated pace during 1944, when we may begin to see some of these advertisers change their commercials from institutional to strictly copy.

GLOBAL TALES are told by Maj. Paul Clark (r), engineer on leave from the NBC Central Division, to his former boys, Howard C. Luttgens, chief engineer for NBC in Chicago, about his adventures in the South Pacific war theatre. Maj. Clark, as radio officer of the U. S. Army forces, travelled more than 20,000 miles in keeping communications open in that area.

Yet had any visible effect on the buying of radio time. Executives of major food, drug and automobile companies, along with advertising network and station sales executives that most post-war plans are rather nebulous at the moment, although the general increase in time and talent budgets might be expected to go on a par with the present favorable trend. (Continued on page 22)
Surrendered... to an old radio transmitter

Italy was tottering... collapse of Mussolini's regime seemed imminent. But what of the Italian fleet at sea? Could something be done to bring it into an Allied harbor?

Naval commanders of the Allied forces hoped so; turned to R. Morris Pierce, chief engineer of WGAR, on leave to the OWI and stationed in the Mediterranean area. "Could terms of surrender be broadcast so all the Italian fleet would hear?" they asked.

There could be no guarantee the Italians would hear such broadcasts, Pierce advised, unless... unless terms might be flashed on the international distress frequency to which all ships constantly listen.

No suitable transmitter was available, but Pierce volunteered to retune an old one to a frequency on which it had never been designed to operate... a difficult task, even under the most favorable conditions. A few hours later, the terms of surrender were on the air!

The rest of the story is history. And, as Admiral Sir Andrew Browne Cunningham of the British navy watched the Italian fleet peacefully steam into Malta harbor, he paid a tribute to Americans and to American Radio. "They've accomplished in one day," he said, "what I've been trying to do for three years."

We of WGAR are proud that our fellow worker played such an important role in the surrender of the Italian fleet. We are proud, too, of our other men and women in the service... of our engineers who are working as instructors and technicians, our writers, announcers, production men, stenographers and salesmen who serve Uncle Sam... for these are the kind of folks who will help Radio play its part in winning the peace as it now is helping to win the war.
So it's going to be a platinum-lined, plastic-coated, helicopter-flying Post-War World?

Maybe it is...when things get settled down. But this much we know now.

Comparing pre-war competition to post-war competition is like comparing muted violins to a brass band.

The Manufacturing Plant of America will be tremendous. Competition will be keener than ever before. Vastly expanded war plants will cast about into other industries for new outlets and markets.

New methods, new products, new materials, new packages and new names will come into being. The American consumer will have a greater choice, greater variety, better quality and eventually lower costs than ever before.

Nobody can hold back the hands of the clock of Progress.

Just as new and greater products and trade marks came out of World War I, they will come out of World War II.

Just as older, solidly established companies and products were outrun after 1919, so they may be outrun after this war.

Who'll buy what, from whom?

Scarcities of consumer goods, by bringing on an artificial seller's market, have lulled many a manufacturer into a blissful dream.

Where once people weighed, sifted, compared and shopped, now they must take almost anything they can get in many lines.

But after the war? Competition will turn the picture upside-down. Post-war competition will put the buyer in the saddle, with the whip of supply-and-demand in his hand.

And the manufacturer whose advertising fails to get out and dig (no matter how good
the product) may well starve in the midst of plenty.

When the going was tough

The progress of Ruthrauff & Ryan was greatest during the “depression years.” Against all economic trends and business conditions, the billings of this agency climbed from 1929 (when we already had been in business 17 years) through 1943.

Today our business is five times the 1929 figure... and our own progress is the reflection of our clients’ progress.

In the successes of our clients, as well as in the factual, down-to-earth Ruthrauff & Ryan story, you may see new light on your own post-war problems... how your own advertising may be geared to your production, to meet the post-war brass-band competition.

We would welcome the opportunity of telling you this story.

OFFICES IN

NEW YORK     CHICAGO     SAN FRANCISCO
DETROIT       ST. LOUIS    SEATTLE
ST. LOUIS     CINCINNATI  HOUSTON
CINCINNATI    HOLLYWOOD   TORONTO

Clients of
RUTHRAUFF & RYAN

Acousticon Hearing Aids            Lever Brothers Co.: Rinso,
All Enmedons Shoes                  Spry, Lifebuoy Health
Alligator Raincoats                 Soap, Lifebuoy Shaving
Allstate Insurance                  Cream, Covo
American Airlines
Auto-Lite Batteries
Auto-Lite Spark Plugs
Autopoint and Realite
Pencils
Bay Manufacturing Co.
Bild-A-Set Toys
Binyon Optical Co.
‘blue coal’
Blue Jay Foot Products
Bozeman Canning Company
Bromo-Seltzer
Brown-Forman Distillers
Corporation: Old Forester,
King Black Label and
Early Times Whiskies
Canadian Pacific Railway Co.
Chrysler Corp. (Dodge Div.)
Dodge Passenger Cars
Chrysler Corporation
(Institutional)
Dictograph Interior
Communication Systems
H. Fendrich, Inc.
Florence Stoves
French Lick Springs
G. Washington’s Instant
Coffee and Cafémelo
The Gilmore Oil Co.
The Globe-Wernicke Co.
Goodall Fabrics
Griesedieck Bros. Beer
Interstate Brewery Co.
Ken-L-Ration Products
Krim-Ko
La Corona Cigars

Virginia Dare Wines
Wadsworth Watch Case Co.
Wheeler-Osgood Lumber
Products
Wolverine Work Gloves
and Work Shoes
Wm. Wrigley Jr. Co.
RADIO'S FIRST ship-wrecked station transmitter stands precariously at left, after the Dec. 9 65-mile gale had lashed the California coast. Two of the large purse-seine boats were blown to within a few feet of the KDON Monterey transmitter house on the beach, and several smaller boats jammed the pilings around the house. No air time was lost, and the antenna's structural strength and operating efficiency were not impaired.

"advertising will continue regardless of the fact that demand weighs the supply," adding, "This war isn't going to last forever, and all large establishments are anxious to keep their trade names standing as well as able to substitute products which I believe will go out of business in normal times and competition. For instance, certain chewing gum. There is no quality, but there is quantity. Even with advertising, products like that won't stand up.

"Companies aren't buying time just to spend money. There is a real and necessary need for advertising now."

Compete for Media

As for changes in merchandising and promotion, John A. Martin, advertising manager for Montgomery Ward & Co., Chicago, who places $6.5 million dollars worth of advertising for his company annually, declared:

"Merchandising methods are definitely undergoing a change. In spite of the fact that companies are advertising merchandise ready products to blossom out after the war, the public will not be much surprised to learn that these products will not be available immediately. Firms will manufacture the last model they turned out, until manufacture can catch up with new ideas."

"Many industries have advertised extensively in order to relieve their tax output, I believe. On a trend from net to spot or vice-versa, I don't think there has really been a shift. The well-known establishments advertising with their usual radio programs, and recent entrants in the business world have snatched the available advertising media."

Slight on the sponsors' reaction to availabilities were observations by George Durum, media director and radio time buyer, H. W. Kastor & Sons, Chicago, who said, "From all indications our advertisers expect to use just as much radio time in 1944 as they have this year. Significant for 1944, too, "he added," is the increasing trend of seasonal advertisers to stay on the air for 12 weeks in order to keep their time."

Would Clear Option Time

June Rollinson, timebuyer for the Russel M. Seeds Agency, Chicago, revealed a trend from spot advertising to network time. "Sponsors are buying larger network accounts," Miss Rollinson said. "For the most part companies are influenced by taxation in their budget boost. Radio is packed at this time. The only way out that I can see would be a clearance of station optional programs."

Howard H. Wilson, Chicago station representative, maintained there has been no change in the listener reaction to radio. Said he, "Business is good. All the stations are filled to capacity. As for programs, the public is news conscious. Sponsors manufacturing materials now unavailable will continue to promote goodwill. Many are setting up patterns to fit immediately on cessation of war into their plans for advertising post-war products."

Program Changes

However, an indication that the public taste in programming is changing was brought out by Walter Preston, program director of CBS' Central Division, who said, "The public seems more interested today in education than ever before. Music, too, seems to be unimportant in a definite trend being exhibited toward "sweet" music, and so-called "hot" bands recently adding string instruments to their orchestras."

E. R. Borroff, vice-president of the BLue and general manager of its Central Division, saw no indications that sponsors or agency heads were influenced at this time by Washington rulings or wartime uncertainties. "Sponsors," he said, "are buying more shows and larger networks, the latter probably due to the fact that all networks are endeavoring to extend the service of high grade sponsored programs to all their affiliates."

For listeners' reaction to radio, Mr. Borroff stated, "If there is any change in the reaction of listeners to radio it would be that listeners now devote more time to their radio than ever before. He continued, "I feel there is a trend to the period time as against spot broadcasting wherever sponsors' distribution warrants. There will always be many advertisers who must use spot broadcasting to solve their particular problems."

"The outlook for radio in 1944 is excellent. There will be a trend toward preparing radio for television and other developments following the war."

Client Service Noted

Harry C. Kopf, vice-president in charge of the NBC central division directed attention to the significance of the 1943 sales record in view of the fact that radio has given more freely to the war effort than any other advertising medium. Every network show and the great majority of local station programs are devoting part of their time to some war entertainment message. For the most part, these hundreds of thousands of messages are being aired by advertising agencies. Last year, he said, over half a million individual programs carried war messages, while stations, themselves, broadcast several million war announcements between programs. The value of the sales which agencies contributed this year will be over $100,000,000.

Mr. Kopf also spoke of the thousands of programs all types which have been sent to members of the armed forces all over the world, to which advertisers and agencies have given generously in time and talent.

Saying that 1944 is likely to be "another sales year" Mr. Kopf noted that promotion methods in radio are undergoing a change. A process of the stabilization of this vigorous infant industry. He said that stations are now finding that they can be far more effective at an instance which can be increased, although not to the point where it will become economically unsound. "The advertising concern," he said, "about the retailers in their respective territories, and the manner in which their clients' products are moving through them into the hands of the consumer."

(Continued on page 26)
CONDUCTED BY VLADIMIR GOLSchMANN

On the evening of Thanksgiving Day, KXOK listeners heard the premiere performance of the St. Louis Symphony broadcast series. This world renowned symphony is conducted by the famous Vladimir Golschmann.

The first broadcast of this sponsored weekly series... heard exclusively in St. Louis on radio station KXOK... reflects the best in musical talent and taste for radio listeners.

It reflects, too, the wholehearted confidence of the program sponsors in KXOK... the only St. Louis radio station over which these weekly symphony concerts can be heard.
FM Broadcasters Inc. Convention January 26, 1943

Fly, Armstrong Will Address Group in New York; Meeting Is Open to All Interested Persons.

TO GET FM off to a flying start as soon as war restrictions are lifted, FM Broadcasters Inc. will throw open its annual convention in the New York Hilton Jan. 26-27 to all those interested in the medium. FCC Chairman James Lawrence Fly will address the meeting at the luncheon session Wednesday Jan. 26.

Mr. Damm, Walter J., FMBI president, expects the meeting to be "one of the most important in the history of the industry." The program will be devoted to the many facets of post-war planning and development, he said. The meeting will be open to any individual, firm or corporation licensed to operate a commercial, experimental or developmental FM sound station or who has been granted a permit to construct such a station, or who has filed an application with the FCC for authority to construct such a station.

4-A Newspaper Coverage And Market Report Issue

NEWSPAPER coverage figures for the 73 major cities of the United States of over 100,000 population have been made available through the publication of Vol. 12-B of Market and Newspaper Statistics by the American Assn. of Advertising Agencies, 420 Lexington Ave., New York, N. Y.

The 4-A report covers newspaper audit figures to March 31 and June 30, 1943. Included are the latest figures on population, number of occupied dwelling units, income tax returns, audited newspaper circulations, circulation, retail rates, general rates, and total and general rates and analysis of those sections of the ABC Audit reports information on networks and circulation inducements.

This report is compiled under the direction of the 4-A committee on newspapers, of which H. H. Kyne of the Aitkin-Kynett Co., Philadelphia, is the chairman and Lester H. Maltz, of Warwick & Legner, New York, is vice-chairman. Copies are $6 to other than 4-A members.

TIME TO WAR FUND

SET AT $1,318,000

VALUE of time and talent contributed by the radio industry during a five-week period in October and November for the National War Finance Corp. was estimated last week by the OWI Domestic Radio Bureau at well over $1,318,000. The OWI estimate was based on programs scheduled under its various allocation plans and does not include radio appeals carried after the OWI's "Run with the Olympians" drive in local War Chest drives.

OWI scheduled 242 network programs, 6 national spot programs on 281 stations, 9 special assignments, and 125 commercial announcements on 891 stations. The Bureau estimated that approximately 600 million "listener impressions" were obtained from these broadcasts.

Staff members of the Bureau monitoring the network programs reported the campaign received unusually fine treatment. The monitors rated two-thirds of the messages "excellent" and declared them "accurate, interesting and persuasive."

The campaign was launched to help 17 national and thousands of local welfare agencies raise their 1943 goal of $125 million.

4-A Newspaper Coverage And Market Report Issue

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defray expenses exceeding regular dues. These assessments would be levied in direct proportion to annual dues and the total amount levied in any one year would not exceed 50% of regular active membership dues.

Eligible for active membership would be any individual, firm or corporation licensed to operate a commercial, experimental or developmental FM sound station or who has been granted a permit to construct such a station, or who has filed an application with the FCC for authority to construct such a station.

COMMENEMORATING Pearl Harbor Day, the entire staff of WWL New Orleans visited Red Cross Blood Bank to donate blood and broadcast description of the proceedings. Holding the microphone is Ed Hoerner, program director, who is interviewing John Kent, the donor. Others are (l to r): Mary Thiel, Martha Adams, George Winston, Don Lewis, Val Winter, Jim Barry, and June Thompson.

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BROADCASTING • Broadcast Advertising
Buying Time
IS ONLY
HALF THE PICTURE

You don't get a complete selling picture just "buying time." That's only half of it! Choosing the right station is equally important if you expect results! What is the right station? It's the station that offers you the most for-your radio dollar. In Baltimore it's WCBM, where you get:

- Complete Baltimore coverage.
- A lucrative market, increasing daily.
- Distinctive programming.
- A receptive and responsive audience.
- Economical rates.

That's why it's easy to sell when you buy

WCBM

Can you see the entire picture? Who is it?
Just for fun, jot it down on your memo pad and check with the answer next time?
Answer to preceding ad:
MARK TWAIN

The BALTIMORE BLUE NETWORK OUTLET

FREE & PETERS, INC. National Rep.
PHILADELPHIA

WAR-TIME rations for Philadelphia radio stations and advertising agencies in 1943 exceeded the wildest dreams and most foolhardy predictions of the industry. And with the war status remaining quo, prospects for 1944 are even greater than they have been at the start of any past year. It is appreciated, of course, that a boom-town cycle has made war radio the most prosperous branch of the industry, but it is also true that other radio markets, particularly the greater networks, are just beginning to enjoy an even more striking degree of prosperity than they have ever known. It is a period of expansion not only for the networks, but for the industry as a whole. The type of advertising campaign is many times as complex and as large as it was a couple of years ago.

However, the war radio has one great advantage over the pre-war period—there is no competition, and that has been the greatest boon to an industry that has been known in the past as being the world's largest radio-broadcasting center.

The war has not only brought additional business to the radio industry, but has also made possible the introduction of new products and services. The war has brought about an increase in the number of radio stations and an increase in the number of advertisers and consumers. The war has also brought about an increase in the number of radio programs and in the number of radio listeners. All of these factors have contributed to the increased business of the radio industry.

More Consumers

Translating the regional economic picture into terms of consumer buying power, the trend is definite. While there has been no large increase in per capita buying, there is a greatly increased buying population. In 1940 there were 9,735,262 people in the three states bordering the Pacific. Today the total has grown to 13,000,000. It is estimated that the three states have been returned to a state of normalcy, and that about 60% of their average buying power will continue to be centered on the West Coast after end of the war. In Europe and during the continued Fascist party and World War II, the West Coast has more buying dollar per capita than elsewhere in the country. The fact that radio has been accepted as an emergency situation. The war has stabilized the buying power of the consumer, and the war has brought about a great increase in the number of people who are able to afford to buy. The war has brought about an increase in the number of people who are able to afford to buy. The war has also brought about an increase in the number of people who are able to afford to buy. The war has also brought about an increase in the number of people who are able to afford to buy.

Materials Affect Sales

If any generalization about about sales can be made, it is that established war-time appropriations are being supplemented by an additional war-time appropriation for the coming year with a reshuffling of schedules to meet merchandising problems. Chief among these have been the scarcity of materials and the ever-tightening problem of distribution. Some accounts have been maintained during the war, and the remaining accounts have been opened in both cities.

Expect Sponsors to Continue

Although no one in radio or the advertising agency field was willing to hazard a guess as to what 1944 might bring specifically, all express confidence that clients will continue to buy time as long as it is available. It was pointed out that many advertisers do not have to worry about direct selling effectiveness. Their problem today is to keep brand name and trademark before the consumer public.

LOS ANGELES

KTHS Saluted

HOT SPRINGS merchants purchased more than 40 quarter-hour time blocks on KTHS to celebrate the station's 19th birthday anniversary. Originated by the Arlington hotel, KTHS went on the air Dec. 20, 1924, with 500 w power. It subsequently was operated by the Hot Springs Chamber of Commerce. On June 1942 it was purchased by Radio Broadcasting Corp., headed by George D. Wray, Birmingham, Ala. The station now has 10,000 w days, and 1,000 w nights, KTHS today is owned by Wray, Shreveport, La, with Kenneth K. Kellam as manager; Ed. Appler sales manager; and Frank A. Brown, program director.

WINNER OF TROPHY awarded the station judged to have given the best promotion to the WC-recruiting drive which ended Dec. 7 was KGO, BLUE Network station in San Francisco for the first time, a month-long concentrated push for WC recruits. Corp. Doris Davis, of New Orleans, presents the trophy to Don Searle, general manager of KGO.

BY DAVID GLICKMAN

HOLDING a mirror up to the past 12 months on the Pacific Coast and peering far as we may into the future, the coast-wide radio picture, in general shapes up as one peculiar to that region. In retrospect, to the present and into the future, the prosperity enjoyed by those in West Coast metropolitan centers during the past year. The same can be said of station operators in secondary markets. And again in terms of an area, the West Coast is least likely to be affected by the war. Cessation of these hostilities will merely mean shifting emphasis to the Japanese markets. And the Chafee industries will maintain their present active level of production. There will be no post-war aspect to West Coast conditions with end of war in Germany. Proximity of this coast to the Pacific theatre of operations will tend to prolong its status as a military zone. This in a nutshell sums up opinions gleaned from key station and network executives; and agency account executives and time-buyers.

New Friends

Hundreds of war plants in the Philadelphia area have come to rely on radio to put across their "help wanted" appeals. The manpower situation in war plants requires for months, it is expected that the factories will make even greater use of radio in search for workers. In fact, most of these plants were cold to radio. Now using the medium for the first time and finding the results satisfactory, it is a virtual certainty that most of these concerns will think of radio as an advertising medium when they convert back to peace-time production.

Highly significant is the turn-about of the Philadelphia department stores. The "ice" has been broken, but only in a small way. No longer does the advertising agency make the mistake of selecting stores look upon radio as a "racket". In the last months of 1943, time was purchased by every large department store in the city except John Wanamaker's. The old argument about radio spots in connection with special sales, are now sponsoring regular program series. The new year, it is predicted, will find these stores won over entirely to radio, bringing a rich new source of revenue.

Still another significant commercial advance in 1943 has been the time-buys of the motion picture companies. Heretofore, radio was content to get paid in passes for the free time it gave to motion pictures. Now radio has proved that it can do a major selling job for motion pictures, and with the business definitely credited to radio, the medium has been sold 100%. The new year is sure to find Hollywood making even greater use of radio in promoting and exploiting its picture openings.

Can such a "bubble" burst with the cessation of hostilities? Philadelphia denies it is a "bubble," but insists that radio has come of age.
This Man has Heard More Radio Programs than Anyone Else in the World

He listens to NBC radio programs eight hours a day, five days a week. And he’s been doing it for sixteen years. Out in Port Washington, Long Island, where WEAF, key station of the National Broadcasting Company, has its towering transmitters, he and another engineer report for work every morning. By the time the first program is ready to go on the air, they have checked a hundred dials and controls and instruments.

Then they start listening. Listening not as you and I do, but with a feel for sound. The slightest irregularity in transmission, the minutest deviation from the exact volume set for it, is detected by the expert ears of these men even before it is indicated on the dials. They correct it instantly.

It is the job of these two men, and the two who replace them on the second shift, to just sit there and “listen to it perk.” It is lonely, tiring, unexciting work. Yet it has to be done to assure the most perfect reception possible in the homes of the millions of listeners who tune to NBC all through the day.

So it’s no accident that one of these four NBC engineers has been on the job for 16 years, and another for 15 years. It’s no accident that even in this routine, little-known, inconspicuous phase of broadcasting, NBC has aimed for perfection.

For it is the NBC credo that no job in broadcasting is too small not to be done perfectly. This painstaking attention to every detail, this uncompromising insistence on achieving broadcasting at its best throughout, are some of the things that make NBC “The Network Most People Listen to Most.”
MacMillan Petroleum Corp., Los Angeles, on a contract that runs through April, 1944, sponsors H. V. Keltonberg, new analyst, three-quarter-hourly on 6 NBC Pacific stations. Gilmore Oil Co., Los Angeles, recently renewed its weekly half-hourly Furlough Fun on 5 NBC Pacific stations. Signal Oil Co., Los Angeles, recently replaced Signal ads on 7 stations in major Western markets.

CLEANER SERIES

With much reshuffling of schedules to meet distribution demands, detergents show heavy West Coast activity. Kelite Products Inc., Los Angeles (Kenu cleaner), after experimenting with several types of spots for a year, started Oct. 17 for 52 weeks sponsoring a weekly quarter-hour comment, Your Weekly Spectator, on 8 NBC Pacific stations.

This is being supplemented by the weekly quarter-hour program, Harrison Wood, Editor, on Don Lee California stations. Other stations will be added to the list as time is cleared. Later contract is for 52 weeks. Firm in addition sponsors a weekly quarter-hour recorded musical program on KWKW, Pasadena.

SOIL-Off Mfg. Co., Glendale, Cal. (liquid paint cleanser), has doubled its radio advertising appropriation for the coming year. In addition to the three-quarter-hourly Truman Bradley—News, on 8 CBS Pacific stations, firm sponsors GLEN DRAKE three times per week on that same list of network outlets. A varied schedule of 5- and 15-minute newscasts is also utilized on stations in major Western markets.

PUREX CORP., Los Angeles (bleaching solution), on Dec. 26 started sponsoring weekly quarter-hour commentary featuring Rex Miller on 12 Don Lee Western stations. Richfield Oil Co., Los Angeles, is in its thirteenth year of continuous sponsorship of the nightly quarter-hour phillie Field Reporter on 10 NBC Western stations.
THE BIRTHPLACE OF AVIATION

FACTS THAT MAKE DAYTON, OHIO
A 'MUST' ON YOUR 1944
ADVERTISING SCHEDULE

It's the fastest growing market in the entire mid-west, with an increase of 16.1% or 47,688 new buyers in the past forty-two months.

The 1943 payroll, exceeding $410,000,000 and a bank debit of more than $1,650,000 per year, is a healthy financial circumstance.

As the hub of the United States Air Force, including Wright Field, Patterson Field and Air Service Command, Dayton, Ohio is destined to reach new heights in post-war aviation.

More than four hundred and seventy diversified manufacturing industries, among them Frigidaire, National Cash Register, Ohmer Fare Register, Dayton Tire, Standard Register, Egry Register, Airtemp, Fyr-Fyter are located here. And though Dayton is very busy now in the war effort, its multiple enterprises, vital to domestic economies, assure it a brilliant peace-time future.

... and so are its merchants, who by time-tested results find that WING sells their merchandise. Coupled with 'listener loyalty' acquired through its 'cream of the Blue Network shows' and the best in local talent, WING carries by far the greater percentage of the local radio business.

More than half a million persons are influenced by the 'program potency' of WING, which in consideration of its power and dominance, offers its time at an exceptionally low national rate. If you should wish to expand your market in this area, use WIZE in Springfield, Ohio, a bonus station, for just 40% added to your WING time cost.

BASIC BLUE—5,000 WATTS

We are devoting our efforts to the sale of more and more War Bonds.
Hollywood sages and masterminds have produced some rather interesting angles and ideas to the necessary ideal commercial radio programs in the relatively early future. They predict that radio is destined to move in somewhat along the following lines:

1. Take a freshened slant at its program for better programming and presentation. New ideas. Originality and greater variety are more desirable now than ever.

2. Better creation and handling of commercials. Lengthy, hackneyed and repetitious radio plugs are unnecessary and are becoming increasingly nauseating to listeners. Some sponsors are interloping clever plugs into programs, but a more universal employment of the subtle is desirable and would be more effective.

3. Hitch-hike and cow-catcher announcements be eliminated. Spot announcements between commercial programs are eliminated by the independently-owned network affiliations. Networks must take the initiative and fashion it in.

4. Growing objection to agency domination of production and lack of artistry in program conceptions, plus which is the general disapproval of agency disposition to coddle advertising clients, which is of lesser importance than listeners' interest. Agencies rather than advertisers are to blame for excessive commercializing and lack of balance. Parents are largely in failing of broadcasters themselves to exercise control over agency production of programs.

5. Practice of clap-trap is obvious to listeners and offensive when carried too far beyond point of spontaneous reaction.

6. To listeners, an obvious difference exists between the informal and sincere barrage played on the air.

FROM WAVE TO WAVES goes former receptionist Allen Chris- ten, being sworn in by Lt. Frank Hardy, in charge of Navy recruit- ing in Kentucky, on Navy Blue pro- grams. Abandoning the Lasky-Pearl- yon Graeme Gilmore, former WAVE (Louisville) continuity writer, who arranges and acts as in charge of all shows which are designed to boost enlistment of Waves. Pro- gram is carried on WAVE and originates from Louisville Navy re- cruiting station.

MBS Drops Bulletins

TO AVOID duplication in the pre- sentation of news by the network and its affiliated stations, Mutual has discontinued its one-minute news bulletins on the hour and the half-hour, it was announced last week by John Whitmore, newly ap- pointed National News Blanket direc- tion. Stations will now be responsible for bulletin news broadcasts, leaving the network free to con- centrate on feature news on major events.

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BROADCASTING • Broadcast Advertising
Yes, we have nothing to sell but... paradoxically we are selling it. In newspapers, ads by the dozen featured NBC's "Parade of the Stars." But that wasn't all. One hundred and ninety-one twenty-four sheet posters (like the one shown) with sixty-one changes of copy, told the story of KFI's and NBC's program leadership. It's promotion like this that keeps KFI at the top of the listener list among all Western radio stations.

KFI
LOS ANGELES
N. B. C. Affiliate
50,000 WATTS - CLEAR CHANNEL
640 KILOCYCLES
EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES
It can save men's lives
...but only in the hands of one who knows

A miracle-performing tool, microscopically keen, ingeniously fashioned...but effective only in combination with the training and experience of a skilled surgeon.

Another instrument of precision is spot radio. When skillfully used—it works wonders. Its effectiveness is measured by the "know how" on which the campaign is planned and built.

Here in this company we give our full time to Spot Radio Advertising and more exclusively—to the stations we represent. We believe in doing one thing—superlatively well.
Getting Ready

AN EPIC year in radio history is drawing to its close, and another seems destined for recording in these pages.

Business is good—too good if that were a proper way to appraise present conditions. The fact is that today's volume will go a long way toward supporting the development cost and the expanded services which are in prospect for post-war fulfillment. But taxes, credited with being a factor in providing some “windfall” radio business, are also a deterrent to the accumulation of those reserves that would otherwise be piling up for the heavy capital investment required by FM, television and facsimile.

Events confirm the view that American radio will continue to operate in a competitive economy. That radio itself may become almost painfully competitive is a possible conclusion when it is realized that as many as 3,000 FM stations are contemplated in post-war plans.

The prospect, however, is one that does not dismay the broadcaster whose imagination is at work on future developments. He will be inclined to view the present period as one in which radio can do a job to surpass all previous standards of listener service. Now, indeed, is the time for radio to lift on its bootstraps. In fact, we see this being done in many ways, but further conscious efforts along this line will do no harm.

If radio must now pick and choose among applicants for time, it should do so bearing in mind the future. Certain types of accounts fit into that picture. They should be favored, so that programming, good as it is, will rise above all justifiable criticism. This is a type of self-regulation which will not only be worthy of a great industry and public service, but will in the long run pay dividends.

1943 has proved radio far more versatile than ever the closest industry observers ever believed. That is brought out by the reviews printed elsewhere in this issue.

Radio, like other advertising media, must in the last analysis be evaluated on its sales power.

Discovered to have great worth as an institutional medium, radio remains primarily an action medium, which is something to bear in mind in all consideration of radio's place in the post-war economic structure. Action will then be needed—an action quickly to convert the enormous pent-up demand for goods and services into sales, so that the billions of dollars of public savings will be put to work creating jobs and products to complete the cycle. No greater tragedy could occur when this war is over than to have these reserves gradually drained away while people wait for a lagging economy to provide work. Industry must be ready to race to high employment in peace-time production. And radio must be ready to speed that race by selling those products, ideas and services that will then be in demand. When peace is achieved, radio will have a new job. It must get ready now.

Forfeiting Freedom

BEHOLD the FCC in its proposed new role as police court, fining stations (or threatening them) because a log wasn’t signed, a transcript wasn’t idealized, or a form was filed late. Or envisage the FCC staff busy as little bees checking scripts and schedules to determine whether WOOF had allotted X percent of time for “public service” features, morning, noon and night.

This isn't idle chatter. Radio is headed for that sort of regulation if the powers-that-be prevail. FCC Chairman James Lawrence Fly, as frequent spokesman for the FCC majority, at the windup hearings before the Senate Interstate Commerce Committee, proposed such authority. And, as far as the record goes, there's nothing from the broadcasters to refute it—yet.

We don't suspect Congress will be taken in by this loose and flagrant talk. Repeatedly, members of the Senate Committee challenged witnesses about stations “living in fear” of the FCC. Yet the Commission is already under fire for acting as legislature, judge and jury, seeks now the arbitrary power to fine at will. The right to fine stations $500 a day for each day of any offense, however trivial, is a bludgeon a thousand times as potent as its power to revoke, because there must be adequate grounds for delegation.

Here is what the fine-forfeit proposal means. Every little discrepancy report of a radio inspector would be punishable at a maximum of $500 per day. Every station inadvertently violates some regulation sometime, just as motorists violate traffic regulations. It would be duck soup to run up many thousands in potential fines on almost any station. The mere thought would force stations to yield to the will, not only of the men who sit on the FCC but every subordinate on its staff.

Going to Proposal No. 2—that fixed percentages of time be allotted for public service, educational, religious or other features. Who will determine whether a program is in the realm of public service? Does a program have to be sustaining to enlighten or educate? From this cancerous heading of the Senate Committee is baffling. The FCC wants no control of programs. Yet its spokesmen talk only of program content. Stations are given temporary licenses because of programs. A network sale is made contingent upon program policies.

Was the FCC named as a reform agency to bicker and quarrel with and even vilify and damn those private ventures over which it was established as the licensing authority? Has it anything whatever to do with programs?

This radio that is berated and condemned and “lives by the dollar sign,” is the same radio praised from the President down, for unselfish contributions of time and talent for the war effort, without seeking subsidy. It is the radio that does not consider itself perfect but seeks to rest on its oars. It asks only to be allowed to operate as a free enterprise in the true American tradition.

The Senate Committee now is considering new legislation. It has heard the stories on both sides. It might well use the President’s own simple formula as a guide: “A free radio is just as essential as a free press.” If that thought is kept ever-present, radio need not fear the passing parade.

AURELIA STIER BECKER

C H R I S T M A S came in October for Aurelia Stier Becker, when her WTBO Cumberland station was authorized by the FCC to operate fulltime on 1450 k.c., with 250 watts. But the gift will not be opened until Jan. 1, when, with due ceremony, WTBO becomes not only a fulltime outlet but also an NBC affiliate.

This acknowledgement that WTBO has grown up is a tribute to a successful and courageous woman. Successful because she has attained distinction as a nurse, a radio executive and, above all, as a wife. Courageous because she has taken over completely the duties of her husband as president and general manager of a radio station after his death last year in a plane crash.

Aurelia (Peggy) Stier was married to Frank V. Becker in 1930 when he was an NBC engineer in New York. Since then “everything I had anything to do with has revolved around Frank," she said. "It still does." Frank Becker was an avid "ham" back in those days, doing special work for NBC on the UHF small puck transmitters, and Peggy spent most of her afternoons reading or talking into a mike while her husband roamed the neighborhood with a UHF receiver. Together they worked to iron out the kinks in the early experimental UHF transmitters.

Then in the evenings, the boys in the NBC research department would meet at the Beckers and talk shop. Most of the technical discussion was "beyond my comprehension at that time," Mrs. Becker smiled, "but I do recall Bob Shelby—now NBC development engineer; Lou Hathaway—at present doing research at Harvard, and Frank discussing for my benefit how they were going to measure to which frequency a cockroach's antenna was tuned.

"And we never did have a living room where our friends felt that they could come and not be beheaded by experimental wires strung across the room." In 1934, Frank Becker became chief engineer of WFiL, Philadelphia, and the same year bought stock in an 820 kc. daytime station in Cumberland, Md., WTBO. The Beckers stayed in Philadelphia until 1939, when Mr. Becker took over active management of the Cumberland station.

All during those years the Beckers together had been doing research and experimenting in radio engineering. Peggy understudied Frank in every move he made as WTBO head. And she had the capacity to keep abreast of his work, both in radio and as a Cumberland business. (Continued on page 36)
Now, W65H takes its bow as WDRC-FM. It has been given permission by the FCC to use the call letters of its parent station WDRC, Connecticut's Pioneer AM Broadcaster.

A regular schedule of fine programs now goes on the air under the new call letters of WDRC-FM, from the station that first sent out FM programs, after the inventor's own station at Alpine, New Jersey.

WDRC Inc. will continue to lead, in pioneering the best in radio. WDRC Incorporated, operating WDRC and WDRC-FM.

**WDRC Plans Static-Free Broadcasting**

*Frequency Modulated* Transmitter to Be Tried at Meriden Called Vast Improvement

The start of a series of experimental broadcasts that will be free of static and interrupting noises of any kind will be undertaken early this spring by Station WDRC, Franklin M. Doolittle, president and treasurer, announced Tuesday. The broadcasts will be on an experimental basis and will be from the station's experimental station, W1XPW located on Meriden Mountain, Meriden. The system is described by Mr. Doolittle as a "vast improvement" over present radio reception. The experimental station will use a revolutionary type of transmission, known as the "frequency modulated" type invented by Major Edwin H. Armstrong, professor of electrical engineering at Columbia University. Mr. Doolittle's announcement came on the heels of the announcement Monday by Major Armstrong of this newest invention of his that will revolutionize the entire radio industry.

When Major Edwin H. Armstrong's Frequency Modulation created a "revolution in radio," WDRC, Inc. built experimental station W1XPW and became the first regular broadcaster to utilize the FM system.

W1XPW's initial historic broadcast was on May 13, 1939. It marked the beginning of the widespread acceptance of FM.

In the change-over from an experimental to a commercial station, W1XPW became W65H.

**WDRC-FM**

**HARTFORD 4, CONNECTICUT**

**BROADCASTING • Broadcast Advertising**

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Our Respects to
(Continued from page 34)

executive. When the emergency arose with his sudden death, Peggy Becker was ready and capable to step into his position.

Business has doubled under her supervision—but, she contends, what in London seems to exist with radio stations all over the country. Now WTBO has become a full-time station and NBC affiliate, overcoming the difficulties encountered in the various locales where previously no room on every side, Mrs. Becker recently was elected to the Cumberland Chamber of Commerce. The businesswoman has recognized her ability and accepted her as one of them—"and of this I am proud," she said.

Of her nursing career she also has reason to be proud. She graduated in 1928 as a registered nurse from St. Mary's Hospital, Rochester, Minn., not far from where she was born in East Briscoe, Wisc., on Jan. 5, 1900. She worked in the hospital while the famous doctors, Charles and William Mayo, were doing surgery there. Then for four years she did public health work in Indiana and Ohio with Gen. John Boyle. She also has been a member of the Army Air Forces Nursing Service and director of all Army hospitals from St. Mary's Hospital, Rochester, Minn., to the hospital in San Francisco.

She had earned her degree at the Winona Teachers' College, and in 1930 returned from Hawaii for her B.S. at Columbia. After three years of public health and social service work, while Frank was with NBC, she became medical supervisor for the Handicapped Relief Bureau in New York. The next year the Beckers moved to Philadelphia, and her nursing career was halted.

But her big career was being "Mrs. Becker," as Frank's interests became more and more hers. Peggy's hobbies are the things they did together and which she still enjoys—fishing, riding, flying, reading, ping-pong.

"Working so closely with Mr. Becker for 10 years has given me an ideal to strive for in this business of broadcasting," she explained. "Becker always maintained that the small station in a local community could have just as high a standard of performance, be just as effective, and of just as much service to its own community as the more powerful station in a larger community."

Under Peggy Becker, who understands the job she is doing—and loves it—standards will remain high.

Co-op Disc Library

A TRANSCRIPTION library was planned by the Cooperative League of the USA at a meeting in Chicago Dec. 16-17. The local regional educational directors decided that the library be made available nationally to all stations and networks. More than 193 requests have come to the League since the service began.
Merry Christmas,

all you time buyers!

We would like to extend to all time buyers throughout the Nation sincerest wishes for a happy holiday season. We greatly appreciate the confidence you have shown in Radio Station WDOD by your extensive time purchases during 1943.

WDOD
CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
If you buy or plan advertising for Iowa, you need
THE 1943 IOWA RADIO AUDIENCE SURVEY
gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits, illustrated with pictographs for quick and easy reading. You can get a copy free by writing to:
CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

"Little Chief" says:-
WANT MORE IDAHO WAMPUM?

KSEI
POCATELLO-IDAHO

In the Sweet Buy and Buy
If you'd like that grand and glorious feeling that comes from seeing your merchandise move almost like magic, put WAIR to work in this great American market. You'll learn quickly why WAIR is famous for its salesability.

WAIR
Winston-Salem, North Carolina

Covers Atlanta at LOWEST Cost!

BROADCASTING • Broadcast Advertising

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WMCA HAS 5-HOUR CHRISTMAS PICKUP
WMCA New York on Christmas Day brought New York servicemen in many parts of the world in touch with their hometown via a global Christmas program which lasted well over five hours. Station paid all line charges for pickups from foreign areas, and cancelled all announcements in period from 5 until 10:15 p.m. reserved for the program, and in a similar stretch starting at 12 midnight when the entire broadcast was repeated via transcription.

As announced last week by Nathan Shaff of WAIR, owner of the station, the program was to be primarily an interview greeting type of program rather than an entertainment feature. Through arrangements with RCA Communications and AT&T, members of the armed forces whose homes are in the vicinity of New York were to be addressed Christmas messages from friends far from points in the Far East, Pacific, Mediterranean and other war theatres.

While no advance information was to be available until broadcast time, the program will be heard by millions of soldiers and sailors who have been overseas for long periods of time, and so far it has been decided that each soldier and sailor will receive a recorded copy of his boy's greeting upon request. Interviews in overseas and combat areas were arranged and handled by the Red Cross while the USO handled broadcasts in U.S. territory and outposts in cooperation with the War Dept.

RCA Wire Party
RCA provided 30,000 employees in five plants with a special Christmas entertainment Thursday over a closed circuit network, when David Sarnoff, RCA president, and George Swarthout, director of radio, sang. A feature was a talk by John Pugliese, whose five sons have been in the service, four in combat. The elder Pugliese, representing RCA parents with sons and daughters in the service, talked by special wire to his 50-year-old son, Tony, at Norfolk, a war casualty.

THE BRIGHT SPOT
of Eastern New York

* * *

Only BLUE Network
Station Covering This Area

* * *
Clear as a Bell

WJW bids
nineteen million dollars!

$19,000,000 per week for a share of your radio schedule ... $19,076,920 is the exact figure ... and that's $991,999,840 per year ... but we don't mind ...

It isn't our money ... it's the money your Clevelandaire market (just the people who work in this metropolitan district) are earning and spending this year.

Usually we don't like statistics. Our only other favorite statistic is the one about Rockefeller's millions. Cashed into silver dollars and laid one against the other all the way up Broadway—he'd get darn few of 'em back!

But you needn't worry about YOUR dollars. All of the money you aim at the Clevelandaire market will come bouncing back to you ... with so much interest that you'll be embarrassed, come tax time!

"Clear as a Bell"

This is a billion dollars talking ...
You can't talk back to a billion dollars ... but you can talk to it ...
Morse to J-W-T

JOHN H. MORSE, formerly vice-president of Buechon Co., and a director of the Chicago Industrial Advertising Assn., has joined J. Walter Thompson Co., New York, as industrial advertising specialist. He will continue as consultant to the U.S. Dept. of Commerce on marketing, advertising and publications. For two years, chief of the commercial and Mr. Morse economic information division of the Bureau of Foreign & Island Commerce, Mr. Morse was formerly associate professor of economics and business administration at Hillsdale College, Michigan, and at Nevada U.

McCann-Erickson V-P

McCANN-ERICKSON, New York, has announced the election of five vice-presidents and four new members of the board of directors as a result of the resignation of John F. Arndt, president of the McCANN ERICKSON Advertising Agency, Inc. The announcement of the new officers was made at a meeting of the board of directors. Before joining McCANN ERICKSON in January, 1943, Mr. Craig had served as program director of WMCA New York, and previously headed his own producing firm.

B. & B. Elects Craig

WALTER CRAIG, head of the radio department of Benton & Bowles, New York, since last February, was elected a vice-president of the agency at a meeting of the board of directors. Before joining Benton & Bowles in October, 1948, Mr. Craig had served as program director of WMCA New York, and previously headed his own producing firm.

KEYSTONE SALES UP

SALES for Keystone Broadcasting System for 1943 show an increase of approximately 330% over 1942, according to Michael H. Sillerman, president, in a year end statement released last week. This year's sales volume was 10 times the sales volume for 1941.

Through the development of non-musical programs and the "network" announcement plan, KBS was able to buck the "string" created by the AFM ban on musical recordings, and continue to attract larger numbers of national advertisers into the small city markets, the report continues.

Included are the results of a recently-completed survey which establishes KBS primary listening areas in over 1,000 counties. During the past year Keystone affiliates, as part of the "network" operation, compiled a total of some 168,000 aggregate hours of programs designed to promote the war effort, and these efforts will be intensified in the coming year, the report states.
DULUTH, MINN.
SUPERIOR, WIS.

HOOPER
Station
Listening
Index
Fall, 1943

MORNING (8 AM-12N) | WEBC | 42.3 | Stn. B | 30.4 | Stn. C | 23.9 | OUTSIDE STATION | 3.4

AFTERNOON (12N-6 PM) | 56.4 | 21.8 | 20.5 | 1.3

EVENING (6-10 PM) | 60.3 | 17.0 | 21.9 | 0.8

For Market Data, Rates and Service
Contact Us or Geo. P. Hollingbery
Co., Chicago, New York, Atlanta,
San Francisco and Los Angeles.
Where to make Sales at a Profit

On the basis of sales-per-dollar, WSIX is prepared to do a job that will open your eyes even in today's new appreciation of radio advertising.

Advertisers and agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

Because—WSIX has the listeners ... and the listeners have the money to spend for the things they want.

Spot Sales, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS

WSIX "The Voice of Nashville"
NASHVILLE, TENN.

War Loan Messages Dominate OWI Sponsorable Series to Begin Jan. 17

FOURTH War Loan messages dominate the war information campaigns scheduled by the OWI Domestic Radio Bureau for the week beginning Jan. 17, when all station announcements will be sponsorable. OWI officials expressed hope that the new setup will result in better positions for the messages, as well as some revenue for smaller stations in areas that have not been booming by war industry.

The War Bond messages are scheduled on all of the allocation plans, except the National Spot plan, which will carry them later in the drive. This is due to the longer time required in the production routine for National Spot.

Womanpower Scheduled

To balance listener coverage as between affiliated and independent stations, an additional schedule of announcements will go to independent stations in both the OI and KW groupings. Besides the allocations shown in Broadcasting's Packet Table, OWI War Loan messages will be spotted on the Special Assignment, Special Events and Special Transcription plans.

The one new subject scheduled for the week of Jan. 17, other than War Bond announcements, is Womanpower. It has been estimated that a million new employees will be needed in American industry by July 1, 1944. Inasmuch as the supply of males is virtually exhausted in many localities, women will comprise the only labor reserve which can be called upon. Women not now employed are to be urged to take jobs, either in war plants or in essential war-supporting industries.

Messages on the Station Announcement plan include the Bond series, regarded as suitable for sponsorship by any advertiser, but perhaps most appropriate for banks or the larger local industries; the Wartime Nutrition messages, especially suited for dairy, bakery and food chain sponsorship, and the Conserve Critical Resources group, aimed at fuel conservation. The latter announcements carry a dual message, the first part urging listeners to conserve fuel for heating and the second part asking fuel conservation through voluntary reduction in the consumption of electricity, water and gas. Obviously indicated sponsorship is by fuel companies and public utility firms. The fuel messages are not to be broadcast in those areas where fuel shortages have not been declared to exist.

War Loan Messages are the first part urging listeners to conserve fuel for heating and the second part asking fuel conservation through voluntary reduction in the consumption of electricity, water and gas. Obviously indicated sponsorship is by fuel companies and public utility firms. The fuel messages are not to be broadcast in those areas where fuel shortages have not been declared to exist.

Starred in Films


WDRF 21st Anniversary

WDRF Hartford celebrated its 21st anniversary this month. President Franklin M. Doolittle founded the station in 1922, the state's pioneer broadcaster. I. A. Martino, chief engineer, and Walter B. Haase, program manager are the oldest employees.

"Ever since you heard that WAC recruiting spot on WFDF Flint, you've forgotten all you ever knew about camouflage."
To the authoritative news reports supplied through the world-wide facilities of PRESS ASSOCIATION and TRANS-RADIO PRESS, WCAU now adds the three wires of UNITED PRESS—Local Wire, Newspaper Wire and Radio Wire—assuring coverage of all the news...fast—accurate—complete.
HUNT BROS. Packing Co., processors of California fruit and vegetables, has appointed Garfield & Gold, San Francisco, as agency. Plans for consumer advertising are being mapped.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles (help wanted), under an increased appropriation on Dec. 30 started a daily quarter-hour recorded musical program on KPRO Riverside and KFMB San Diego. Similar type of program is continued on KLAS Pasadena and KFAC Los Angeles, with daily participation on KFWB Hollywood. Firm in addition sponsors weekly half-hour Year Number Please on KNX Hollywood. Company uses spot announcements on KFYD Los Angeles. Agency is The Mayers Co., Los Angeles.

HOTEL MELBOURNE, St. Louis, has begun a spot campaign on WHDH Memphian to acquaint Memphis businessmen who frequently travel to St. Louis regarding accommodations offered by the hotel.

P. LORILLARD Co., New York, has begun sponsorship of an hour portion of the daily Gloom Dodgers program on WNJ New York for Old Gold cigarettes. Sponsorship includes the noon to 12:15 p.m. period Monday through Friday, and the 12 noon to 12:45 p.m. time Saturday. Agency is J. Walter Thompson Co., New York.

SMART & FINAL Co., Wilmington, Calif. (wholesale food products), for the fifth consecutive year, on Jan. 3 renewed for 52 weeks the five-weekly quarter-hour program Johnny Murray Talks It Over on KFI Los Angeles. Agency is Heunick-Ficker & Co., Los Angeles.

COMMANDER-LARABEE MILLING Co., Minneapolis (Vita Casey flour), on Dec. 13 began sponsorship of a series of one-minute participations five days a week on the WLS Chicago Feature Foods program. Contract is for 16 weeks. Agency is Mitchell-Faust, Chicago.

SOCONY on Coast

SOCONY-VACUUM OIL Corporation program, slated to start Jan. 13 on eight CBS Pacific stations, will promote Mobil oil and gas in the Wednesday 9:30-10 p.m. (PWT) period. Featured will be Orson Welles with Paul Baron's orchestra. Format will be of a comedy nature with guest comedians appearing each week. It was pointed out that the new series is entirely a West Coast proposition and, in no way affect the Socony sponsorship of Raymond Gram Swing's news commentaries five times weekly on 150 BLUE stations. Agency is Compton Adw., New York.

NORTHERN YEAST CO. Chicago, shifts Songs of a Dreamer from Mondays, Wednesdays and Fridays Jan. 8 to Saturdays on the BLUE, adding 41 stations. Contract is for an indefinite period. Agency is MacFarland, Aveyard & Co., Chicago.

INTERSTATE FALLS, Ark., has continued the promotion of its new downtown shopping center, the first scheduled advertising date at WINS New York, effective Jan. 9. Each weekly half-hour broadcast is turned over to a civic organization to promote its cause.

EDWARD L. JOHNSON, district sales manager of the Minneapolis office of General Foods Corp., has been promoted to sales manager of the Detroit district. George L. Conrad, formerly district representative at Akron, Ohio, takes the Minneapolis post.

GILLETTE Safety Razor Co., Boston, has elected as vice-presidents G. Herbert Mavy, metropolitan manager; J. Craig Smith, advertising manager, and Louis H. Young, plant superintendent.

GENERAL MILLS, Minneapolis, places all advertising for Softasilk through Blackett-Sample-Hummert, Chicago, along with Cheeroats, Corn Kix and Gold Medal flour. After Jan. 1 the accounts will be handled by Dancer-Fitzgerald-Sample, successor to Blackett-Sample, on that date. It was incorrectly stated in the Nov. 8 BROADCASTING that Softasilk was handled by Knox cousins.

DIXIE margarina and Cocoa Marsh are now participating in the Yankee Kitchen campaign daily on WNAC Boston and the Yankee network.

AUTOMATIC COAL BURNER Co., Philadelphia, has named Lewis & Gilman, Philadelphia, as agency.

50,000 Watts

WWVA

WHEELING, W. VA.

Blue Net

Headley-Reed, National Representative

Page 44 • December 27, 1943
A FORERUNNER OF MODERN COMMUNICATIONS

One of the first known channels of message carrying was by runner, and annals of Grecian and Phoenician history describe the nimble lads who firmly grasped rolls of parchment and sped hither and yon. Clad in typical running gear of the period, they covered amazing distances with almost incredible speed. That was the forerunner of today's modern communications where scientific electronic devices are "getting the message through" on every war front. Universal Microphone Co. is proud of the part it plays in manufacturing microphones and voice communication components for all arms of the United States Armed Forces, and for the United Nations as well. Other drawings in the series will portray the development of communications down through civilization and the ages to the modern era of applied electronics.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE CO., LTD.
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA • CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
INDEPENDENTS ASK CBC RECOGNITION

REPRESENTATION on the governing body of the second national Canadian Broadcasting Corp. network, scheduled to start operations Jan 1 [BROADCASTING, Nov. 15-29], has been requested by privately-owned Canadian stations.

At their annual convention in Calgary last week, the Taylor-Pearson-Coles group of All-Canada Radio Facilities sent the following telegram to Rene Morin, chairman, Board of Governors, CBC:

"Representatives of privately-owned radio stations, meeting in Calgary, including many with 20 years of broadcasting experience and representing prospective members of the new Dominion network, in the interests of public service broadcasting seek to be permitted to contribute to the welfare of broadcasting in general and representing public in particular by being permitted representation on the governing body of the new Dominion network.

"The new network, with the single exception of CJBC Toronto, being composed entirely of private stations whose contribution to Canadian radio has generally been overlooked, can make significant contribution to the organization and the exchange of programs reflecting secular, moral and educational advancements. A network so constituted through the element of competition would stimulate the industry in general and the existing network in particular and the listening public of Canada will enjoy a unique experience, initiative and a clearer interpretation of community progress."

Heads Bloomingdales

JAMES M. SCHOFF, now president of The Ad探讨, Chicago, and formerly vice-president of L. Bamberger & Co., Newark, will become president and managing director of Saks 1st, Feb. 1, 1944, succeeding Michael Schraup, who will be elected chairman of the board. M. Bloomingdale, now chairman of the board, will become honorary chairman. Elections will be held at a meeting of the board of directors, according to Mr. Schraup. Bloomingdale's department store operates Metropolitan Television Inc., New York, FM and television firm.

Simonsen Named

WARREN SIMONSON, who has been with Latin American enterprises of the American business firm for a number of years, has been named head of the export advertising department of J. M. Mathers Inc., to handle increased activities in this field. Mr. Simonsen, who joined the agency more than 15 years ago, will assume his new duties after Christmas upon his return from Mexico where he has been making a survey tour for the agency.

STU MANN, sports director of WDGY Minneapolis, has written an article "The Spirit and Truth" about Bob Carly, outstanding deaf athlete of Minnesota U., which appears in the January issue of Cooperator.
1943... and 1944

During this crowded year of war, AMERICAN BROADCASTING has done an outstanding job of bringing the news—all the news—to a news-hungry people...

During this crowded year of war, AMERICAN BROADCASTING has performed a notable service in donating freely to our armed forces the best available entertainment and talent—the humor that cheers the hearts of men lonely and far from home...

During this crowded year of war, AMERICAN BROADCASTING has lived up, in greater-than-ever measure, to the ideals of public service toward which all great institutions strive. Broadcasters have truly conducted their vital enterprise "in the Nation's interest, convenience and necessity. . . ."

In 1944, AMERICAN BROADCASTING may look forward with confidence to bringing the American people more and more good news—the news of victories won on many fronts.

Some day these many separate victories will result in the greatest good news ever flashed over the air waves—the news all Americans are longing to hear—the news of complete and final VICTORY, toward which AMERICAN BROADCASTING is contributing so much.

TO SPEED VICTORY, BUY—AND URGE YOUR LISTENERS TO BUY—MORE AND STILL MORE WAR BONDS!
WHAT EVERY RADIO ADVERTISER SHOULD KNOW

BOY! THIS SURE HAS BEEN A BIG YEAR FOR WMC!

Gross Revenue Up 60% for Blue Net; Affiliates Increase
25 New Commercial Shows Began in 1943, Says Report

ACCEPTANCE by Radio, as well as by advertisers, of the Blue Network "as an independent broadcasting entity" is reflected in the increase of Blue affiliates from 148 to 174 stations during 1943, and a 60% increase in gross revenue, according to Mark Woods, network president, in a yearend statement to the progress of the Blue. Highlight of the year, Mr. Woods pointed out, was the purchase of the network by Edward J. Noble, "an outstanding figure in American industry.

"The problems imposed upon us by war," Mr. Woods said, enumerating them as personnel, equipment and operation, "were scarcely easier than in our first year of independent operation. But the Blue met them and strode forward. We are confident that progress will be repeated in the year dawning upon us."

25 New Commercials

Under a policy of "creative selling," the Blue during the year chalked up a steady rise in sales, with an increase in the average number of stations per commercial program from 91 for evening and 66 for daytime in December last year, to 101 for evening and 123 for daytime in December 1943. Thus the average number of stations per commercial evening program has risen by 31% and per commercial daytime program by 86%.

An increase of 85% in the number of sponsored station hours also is noted for this December over last. There are 48 sponsored programs now on the Blue, according to the network's year-end round-up, and six scheduled to begin in the near future. Of 25 commercials started in 1943, advertisers new to the Blue sponsored 18. Of the six future shows, four will be sponsored by advertisers new to the network.

Notable among the programs sold during 1943 are the Boston Symphony to Allis-Chalmers Mfg. Co.; Radio Hall of Fame to Philco Corp.; What's New to RCA; Keepsakes to Carter Products, and Joseph Dunninger to Kemtone.

Davis Commends Women's Shows
APPEAL of the "excellent work" by women's programs during 1943 in acquainting listeners with Government needs is expressed by Elmer Davis, OWI director, in the January Women's Radio War Program Guide, issued by the Domestic Radio Bureau.

In a message to directors of women's programs, Mr. Davis pays tribute to the cooperation extended OWI through the effective use of war information campaign material contained in the Guide. Asserting that "victory is not going to be quick or easy", he declares that "if our radio programs help keep people informed of war's grim demands" the danger of "undue optimism" can be greatly lessened.

Slight changes have been made in the format of the Guide, making for greater compactness and readability. The publication serves as an additional "allocation" plan by which war messages of particular interest to home are channeled to the vast daytime audiences of hundreds of local women's programs.
NBC Dollar Volume Reaches New All-Time High in 1943

Reaching "A new all-time high in dollar volume", NBC net sales for 1943 will be approximately 15% over 1942, Roy C. Witmer, vice-president in charge of sales, reported last week in the NBC year-end review.

During 1943 advertisers using the full network increased from 23 in January to 30 in December, at which time the total was 44 programs per week over the maximum number of NBC stations. Twelve additional advertisers started programs during 1943, making a total of 75 firms using the network's facilities.

War Service Increases

"Because of the already proved coverage offered by NBC," Mr. Witmer added, "few outlets have been added during the last 12 months. There is every indication that the sales record made this year will be maintained and possibly exceeded in the months to come, despite the fact that NBC's network time is now approximately 100% sold."

Activities of the network's program department were subordinated to the war effort the past year, with a reported 125% increase over 1942 of announcements and programs devoted to some branch of the armed forces or special governmental problems. Radical innovations in programming can be expected when writers now in service return to radio, Clarence L. Menser, vice-president in charge of programs, stated. He added that "if there should be peace in even one theatre of the war during the coming year, there would be a consequent increase in radio activity from the ideas developed by these writers from their war experience which would provide a terrific backlog of material, waiting only proper expression".

Because of necessary military secrecy, many engineering developments and services at NBC cannot be revealed until after the war, when the improvements will be available to general use and will advance radio to a phenomenal extent, the report said. Despite the tremendous difficulties under which the NBC engineering department has had to work, due to wartime conditions, the review reported that in the first 11 months of 1943, the network's six owned-and-operated stations were in operation for a total of 47,788 hours, with a combined service delay equivalent to only 1/100th% of the time in that period.

The remainder of the year-end review deals with news and special events, guest relations, international division, music, public service, radio recording, religious, sports and television.

JO RANSOM, in charge of publicity for WEAF, New York outlet of NBC, on Jan. 3 joined WNBR New York as director of publicity and special events, replacing Carl Erbe, resigned. Mr. Ransom prior to joining NBC was radio editor of the Brooklyn Eagle.
**Merchandising & Promotion**

**Record Brochure—FM Publication—Trip**

Program Manual—On Election

**WO-COLOR, 33-page promotion piece titled “KPO—The Key Station in the West’s Gold Market” has been prepared for mailing. Presentation points out the centralized position of KPO in the West’s richest market and provides figures purported to show that the Pacific Coast leads the nation in retail sales per capita; that income per capita on the Pacific Coast is highest in the United States; and that 53% of the 1842 national savings growth was in the seven western states. Also that the San Francisco Bay area is the largest shipbuilding center in the world, and that eight out of the ten wealthiest farm counties of the nation are in California.**

**Gracie Fields Promotion**

KWLW Wilmar, Minn., in behalf of the Gracie Fields Victory show now heard Monday through Friday from WTCN, Minneapolis, has promoted the series by distribution of free packs of the sponsor’s cigarettes (Pack Mall) bearing audience promotion stickers; picture high-lite in KWLW’s Radio Guide; special sound car which tied-in the radio show with the current movie “Holy Matrimony,” which stars Gracie Fields; promotion letters to cigarette dealers; special announcements and teaser announcements prior to the opening program, and newspaper ads throughout the KWLW area.

**Trip to England**

WHO Des Moines has released a brochure, “Our Herb Went to England,” telling of the experiences of their Corn Belt Hour man and farm editor, Herb Plambeck, on his trip to England to get first-hand information and background for better wartime service programs on four great audiences. Snapshot album and Herb’s own story of the trip are included.

**CREI News**

CAPITOL Radio Engineering Institute, Washington, D.C., includes a special programme along with its regular edition of CREI News which contains reproductions from industry magazines of actual engineering positions to be filled. Critical demand for technical help is stressed.

**Folder**

WTCN, exclusive BLUE outlet for Minneapolis-St. Paul, has issued a novelty promotion folder printed in red and blue. Illustrated and informal in manner, folder invites careful consideration of WTCN for coverage in Minneapolis.

**Program Manual**

WOWO Ft. Wayne, Ind., has released a comprehensive program manual containing pictures of stars appearing over WOWO, a description of each program, its availability, history, cast, and talent cost.

**Newspaper Strike Brings Radio Aid**

WASHINGTON stations filled the gap last Thursday when a strike of compositors forced newspapers to the nation’s capital to suspend publication for the day. Besides providing local news, stations carried special spot announcements placed by theatres and merchants.

WTOP cooperated with the Post and News to provide several programs during the day. WABC put on a 10-minute program on behalf of all capital papers and Morgan Beatty gave half of his 6:30 p.m. news period local items.

The Star sent a crew to the news room of WMAL, which is Star-owned, and a city room staff sent copy to WMAL for processing. Four 15-minute special shows were put on the air on behalf of all papers. Time corresponded to edition times. WINX kept close track of developments at the War Labor Board and went on the air Tuesday at 12:56 a.m. with final results of the union meeting at which the board voted to return to work. WWDC covered developments on its half-hourly news periods and carried some 50 extra spot announcements.

WOL has a time-share arrangement with the Times-Herald, but on this particular day it in cooperation with all four papers though the copy was prepared by the Times-Herald. The station set up a special commercial department to handle extra business. Public service announcements, such as the statements of the mobiles, were put on free. Regular news periods were lengthened to accommodate local items.

**On Election**

MIMEOGRAPHED booklet on the Utica, N.Y., election as reported by Socomy-Vacuum’s Mobigala News over WIBX Utica, has been released by the station. Recipient’s name is printed on the cover of the booklet which contains photos of candidates and election activities.

**KZL Folder**

PROMOTION folder issued by KZL Denver clammers “KZL Denver Covers the Denver Scene”. Illustrations and sketches on the numerous things delivered by the Denver market are presented, indicating the wealth and importance of the market.

**This Builds Listeners**

A hundred northern Illinois and southern Wisconsin men in training at the Farragut, Idaho, naval base were unable to come home for Christmas. So, WROK presented a special Christmas Day broadcast from Farragut during which the Rockford area bluejackets greeted their relatives and friends. Local programs like these plus the BLUE Network’s outstanding shows are responsible for the consistently loyal WROK audience.

**WROK Affiliated with the Blue Network...**

WROK is owned by Rockford Consolidated News-Papers, Inc., and national representatives: Headley-Red Co.
Political Rates Editorial Contested
By Republican Party's Radio Director

EDITOR, BROADCASTING:

I have just read your "Political Rates" editorial attempting to justify, on behalf of practical broadcasters, the charging of premium rates for political campaign talks. I find myself in disagreement.

It is faulty thinking, I believe, when you set aside a specific program category—in this case political talks—and say that it can be subject to a different rate than any other program category. If that be the case, we do not divide all programs into categories and then say that, for example, we shall charge sponsors of soap operas more than the sponsors of symphonies. Or, to put it another way, we'll charge this sponsor of a drama more than we charge this sponsor of a dance orchestra. If you turn it over and attempt to classify the rates on a basis of the character of the sponsor, you get into even hotter water. Where would laxatives end up, I wonder?

Another basic fault in the reasoning, it seems to me, lies in the implied suggestion that the burden of improvement in political broadcasts lies wholly with the sponsor. This is not the case with other sponsors or other types of programs. Why, at this very moment Bill Lewis is studying programs for CBS; I cannot believe but that he will return with a study which will be of inestimable value to sponsors as well as to CBS. If the radio industry ever needed anything in its life it needs just such a study made of political broadcasting. It is not the answer to charge premium rates.

Suggests Special Handling

The immediate answer is, perhaps, for individual radio stations and networks to assign well-informed and diplomatic sales, production and policy crews to the handling of the forthcoming campaign bookings, accepting fully the joint responsibility of streamlining political talk campaign programs. My own party took a long step in this direction in 1940 with the employment of a first-line advertising agency to attain better political broadcasting. I think radio should meet politics half way and I don't mean half way to our pocketbooks. I am sure you know that political parties already labor under an extra burden that we must pay the displaced talent, having no opportunity to await openings in the schedule as has the ordinary sponsor. This accounts for a tremendously large part of our radio expenditures in general.

And finally, when the time comes that the American people so thoroughly resent the displacement of a normal radio program that a man campaigning for public office cannot speak and be heard, we can all agree to worry about how much to charge. Then the government will tell us all.

Wells Church, Director of Radio, Republican National Committee.
Dec. 20, 1943

Pratt Honored

Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co., and vice-president of the Federal Telephone & Radio Corp., associated with the International Telephone & Telegraph Corp., has been awarded the Medal of Honor by the Institute of Radio Engineers for distinguished service in the field of radio communication. Presentation of the annual award will take place at the IRE meeting in New York Jan. 28 and 29 [BROADCASTING, Dec. 20]. Mr. Pratt is the IRE's delegate to the Radio Technical Planning Board, and is chairman of its panel on radio communications.

WBT Charlotte, N. C., has given to Davidson College, Davidson, N. C., a large library of its Columbia Masterworks recordings, used one-time only on the daily Masterworks program. Facilities at the college are especially being arranged to make use of the gift.

Incidentally, if you don't have your copy of the "Complete Mail Study" yet, you had better request it now—from the KMA Research Director. Only a few copies are left.

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CHERCHEZ LA FEMME!

- "Though my product primarily appeals to men, should I inject a feminine angle in my radio mail offer to increase my response?"

That was the logical question several prominent advertising men suggested when they learned about the projected KMA mail study. And well they did, for the facts are eloquent.

KMA received 493,479 pieces of commercial mail from April, 1942, through March, 1943. When these 493,479 pieces were tabulated by certified public accountants, it was found that 88.4% of the writers were women and 11.51% were men. Even when the offer appealed to men exclusively, women wrote 57% of the letters.

So—if you want maximum response to your radio offer—you must find the feminine angles, too. If you want maximum results from the No. 1 Farm Market, you must find a place for KMA on your schedule.

Incidentally, the No. 1 Farm Station in the No. 1 Farm Market, 152 Counties Around Shenandoah, Iowa.

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KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND
SHENANDOAH, IOWA
Marine and a Mike at Bougainville

Jungle War Caught by Wire Recorder in Jap Territory

The following story was written by Tech. Sgt. Harold Axine, formerly of WLS Chicago and program director of WBAL Baltimore, now a Marine Corps combat correspondent, on leave in this country. In the last fortnight he has appeared on the "March of Time" on NBC and "The First Line" on CBS. With him at recent Bougainville landing was Sgt. Roy A. Maypole, of Summit, N. J., also a Marine combat correspondent and broadcast. Both participated in the early fighting.

BOUGAINVILLE, — (Delayed) — When the Marines hit Empress Augusta Bay beach on the island, radio history was made. For the first time a man and a microphone recorded a landing operation against Jap-held territory.

The man is blond, 23-year-old Marine Sgt. Roy A. Maypole, an industry veteran who resigned as a producer at CBS New York last May to come out to the Southwest Pacific as a Marine combat radio correspondent. Maypole's equipment consisted of (1) a sound and wire recorder, and (2) guts.

At the invasion hour on the morning of Nov. 1, Roy was standing on the deck of a transport in the U. S. task force. In the midst of our intense air and naval bombardment of the Jap shore defenses, he switched on his portable recorder and began a descriptive account of what was happening, verbally identifying the ship's sound, gun salvos, and bomb explosions while trying to keep his feet against the concussion blasts. When the men in the Marine landing parties started to descend the rope nets, Roy rushed his mike to the rail of the ship to get several 10-second "man-on-the-move" interviews.

Into Heaviest Fighting

Later, when the scene of activity had shifted from shipboard to the beach itself, Roy raced ashore in a landing boat and lugged his recorder in the direction of the heaviest fighting. This was on bloody Cape Torokina, where the Japs had constructed their strongest fortifications. There was no such thing as a front line on the Cape, the Marines and Japs slug-ging it out wherever they made contact. Taking his chances, Roy searched out an idle electricity generator, got it working, hooked up his recorder, and hastily made ready to broadcast.

He was put to work digging graves. A Marine combat correspondent is a Marine first, then a correspondent. Roy dug graves all day.

Early next morning, Roy managed to interview several boys who were resting briefly after a day and night-long battle in the bush. During these interviews, there was a sudden "Condition Red" (air raid immediately imminent) warning, and the first Jap bombs came crashing down nearby while the recording mechanism was still in operation. Results on the play-back are terrific.

Meanwhile, Leatherneck assault units had driven the Japs inland across the cape. The hot fighting was now up ahead, a considerable distance from the generator feed-

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The Beehive

Robert A. STREET
National Sales Manager
Paul H. RAYMER CO. National Representatives

McClatchy Broadcasting Company
Sacramento, California

BROADCASTING • Broadcast Advertising
FDR Scheduled on All Nets By Transcription of Speech

Special Christmas Eve Feature Breaks Historic Precedent; Pickups From Remote War Points

FOR THE FIRST time in radio annals, all four major networks were to carry a transcribed re-broadcast of a speech of President Roosevelt in a special Christmas Eve program which would mark several innovations in broadcasting. Arrangements were completed Thursday as Broadcasting closed on holiday schedule.

Listeners in America were to hear for the first time broadcasts from a battleship, an aircraft carrier, a submarine, all in action on the high seas. Locations or identifications of the vessels were withheld.

Initial broadcasts were to be attempted from Tarawa and Bougainville.

Many Pickups

President Roosevelt's speech originally was to be broadcast Friday at 3 p.m. and re-broadcast because of its "major military importance" as the highlight of the special program at 10 p.m., arranged by the Navy, Army and OWI radio sections.

Title Christmas Eve on the Fighting Fronts, the program included pickups from Algiers, Naples, Iceland, Panama, London, Guadalcanal, New Guinea, Cairo, and Palestine. A broadcast of Christmas Eve of course to serve an American fighting forces, no matter where stationed and regardless of time zones, to hear the address, which had the widest coverage of any speech he has ever made. The afternoon address was carried by the BBC, Australian and New Zealand networks, and stations in Algiers, Palermo, Bari, Naples and India. Both the afternoon and evening broadcasts were beamed throughout the world by OWI shortwave facilities.

NBC and CBS initially had offered to carry the program exclusively but were prevailed upon to join Blue and Mutual in carrying the President's voice transcribed for the evening broadcast. Conversations as to the scope and extent of the combined hookup were continuing late Thursday.

Arrangements for the special Christmas Eve program were handled by Col. Edward Kirby, chief of the radio section, Army Public Relations Branch; J. Hall, chief of the radio section, Navy Dept.; and Charles Harrell, in charge of special events, OWI Domestic Radio Bureau.

AFRA Case in Chicago Before National Board

THE NATIONAL War Labor Board in Washington received last week a complaint filed by AFRA, which differs the War Labor Board's jurisdiction over the Chicago case. AFRA has referred the case to the Department of Labor in Chicago, Illinois. The case is usually this decision will be forthcoming until the principle is established by the national board in the WMAL case.

Pidgeon for Goodyear

Goodyear....

As joint announcers of the new NBC series The Department of State Speaks, Secretary of State Cordell Hull (left) and Niles Trommell, president of NBC, talk over the four special Saturday broadcasts to start Jan. 8 as a means of explaining to the American public America's foreign policy.

CELEBRATING RECORD sales reached during October and passing of 2 million dollar mark in War Bond cash sales, Lee Wailes, general manager of Westinghouse Radio Station Inc., addresses staff members of KDKA Pittsburgh at banquet staged at right of Mr. Wailes is Joseph J. Baudino, KDKA manager, and at left, J. E. Foss, motion picture operator. Others are (left to right): Homer H. Martz, KDKA agricultural director; Evelyn Gradiner, KDKA Home Forum director; and B. A. McDonald, general sales manager of WRS Inc.

Active Year of War Service Noted in CBS 1943 Report

LEADING off its year-end review with a summary of radio's achievements during the 1943 war effort, CBS reported a total of 17,713 broadcasts devoted to some phase of the war, these broadcasts filling 5,040 hours of air time. Of this total, 1,715 hours were sustaining programs, while commercial programs contributed 1,789 hours.

On the home front, CBS presented 31,591 separate programs, 57.5% of them sustaining and 42.5% commercially sponsored. Continued success of the CBS full network discount plan is evidenced in the report that of the 53 commercially sponsored programs heard this year on the full CBS continental network, 35 were the result of the discount plan. At least three other programs are slated to take advantage of the plan shortly after the first of the year, CBS said.

In addition to the 715 CBS employ, in the armed forces, the network's president, William S. Paley, is on a special war assignment with the Army's Psychological Warfare Branch.

To discover the listening public's program interests, CBS in August commissioned W. B. Lewis, recently appointed executive vice-president of the American Network, to make a special 12-month survey of all sections of the country, to discuss with typical listeners the role broadcasting does and can play in American life.

In March, CBS organized its affiliates advisory board to bring closer to operating executives the problems faced by affiliates. The network also added 15 affiliates during 1943. Highlight of the CBS promotion activity was the launching in September by its 130 stations of an audience-building campaign, using radio announcements, newspaper and magazine advertisements and postcards.

1944 IS KEY YEAR, SARNOFF DECLARES

DAVID SARNOFF, president of Radio Corporation of America, set the new year, "the year of expected decision in the European war," as the starting point for the realization of new developments in radio research, engineering, communications and manufacturing, in a survey released last week by RCA on radio's second year of war.

Outlining briefly the future for FM, television and other phases of the radio industry, Mr. Sarnoff stated that while many developments would not be realized in 1944, they would "date from it as radio broadcasting dated from 1919."

Among his predictions was the introduction of "personalized radio," referring to small compact receivers and pocket transmitters. "The uses to which such stations may be put gives the imagination much to play upon," he stated.

Chicago Baseball

WJJD Chicago and Windy Gay, Ind., announced last week they will broadcast exclusively the entire schedule of the Chicago Cubs in the Chicago White-Sox baseball games for the 1944 season, the Cubs on WJJD and the White Sox on WIND.
it added, while in the larger areas, with local talent available, fewer network programs are taken.

With reference to question 3, CBS said: "In the first nine months of 1943 CBS withheld from sale $2,600,000 worth of time for broadcasting public service programs which are not, under any circumstances, for sale. Every one of those programs occupies time which is highly saleable and in which CBS has actually refused one or more sales. The production cost and the quality of CBS public service programs have steadily increased over the years."

Value of time occupied by the New York Philharmonic Symphony, Man Behind the Gun and World News Roundups, when they were sustaining, was $6,960,000, the statement continued, while total sales income from the three programs under sponsorship is $1,880,000 before a larger part of the revenue is paid to affiliated stations.

"No dollar yardstick, however, provides a significant measure of the scope and value of public service programs broadcast over the CBS network," the statement went on. In a typical week the past fall CBS broadcast 55 separate public service programs, representing 120 separate broadcasts occupying 36 1/4 hours of network time, the committee was informed. Of the public service programs, 26 were presented by 24 sponsors and 29 were sustainers.

Use of Full Network

On question 4 CBS explained to the Senators that under its "full network" plan, instituted a year-and-a-half ago, advertisers were induced to use the full network, adding about 50 small stations. Columbia added to its billings about 4 million dollars, but paid out, in an extra 15% discount and in payments to small stations $4,750,000. Thus while expanding its coverage, the "full network" plan actually cost CBS $750,000, the statement pointed out.

The following payments made by CBS to small stations were cited to show what the plan has meant to the 90 smallest stations on the network for the first nine months of 1943, as compared with 1941.

The 20 smallest stations increased 813%, from $46,532 in 1941 to $424,923 in 1943. Thirty smallest stations increased 352%, from $169,579 to $787,068. The 40 smallest stations increased 182%, from $453,935 to $1,281,650 and the 50 smallest stations went up 123% from $897,322 to $2,002,407.

Citing another example, whereby CBS has made additional revenue and its top programs available to the smallest stations, the statement said that in 1941 KGVO Missoula, Mont., operated by Art J. Mooby, who testified before the committee, received less than 8 hours of CBS commercial programs a week, whereas in 1943 the station is receiving 35 hours of CBS commercials per week. Cost to the network of the "full network" plan "may exceed a million dollars a year," the statement added.

To question 5, CBS informed the committee that based on actual operations in October 1943, the net profit on estimated sales of $3,097,500 was at the rate of 5.16%. If payments to the eight stations owned by CBS were "made on the same basis as contract payments to our highest paid affiliates", the statement pointed out, net profit on network operations would be reduced to 4.02%.

"With a fall-off of only 20 to 25% from the current high level of sales, and if our service to our stations were maintained at present levels, profit from network operations would be reduced to 0.0%," the network statement said.

Another way of taking network economics out of the false and romantic light in which they are sometimes thrown, and putting them into the realistic perspective which we as operators must face.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is the FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000 foreign-language-speaking audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Your Best National Spot Buy...
is to measure them against their most direct competitors, the national magazines," said the statement. "Both networks and magazines function as national advertising media and derive their advertising revenue from national advertisers—although the magazines collect an extra fee from readers while radio collects nothing from listeners," yet 1942 and 1943 published figures for leading national maga-

zines, the statement went on, show net profits after taxes as high as 9%, or about double the rate of return from Columbia's network operations.

Threat to Nets

"If a magazine loses 10 pages of advertising, it can reduce its size by 10 or even 20 pages," the network brochure said. "If a network loses 10 hours of commercial programs, it has 10 extra hours to fill with high quality programs at its own additional expense. This threat constantly hangs over the economic stability of network operations. By assuming this extra risk, the network protects its affiliated stations against it.

"In view of the enormous extra post-war load of costly pioneering in new forms of broadcasting, especially television, which may be thrown upon the networks—the public good requires that networks have the opportunity to develop along sound economic lines, and that they be freed from unrealistic and crippling restrictions."

Marx to Blue

FRANK MARX, former chief engineer of WMCA New York, has joined the BLUE as technical advisor, a newly created post. He will direct engineering development activities such as television, FM, and building of new studios. He continues with WMCA in a consultant capacity, while Frank Knaack, for 14 years in WMCA's engineering division, has been named the station's chief engineer.

WILLIAM FOND MILLER, former director of apparatus development for the Bell Telephone Labs, has been appointed assistant vice-president succeeding L. Montgomery resigned. Mr. Fondmiller is credited with initiating development of the modern combined telephone set. He assumes complete charge of the general staff departments of the laboratories.

GOP at Hearings

(Continued from page 14)

ings the minority outranked the majority in numbers, as compared with 7 meetings in which the Demo-
crats outnumbered their Repub-
lican colleagues. At the other 7, at-
tendance was tied between the two parties.

In the early November sessions Chairman Wheeler conducted most of the questioning, but before many hearings had passed the voices of Senators White, Hawkes, Tobey, Moore, Gurney, Tunnell and Clark were heard regularly. Senator White, who challenged a statement by FCC Chairman James Lawrence Fly with the remark that he has'nt intended to take part but couldn't "keep still," frequently took issue with Senator Wheeler, who lost no opportunity to expound his views on "soap operas," commentators and networks.

Perhaps the greatest interest, as evidenced by Senatorial questions, was displayed when the engineer-

ing profession appeared in the clos-
ing days to talk about the poten-
tialities of FM, television and fac-
similar.

In addition to Senators Moore Wheeler and White, the attendance records of other committee members are as follows:

Senators Ernest M. McFarland (D-Ariz.), 22; James M. Tunnell (D-Del.), 21; Albert W. Hawkes (R-N.J.), 16; D. Worth Clark (D-IIda.), 15; Charles W. Tobey (R-N. H.), 14; Chan Gurney (R-S.D.), 12; Clyde M. Reed (D-Tenn.) and C. Wayland Brooks (R-Ill.), each.

Harry S. Truman (D-Mo.), 5; Henrik Shipstead (R-Minn.), 4; William B. Cox (D-Ark.) and Fred E. Toops (R-Mo.), each.

Senator Ely (D-Conn.).

Senator Harry F. Byrd, Jr. (D-Va.), 4; Russell R. Long (D-La.), 3; Frank R. Lausser (D-Ind.), 2; and Charles L. Bates (D-Mo.), each.

Senator Robert F. Wagner (D-N.Y.), 6; John F. Kennelly (D-Wash.) and Warren R. Austin (R-Vt.), each; 2.

Senator Carl Vinson (D-Ga.), 2; Senator H. Sumner Looney (D-Mo.), 1; Senator Lister Hill (D-Ala.) failed to attend any of the hearings.

WDAY Fargo, N. D., on Dec. 11 did a special pickup (10:30-11 p.m.) from the Homestead school, Wynd- me, N. D., which won second place in a nationwide scrap campaign, promoted by the NBC Truth or Con-

sequences. Wyndemere Commercial Club handled arrangements, with WDAY entertainers providing fun. Feature was a transcribed congratulatory mes-
sage from Ralph Edwards, m.c. of the network show.

KUGR Long Beach, Cal., is publish-
ing a bi-monthly four-page illustrated tabloid of home town news and gossip which is mailed to men and women of that city who are in the armed ser-

vices.

WKRC Cincinnati sponsored a champi-

onship boxing contest in Clevis-

nati on Dec. 19. "Fiddling Red Her-

ron" of the WKRC talent staff de-

feated Natches, the Arizona Indian, former national champion.

**1 RADIO BUY**

KXYZ's rates are surprisingly low... programs receive high Hooper ratings... there still remain a few excellent network and spot availabilities. Get in touch with your Branham man now.

**1 SOUTHERN MARKET**

According to J. Walter Thompson Company's recent compilation of No. 2 War Ration Books, Houston, a city of 607,033 people, leads all Southern metropolitan markets in population.
And A Victorious New Year

We feel that the most pertinent greetings we could send at this season would be a fervent wish for victory in 1944. We are rededicating ourselves to the use of all our facilities in making this wish a reality—by keeping our listeners completely and accurately informed of every news development, by encouraging them to give unreserved support to the war effort and by helping to maintain the spirit of determination to win.

Garey Denies New Resignation Rumor

Obligation to Fulfill,' States House Committee Counsel

PUBLISHED reports last week that Eugene L. Garey, general counsel of the House Select Committee to Investigate the FCC, had been "persuaded to resign" brought from Mr. Garey the terse statement: "It's news to me."

Reached at his New York office, Mr. Garey said: "The last time similar rumors were circulated, my comment was: 'It's like Mark Twain's death—grossly exaggerated.' That still stands, I have an obligation to fulfill to the majority of the committee and I don't propose to renage, published rumors to the contrary."

Mr. Garey, who returned to New York Dec. 10, plans to be back in Washington shortly after the holidays to represent the House in its probe of the Commission and to pursue the inquiry further. The FCC has been scheduled to present its defense of charges so far made in open hearings about Jan. 17 [BROADCASTING, Dec. 20].

Although the general counsel was required to submit his resignation when Rep. E. E. Cox (D-Ga.) resigned late in September [BROADCASTING, Oct. 4], three committee members have steadfastly refused to consider it, leaving only

KWBW Transfer

ASSIGNMENT of the license of KWBW Hutchinson, Kan., was granted by the FCC last week from William Wyse and Stanley Marsh, a partnership doing business as the Nation's Center Broadcasting Co., to a newly formed partnership under the same name consisting of William Wyse, Stanley Marsh and Bess Wyse. No monetary consideration is currently involved in this transaction which gives 49% of Mr. Marsh's 50% interest to his sister, Bess (Mrs.) Wyse. Mr. Wyse retains his 50% interest.

Lt. Hurlbut Named

2ND LT. JAMES W. HURLBUT, Marine combat correspondent who covered the Guadalcanal campaign, has been named radio officer of Marine Corps Public Relations in Washington. He succeeds Capt. Ward Hubbard, formerly of NBC who goes into the field. Lt. Hurlbut formerly was at WTOP.

Chairman Clarence F. Lea (D-Cal.) and Rep. Warren E. Magnuson (D-Wash.) favoring a change in counsel.

Charles R. Denny Jr., FCC general counsel, told the committee Dec. 16 he had been instructed by the Commission to "negotiate no matter with Mr. Garey". At the same public hearing the committee counsel charged that the "chairman of the FCC and the chairman of this committee" were handling the Commission's defense.

RMA Announces Program for 1944

1944 WAR PROGRAM of radio and electronics equipment for the Radio Manufacturers Assn., was announced last week by the organization. Plans include expansion and forming of new committees to work on immediate and post-war problems, with special emphasis on reconversion to peacetime operation.

Eight new committees have been added to the RMA set-up, appointed by R. C. Congrove of the Crosley Corp., Cincinnati, chairman of both the RMA Set Division and the Association's over-all Post-war Planning Committee. They are concerned with: present and future problems, future contract cancellations, future industry reconversion, employment and personnel problems, sales financing, advertising and promotion, future distribution costs and other problems, industry statistics, the post-war patent situation and post-war export problems.

The new program, both on immediate and post-war interests will be developed at an RMA Mid-Winter Conference on Jan. 12-13 at the Stevens Hotel, Chicago.

Chairman of the advertising committee is John S. Garceau of the Farnsworth Television and Radio Corp., Ft. Wayne, Ind.

Dr. C. H. Jolliffe, of the RCA Victor Division, Camden, and former FCC official, succeeds H. C. Bonfig as director of the RMA. Mr. Bonfig assumes other duties with the firm.

GREATER MIAMI HAS REACHED

New Peaks!

...in almost every line of business activity

WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun

WCHS
Charleston, W. Va.

HAPPY NEW YEAR!
UBC Files Application to Move WCLE To Akron in First Order 84-A Action

IN THE FIRST formal action as a result of the FCC multiple ownership order promulgated last month, United Broadcasting Co. last Wednesday filed with the FCC applications seeking removal of WCLE from Cleveland to Akron along with a shift in assignments involving WCLE and WHKC Columbus. UBC also operates WHKC Cleveland, and the move is designed to eliminate the multiple operation in that city.

WCLE seeks a construction permit to change its frequency from 610 kc to 640 kc, increase power from 500 w to 1,000 w and hours of operation from daytime to limited time, taking over the facilities of WHKC. With these facilities the station would move its present transmitter and studios to Akron.

Would Comply With Rule

WHKC filed for a construction permit to change its frequency from 640 kc to 610 kc and increase its power from 500 w to 1,000 w. It also seeks an increase in hours of operation from limited time to unlimited time, with a directional antenna for night use. This would involve taking over the facilities of WCLE, with full time operation.

Under this arrangement UBC would procure one fulltime and one limited time station in lieu of an existing daytime station and one of limited time, through the interchange of facilities. Moreover, the multiple ownership order (84-A) slated to become effective June 1, would be complied with.

While the UBC application is first to be filed with the FCC since promulgation of the revised order Nov. 25, negotiations were understood to be current by some 40 licensees affected by the order. Discussions ranged from proposed sale of entire groups of stations to individual transactions covering exchanges. Few, if any, of the transactions have reached the point of consummation.

There were indications also that a number of stations which, on paper, appeared to be affected by the "duopoly" order, feel that they are exempted from its provisions because of extenuating operating circumstances. Whether a battle against the order will be made, because of the manner in which it was drafted, remains uncertain last week.

de Castro Heads MBS Commercial Programs

ALLEN de CASTRO, who joined Mutual as an executive last August to do research work on programming and to take a hand in the network's expansion into Latin-America, has been named to the newly-created post of MBS commercial program director.

He will serve the sales department on show ideas and programs and will continue his work on Mutual's plan to repeat nighttime network shows during the day [BROADCASTING, Aug. 30]

Before joining MBS, Mr. de Castro was sales executive at the BLUE and prior to that served as sales manager of CBS Latin-American network. He will handle Mutual's plans for an exchange of programs with privately-owned stations in Southern countries in the post-war period.

RKO Takes MBS Option for Show

Definite Decision on Network Program Is Due Next Week

RKO RADIO PICTURES plans for a network program assumed more definite shape last week, although no decision will be made until the first week of the new year when RKO executives, including Ned E. Depinet, president, will audition and pass the final word on a quarter-hour show submitted by Foote, Cone & Belding, agency in charge. In the meantime RKO has taken an option with Mutual for a daytime period, tentatively set for 11:45 a.m. (EWT) Monday through Friday.

Catering to the public's natural curiosity about behind-the-scenes activities during the production of a film, RKO will originate the show at its own Hollywood lots, featuring broadcasts from various departments, such as the make-up section, bringing in talent working on the picture at the time.

A spot radio advertiser for several years, RKO scored outstanding success in this media in the promotion of "Hitler's Children" and subsequent films [BROADCASTING, May 31] and does not plan to modify in any way the extent of its use of regional and local radio.

The network program, to be the first regular national series for the film company, is considered as a supplement to other advertising.

Buse Names Ellis

GUS G. BUSE Corp., Buffalo, manufacturer of K & B Best coffee, K & B Best flour, has appointed Ellis Adv. Co., Buffalo, to direct 1944 advertising campaigns. Radio and direct mail plans are in the making, with other media to follow.

"But WFDF Flint said the bridge was open!"
MBS Sales to Top 14 Million
According to Yearly Roundup

MUTUAL sales for 1943 are expected to exceed $14,000,000 — a gain of more than 40% over 1942 — according to the network’s year-end report issued last week in a booklet entitled “1943 in Review.”

This figure denotes a new peak in the network’s sales history, progress of which is summarized “to the fullest extent” by the number of station quarter-hours of sponsored network broadcasting, as follows: In December, 1942, the figure was 5,021, while by December of this year the total had grown to 10,703, an increase of 90.4%.

Good Year Foreseen

Gratification “that the year 1943 should end with the rate of commercial business approximately twice that of last year,” was expressed by Miller McClintock, president of Mutual, in a statement at the end of his first year as MBS chief executive. “This (gratification), however,” he added, “is secondary to the satisfaction which is derived from a national and international operation in which the capacity for service to the business fraternity and to the public is many times stronger than heretofore.

“We can, therefore, look forward to the year 1944 as a year in which the foundations laid this year will see an increasingly strong and useful structure, both in size and in character of operations. In this contemplation Mutual rejoices that it is an integral part of the great forward movement of the entire radio industry.”

Mutual’s contribution to the war effort for the first ten months of 1943 includes 1,468 programs or 641 hours and 49 minutes devoted to programs for governmental and public agencies. Mutual presents 76 individual news commentaries from the United States, and since September has been presenting daily news broadcasts by the Christian Science Monitor correspondents all over the world, as well as by its own corps of overseas reporters. Of these, Mutual mentions specifically the death of Frank J. Cuhel in the Clipper crash near Lisbon last spring, and the recent return from Japan’s prison camps of Royal Arch Gunnison.

Program facilities were considerably expanded in 1943, and a program operating board, comprised of program heads of five key Mutual stations, was organized to analyze and solve program problems. Because of increased activity and expansion, the New York office personnel of Mutual has increased 122% since 1942, the booklet reports.

15 Affiliates Added

Mutual added 15 affiliates this past year, signed contracts for exchange programs with the 38-station hookup of Radio Mil of Mexico, and as of December, 1943, numbers its affiliates at 211 stations in the United States, Canada and Hawaii. Another station relations milestone this year was the new standard contract for member and affiliated stations, providing increased program service and eliminating previous inequalities in station-network contracts.

In addition to further details on new commercial programs, public service features and sportscasts, the booklet concludes with a history of Mutual from its inception in 1934 to date and a list of MBS executives and affiliates.

Mrs. Grace Fox

MBS, GRACE FOX, singer heard on WZL and WJZ, New York. Grace Morgan, jumped or fell to her death from an apartment building in New York, Friday, Dec. 17. She was featured in a five-minute musical program sponsored by Norwich Pharmacal Co.

Easy to Believe

When you can actually see your sales mounting, you know advertising pays. Nowadays, you haven’t anything concrete, like figures, on which to base your belief. However, you have experience—it tells you that advertising is the very lifeblood of business. Stop that steady flow of advertising and you lose your hold on a future market.

All these things you know—far better than we do. You also know that radio provides that “steady flow” effectively and economically. And do you know that, in Canada, CFRB reaches the largest share of the richest market in that country? Do you know that, in a key area fed by three stations, CFRB broadcasts half the leading sponsored programmes? These are facts you should keep in mind and arrange to have CFRB carry your advertising in Canada.

Emerson Announcing Video Receiving Sets

EMERSON RADIO & PHONO-GRAPH Corp., Chicago, last week announced the development of a new type of television and radio receiving set which will enlarge and project television images on a screen. The instrument, measuring only 18 x 14 inches, enlarges television images to 15 x 20-inch proportions on a screen with brilliance equivalent to that of home movies according to Benjamin Abrams, president of the company. With compactness made possible through use of a 3-inch cathode ray tube instead of the usual 8 or 12-inch tube, and enlargement by a lens system of plastics, Abrams said the sets could be produced to retail at not more than $150 when materials for large scale production are available.

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BROADCASTING • Broadcast Advertising
Fisher Elected President at Annual Meet Of Federal Communications Bar Assn.


Elliott C. Lovett was elected first vice-president succeeding Mr. Fisher; Carl I. Wheat was chosen second vice-president, replacing John F. Gibbons, and W. Theodore Pearson was named secretary, succeeding Lester Cohen. Kenneth L. Yourd, general counsel for CBS Washington, was re-elected treasurer.

Elected to the executive committee were Mr. Lohnes and Mr. Cohen. Four other members, Reed Rollo, Judge E. O. Sykes, Herbert Bingham and Ralph Van Orsdell are holdovers. Those six, with the officers, comprise the executive committee.

After assuming his new office, President Fisher outlined an active program for the upcoming year. First on the agenda will be appointment of a legislative committee. "Since Congress is considering communications legislation and in view of the fact that the Bar Association was instrumental in initiating new legislation, we consider the legislative committee of foremost importance," said Mr. Fisher. Committee appointments will be made within the next fortnight, he added.

The Federal Communications Bar Assn. Bulletin, official publication of the organization, will be issued more regularly, the new president pledged, in view of the important legislation and potential future expansion of communications, particularly radio.

Mr. Fisher also plans to hold monthly meetings, he said. In the past the association has met on call of the president, but many members have expressed a desire for regular sessions. A cocktail party and buffet dinner, to which members of the FCC, other Government agencies and the press were guests, followed the business meeting.

**WELCOMING his successor, Ben S. Fisher (r.), as new president of Federal Communications Bar Assn., is retiring president, Horace L. Lohnes. Both are Washington attorneys.**

**EXTENSION SOUGHT FOR WATSON-DODD**

EXTENSION of the 40-day time limit in which to file reply briefs in the suit of Drs. Goodwin B. Watson and William E. Dodd Jr., former FCC employees, and Robert Morse Lovett, former Interior Dept. employee, to recover salaries for Nov. 15-21, was to be sought by the Attorney General's office, according to Rep. Kerr (D-S.C.), chairman of a House subcommittee on Appropriations.

Resolutions introduced by Rep. Kerr in the House (HRes. 386 and HRes. 387) on Dec. 17 authorizing the subcommittee to appoint special counsel to represent the Government and to spend up to $15,000 in the defense were passed by the House Dec. 18, with only one voice in opposition. Rep. Marcantonio (D-N.Y.) voiced disapproval of the resolution empowering the subcommittee to name counsel.

**Will Select Counsel**

Before leaving for the holidays Rep. Kerr said the committee would select counsel after the House resumes Jan. 10. In the meantime, he added, the Attorney General's office has assured the House that it would request an extension of the 40-day time limit for filing briefs in the U. S. Court of Claims to permit the House subcommittee to appoint counsel to defend the Government.

In a deficiency appropriating bill the Congress attached a rider prohibiting salaries after Nov. 15 for Messrs. Watson, Dodd and Lovett after the Kerr subcommittee had investigated them. In testimony three weeks ago before the House Select Committee to investigate the FCC, it was brought out that the FCC, in cooperation with the Dept. of Justice, arranged for the two Commission employees to work without salary from Nov. 18-21 to test constitutionality of the deficiency bill rider.

Rep. Kerr said the subcommittee has "several outstanding constitutional lawyers" under consideration and would make a selection after the holidays.

**YOU ARE THE ONLY REAL SUITOR IN ROANOKE!**

**WHEN** you use one of the several powerful stations in Bigtown, you get maybe 50%, maybe 30%, maybe 10% of the audience — at pretty high rates. When you use WDBJ, you get virtually all the audience, in an area that does 25.8% of Virginia's total buying. Because no other station gives satisfactory reception all the time in this big Roanoke-Southwest Virginia market.

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**Grid Spotting Aid**

**USING a Sonotone, Charles Egenroad, announcer of WSBT South Bend, Ind., and Howie Murdock, spotter, have developed a system whereby the spotter can transmit information to the announcer without interrupting the running description of a football game.**

American Trust Co. of South Bend, which sponsored last season's series on WSBT, cooperated in the new venture.
December 21


WBAK Wilkes-Barre, Pa., - Granted extension of temporary license to March 26, 1944.

KWBW Hutchinson, Kan., - Granted assn. license from William Wise, Stanley Magazine, partnership d/b/a The National Center Broadcasting Co., to new partnership of William Wise, John C. Myers and Beas Wise d/b/a The National Center Broadcasting Co. (No monetary consideration.)

WADC Akron, Ohio, - Adopted order denying petition for rehearing filed by WADC, directed against Commission's Findings adopted Nov. 5 granting applications of WGAR and WHBC for CPs.

December 22

WROL Knoxville, Tenn., - Adopted proposed findings of fact proposing to deny application for mod. license operate 1250 kc, 240 w. D, 100 w. N, unlimited.

WBNY Buffalo, N. Y., - Adopted proposed findings of fact proposing to deny application for mod. license operate 900 kc to 990 kc with 250 w. KFXM Eufaula, Okla., - Adopted order making final proposed findings of fact concerning application for CP to 550 kc.

Valley Broadcasting Co., West Point, Ga., - Withdrawal of application to accept amendment specifying new transmitter site; hearing date unchanged. Application is for new station, 1490 kc, 500 w. unlimited.

ENR. PAUL LEE, USNR, formerly chief engineer of WNYW Watertown, N. Y., and chief radioaum of the 3rd Naval Dist. Communication Reserve, is now on active duty with the radio section of the Bureau of Ships, Navy Dept., Washington, D. C.

CARSON PINKLEY, formerly engineer of WINS 3IS Sound Broadcasting, has joined KFVD Los Angeles, in a similar capacity.

PAUL MCKENZIE has joined WBEO Cumberland, Md., as transmitter operator.

CHARLES BRAVER, KDY D Salt Lake City engineer, is the father of a baby.

HILL COLLINS has joined the operating staff WABC-AM, by request.

HERMAN WILSON has resigned from staff of CHEX Peterborough, Ont.

JOE KNOWLES, transmitter operator of CKY Winchester, Va., has joined the Royal Canadian Navy as wireless technician.

THOMAS F. BASHAW, NBC central division sound effects technician, is being inducted into the Army.

GORDON M. NUTT, formerly with WFLD, is now chief engineer of WAOY Vincennes, Ind.

TOM O'MALLEY MOORE, former studio engineer of WMNY Fairmount, W. Va., is at the Great Lakes Naval Training School in Illinois, Dorothy Conley has joined WMNY's control room staff.

WILLIAM C. SPEED has been named vice-president in charge of research for Reeve Sound Labs., New York.

December 23

Applications . . .

Wecl Cleared to change 610 kc to 640 kc, increase power to 1 kw, D to unlimited, (facilities of WQLK), Studio and transmitter.


Network Accounts

All Time Eastern Wartime unless indicated

New Business


GENERAL PETROLEUM Corp. of Cal., Los Angeles, subsidiary of Socony-Vacuum Oil Co. (Comp.), will go on Jan. 26, starts Orson Welles and Paul Baron’s Orchestras on 30 blue stations, Wed., 9:30-10 p.m. (PWT), Agency: Compton Adv., Inc., N. Y.

AUTO-LITE BATTERY Corp., Toledo (In), Ltd. (PWT), - Granted change of station to 1280 kc.

EASTERN COLUMBIA OUTFITTING Co., Portland (Bradbury cloth), on Jan. 2, starts for 25 weeks Bradbury Clothes Presents Walter Duranty on 9 BLUE Stations, Sun., 8:00-9:00 p.m. (PWT), Agency: Robert E. Smith Adv., Portland.


Join Barron


JERRY KANE, formerly with the Turner Co., Color Rapids research laboratory, has joined Universal Microphone Co., Ingwood, Cal., as electro-acoustic engineer. Firm will announce six new styles in microphones, according to James L. Pouch, president.

Army-Navy Group Takes WPB Uniform Schedule

STANDARDIZATION of electronic components for radio equipment has now reached the important stage of application to military equipment, the WPB Radio & Radar Division indicated last week, in turning over 30 specifications to the joint Army-Navy Electronic Standardization Agency. Eleven of the specifications drafted by WPB by the American Standards Assn. have been approved for Army-Navy procurement.

WPB points out that the standards, item-wise, will cover 75% of all components used in radios and other electronic devices. The armed services credit WPB with having brought the Army and Navy together on the use of common standards for these items, now interoperable.

The components approved by the Army and Navy are ceramic radio insulating materials, ceramic radio insulators, fixed metal dielectric capacitors, ceramic radio dielectric material, external meter resistors, glass bonded metal resistors, fixed composition resistors, electrical indicating instruments, shock-testing mechanism for electrical indicating instruments, dimesions for external radio-frequency thermocouple converters and glass radio insulators. Completed standards on which standards are expected to be completed by March 1 by WPB include fixed paper dielectric capacitors, ceramic radio insulators, fixed composition resistors, external ammeter shunts, variable wire-wrap resistors, wire-wrap rheostats and toggle switches.

First television showing of the U. S. documentary film "War Department Report," was presented on WCBW. TV station in New York, Dec. 23.

Don't Waste Your Punch On Judy Ky.)

If you've been making passes at the buying power of little towns like (Judy Ky.), start pulling your punches. Save your socks (and shoes and street) for the Louisville Trading Area, which alone does 17.1% more retail buying than the rest of Kentucky combined. With WAVE in your corner, you can tie into every radio house in the Louisville Area for far less than the cost of any other medium. Shall we get over the shoes now?
Help Wanted

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEE, Pocatello, Idaho.


Wanted—Announcer—Newscaster. Active, wanted affiliate. BROADCASTING. Please send complete resume, enclosing three recent photographs, biographical sketches, and references. Successful and experienced announcer, 15 years experience, $1.50 per word. Start January 1. Box 898, Press Building, Long Beach, Cal.

Wanted—Announcer. Pay is good and chance for talent outstanding. Write or wire station WMFS, Memphis, with full details, and audition transcription. Please state salary requirements. A good job for the right man.

Wanted—Producer-Writer. Just received orders from management for new program. Previous experience in broadcasting. Married. Dependable. Will work full time. Address: Box 843, BROADCASTING.

Wanted—Position as Chief Engineer, experienced in all phases of broadcasting. Telephone first. Will consider Allentown position. Reply to: Mr. Stewart, 115 S. Charlemagne, Michigan.

Wanted—Commercial Manager. Full or controlling interest of a Western station. Preferably North Carolina. Box 121, BROADCASTING.

Wanted—Position as Junior Engineer. Must be able to operate transmitter. Have B.S. DeLisle, 1412 Grand Ave., Yonkers, N.Y.

Wanted—Operator—State qualifications and salary requirements. KTRI Sioux City, Iowa.

Writer—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 655, BROADCASTING.

WANTED—Salesman—Newscaster—Immediately who isn't afraid of hard work; single or married. Commission. Write Box 888, Corpus Christi, Texas.


OPERATOR—Permanent position. State qualifications and salary requirements. KTRI Sioux City, Iowa.

Can You Write Good commercial copy and announce it? $45 weekly waiting for dependable single man. Forward in 2 weeks your photo and transcription. Box 660, BROADCASTING.

Salesman Wanted—Apply manager KGSK, Springfield, Missouri. State qualifications and minimum starting salary together with audition to manager, KGSK, Springfield, Mo.

 Mueller Sees Long Pull Ahead for Allied Troops

A LONG slow pull through Italy to the Rhine river is ahead for Allied troops before victory over Germany is possible, Merrill Mueller, NBC foreign correspondent just released from the German concentration camp, told NBC executives and the press Dec. 20 at a luncheon in his honor at New York's Waldorf-Astoria hotel. One of the first correspondents in the Sicilian campaign to learn of the Patton incident, Mr. Mueller said he and Demaree Bass of Saturday Evening Post checked with Gen. Eisenhower regarding a story, that the commanding general personally investigated and considered it closed after Gen. Patton had apologized to all concerned. The NBC correspondent said Gen. Eisenhower did not place a censorship on the story, as published versions indicated.

A surprise speaker was H. Y. Kallenborn, NBC news analyst, who had returned unexpectedly the day before from a three-week tour of the South Pacific as a war correspondent for the Navy. Mr. Kallenborn spoke highly of the work being done by radio and press correspondents, in the Pacific. He agreed with Mr. Mueller that the

Hottelet Joins UP

RICHARD C. HOTTELET, formerly with UP's Berlin bureau, and more recently with the Office of War Information in London, will join the UP's London staff Jan. 1. Mr. Hottelet became associated with the UP in 1938. He was interned by the Nazis in 1941 and released in July of that year, when he returned to America. He worked in UP's Washington office, and then joined the OWI. He was assigned to the agency's psychological warfare division in the British capital in August, 1943.

NBC Youth Series

TEN YOUTH organizations will cooperate with NBC in the presentation of a series of 13 half-hour dramatic programs dealing with the solutions to various phases of juvenile delinquency, and titled Here's to Youth. BROADCASTING outlines the programs which will start Jan. 15 will emphasize the constructive side of the picture.

Allies are a long way from victory and predicted that it would probably take until 1946 to defeat the Japanese. Mr. Mueller is slated to be commentator on NBC's 9:46 a.m. program Special Assignment for the week of Dec. 27-31.

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Please return promptly the 1944 Yearbook Questionnaires

BROADCASTING • Broadcast Advertising
December 27, 1943 • Page 61
NAB Group Seeks Leadership Plan

Convention to Receive Formal Proposal; Miller Gains

WITH ONLY six months remaining before the expiration of the present term of Neville Miller as NAB president—a post he has held since 1939—Beatrice being re-nominated by the NAB nominating committee last July to find a formula for radio leadership that will meet all foreseeable contingencies.

Under the chairmanship of Don S. Elias, executive director of WWC Asheville, the committee has held several informal sessions during the last few months.

Proposal for Convention

Sentiment of broadcasters representing all shades of radio opinion has been soundly against the NAB convention, tentatively set for sometime between April 1 and May 15, it is expected the committee will have a formal proposal for presentation to the forthcoming board of directors. The convention will be in Chicago, New York or Cincinnati.


Mr. Miller, who is a candidate to succeed himself, successfully has whitewashed three efforts to bring about a change in the NAB top command during the last year or so. He has the support of a substantial segment of broadcasters, and his stock rose considerably after his appearance before the Senate Interstate Commerce Committee last month in support of new legislation to redefine the FCC's functions and authority.

Conflict in Views

There are several schools of thought about the NAB's future makeup. Some members of the board, who reflect the views of constituent stations, feel the NAB should be headed by a practical broadcaster—possibly as chairman of the board—with a paid executive secretary or president. A practical, working knowledge of radio, this school feels, is a prerequisite to successful trade association operation.

Another group feels that an outstanding figure in public life, or a man who has earned his spurs in industry and is nationally known, should head the organization as the spokesman for all radio. They want a man whose word would be regarded as a command, and who would brook no trifling.

Yet another group appears to feel that radio needs a streamlined public relations and post-war plan ning trade association, stripped of all other activities or functions. Such an organization would be headed by a recognized leader in radio, who knows the business and understands policy. He would be flanked by a public relations expert of proved merit.

Fly Shows Interest

The ever-present issue of whether the networks, as such, should be part and parcel of the NAB—as two are now—also can be expected to arise, whatever is done. A small, but extremely vocal group, has insisted that the network problems are not those of individual stations and that the NAB should represent only independent licensees, per se. NBC and CBS are NAB members; BLUE and Mutual are not.

FCC Chairman James Lawrence Fly, who has thrown such epithets as "dead mackerel" and "stogie of the networks" at NAB, has been more than a bystander in the move toward reorganization. But proponents of a full-sweep change or tend vigorously they are in no way motivated by anything other than radio's best interest in projecting a reorganization, personnel and otherwise.

Thus far, the work of the NAB nominating committee has progressed beyond types of men considered for the presidency or board chairmanship, or the scope of the organization. There have been no direct approaches to individuals. Mr. Elias declared that everything done to date has been "exploratory".

Federal Additions

JACK LOUCKS, media director of Blackett - Sample - Hummert, Chicago, and more recently associated with Warwick & Legler, New York, has joined Federal Adv., New York, as assistant media director. Agency has made several other additions to its staff, including W. E. B. Baxter, formerly managing editor of the Newspaper Service Bureau of McGraw-Hill Publishing Co. to handle publicity. Edward A. Vellanti, recently of the Army Air Forces, has been added to the copy department, and Rudolph J. Noro, formerly assistant advertising manager of Far Beverage Corp., and a member of the promotion department of McCall's, has joined the production department.

Yourd Joins Navy

KENNETH L. YOURD, attorney and assistant director of the Washington office of CBS, last Tuesday was sworn in as Lieutenant (jg) in the U. S. Naval Reserve. He rejoined for orientation at Ft. Schuyler, N. Y. this week. Successor to Paul A. Porter, now assistant to Stabilization Director Vinson, Lt. Yourd has been with CBS in Washington for about two years. Last February he was named assistant director under Earl H. Gammons. He was with the CBS legal staff in New York shortly before his transfer to Washington. No successor has been named. He has a wife and child.

Miller Gains

N. Y. Official Hits Government Radio

Speaker on WNYC Doubts Station Should Continue

DOUBT as to the advisibility of government operation of radio stations, together with the suggestion that "continued operation" by New York City of WNYC might be undesirable, was expressed Dec. 19 by Borough President Edgar J. Nathan, Jr. of Manhattan in a talk on "Know Your Borough" over WNYC. One same station he was condemning.

According to Mr. Nathan, who devoted most of his speech to an "interim report" of his borough activities, he was perplexed at the start of his broadcast "to voice the very real doubt which I entertain regarding the soundness in principle of the operation by government of a radio station.

Tendency to Advocate

"I am convinced," he continued "that this one tries to contrive the vehicle of public expression, whether it be the press the radio or other medium, must inevitably become to some degree at least, the exponent of the government by which the point of the administration in power for the time being. Is this in accordance with the American principle? Is it the end of the press and of the radio? Is it the untrammeled expression of public opinion? I think not. And if it is not, how can maintenance by government of a radio station be in the public interest? There are other considerations, too, which touch the question whether the continued operation of a station by the City is desirable."

The city-owned station came in for further criticism last week when New York newspapers published a letter from Kings County Judge Franklin Taylor charging Mayor F. H. LaGuardia of using WNYC for "demagogic diatribes" and recommended that "the license for WNYC should be revoked in the interest of public decency and taxpayers' rights."

"You should pay for the air like anyone else," Judge Taylor wrote the Mayor in his letter, which challenged a recent broadcast by the Mayor for "alleged references" to Taylor.

Miller Chain Plans

A chain of women's specialty shops, Ralph H. Miller Inc., with 40 branch stores throughout the country, will embark on a national wide spot campaign after the first of the year, through its newly appointed agency Consolidated Adv., New York. Plan is to use recorded spots on one station in each market outside metropolitan areas, consisting of a 30-second musical jingle followed by a ten-second straight copy, are already heard on WMIN Minneapolis, about 27 times weekly. Miller is promoting its Norfolk, Va., shop with the announcements before and after a news program on W TAR Norfolk.

"I'll Take Zimms and Smoke Fumos, but Dad If I'll Swallow a Purga-Lax Daily, Even if We Lose the Account!"

Page 62 • December 27, 1943 BROADCASTING • Broadcast Advertising
Have you received your answer to that troublesome fourth question? There is now available an adequate and dependable study on rural listening habits in the "Heart of America." When one considers that 49% of the potential radio audience in the coverage area of Kansas City is rural, the importance of such a study cannot be emphasized too greatly. The findings of this survey verify the rural listeners' acceptance of KMBC's efforts to supply farm features as an important phase of this station's programming. KMBC Service Farms, operated by a full-time farm department, is just another, and the latest, example of this station's service to rural listeners. If you have not as yet received this twenty-page book, "Speaking From the Heart . . ." a copy will be sent, if you just say the word!
WITHOUT THE TINSEL

* Take off a radio station's trimmings ... its promotional ornaments and tinsel ... and examine what is underneath the glittering coverage.

Since most advertisers buy radio for results and not for appearance, they are more interested in the tree than in the trimmings ... more interested in the size of a station's audience than in the square mileage of its coverage.

That's why advertisers are particularly interested in WKY. WKY covers more of Oklahoma than any other Oklahoma City station. But WKY has the largest listening audience morning, afternoon and night, too. As Hooper measured it in Oklahoma City during October and November, WKY had 42.7% of the morning audience, 60.1% of the afternoon audience and 52.1% of the evening audience.

Stripped of all its tinsel and ornaments, WKY still has more of what advertisers want than any other Oklahoma City station. WKY has the audience ... and what WKY has belongs to its advertisers.

WKY
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