Many a smart advertiser has bought WHO on the strength of its huge "network audience"—and then found that WHO is equally supreme in two other fields of entertainment—news and local shows.

It's true that WHO is the only NBC station in Iowa—carries nearly all the best network shows (21 of the 25 most popular shows in the State). But WHO also carries many local live talent shows which have higher Hooper ratings in Des Moines than competing network shows! On news—47.4% of Iowa families "listen regularly" to WHO newscasts, versus 6.3% to Station B. Ask us—or Free & Peters—for proof.
Important Shoes to Fill!

Old 1943 has run his gallant but gruelling race and young 1944, fresh as a daisy and fit as a fiddle, takes over. The youngster's responsibilities are many and his legs must be sturdy.

The Fort Industry Company will root for the young speedster all the way. We pledge him the same support that made our 1943 a year of outstanding success and one long to be remembered. Through him, we promise the thousands of radio listeners in Fort Industry Markets the continuation of that service which has won their loyalty. And to our advertisers we re-pledge our untiring efforts in their behalf.

We're off! **Yours for a Victorious 1944**

<table>
<thead>
<tr>
<th>Station</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSPD</td>
<td>TOLEDO, OHIO</td>
</tr>
<tr>
<td>WWVA</td>
<td>WHEELING, WEST VA.</td>
</tr>
<tr>
<td>WAGA</td>
<td>ATLANTA, GA.</td>
</tr>
<tr>
<td>WMMN</td>
<td>FAIRMONT, WEST VA.</td>
</tr>
<tr>
<td>WLOK</td>
<td>LIMA, OHIO</td>
</tr>
<tr>
<td>WHIZ</td>
<td>ZANESVILLE, OHIO</td>
</tr>
</tbody>
</table>
Latest reports show

- Retail sales up 36% over last year
- Bank clearings up 20.19%
- Bank debits up 25.13%
- Real estate transfers up 50.3%
- Building permits up 11.74%
- Postal receipts up 14.58%
- Telephones up 6.24%
- Industrial power consumption up 7.66%

Market covered by WSIX

SPOT SALES, INC., NATIONAL REPRESENTATIVES

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
Be A Conqueror

This vast area
millions of people
can be yours

WIN IT WITH WWL, NEW ORLEANS

You dominate the air now in this territory with WWL, New Orleans—the only 50,000-watt, clear channel station for hundreds of miles.

WWL’s famous shows—and CBS talent—have built tremendous audience-loyalty that will remain your postwar competitive advantage.

WWL NEW ORLEANS

50,000 WATTS CLEAR CHANNEL

THE GREATEST SELLING POWER IN THE SOUTH’S GREATEST CITY

This is the... WEST VIRGINIA NETWORK

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>City</th>
<th>Frequency</th>
<th>Primary Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPAR</td>
<td>Parkersburg</td>
<td>250 on 1450</td>
<td></td>
</tr>
<tr>
<td>WSAZ</td>
<td>Huntington</td>
<td>1000 on 930</td>
<td></td>
</tr>
<tr>
<td>WCHS</td>
<td>Charleston</td>
<td>5000 on 580</td>
<td></td>
</tr>
<tr>
<td>WBLK</td>
<td>Clarksburg</td>
<td>250 on 1400</td>
<td></td>
</tr>
</tbody>
</table>

**WCHS**
- Columbia Programs: 246,729
- Population (Families): 246,729
- Retail Sales: $300,817,000
- Food Sales: 49,520,000
- Drug Sales: 6,708,000

**WPAR**
- Columbia Programs: 31,949
- Population (Families): 31,949
- Retail Sales: $29,645,000
- Food Sales: 22,611,000
- Drug Sales: 3,086,000

**WSAZ**
- Blue Network Programs: 113,398
- Population (Families): 113,398
- Retail Sales: $93,263,000
- Food Sales: 22,611,000
- Drug Sales: 3,086,000

**WBLK**
- NBC Programs: 42,687
- Population (Families): 42,687
- Retail Sales: $40,141,000
- Food Sales: 10,340,000
- Drug Sales: 1,438,000
RCA Transmitters have long been recognized as the finest that money can buy.

Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

- **High-Level Class B Modulation**
- **Air-cooled High-Power Tubes**
- **Mercury Vapor Rectifiers**
- **Front-of-Panel Access**
- **Streamlined Styling**

RCA earned its leadership in this field, and will maintain it.
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency \textit{NOW}.

RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.
Lookit our new victim—

Harold L. Behlke!

Ever since we first put out our shingle, we've been hearing miraculous things about a top-notch, 18-karat, genuine first-edition fellow in the national magazine field, named Hal Behlke. So about two years ago we began twisting Hal's wrist, and today we're proud to announce that this outstanding advertising man is another "Old Colonel F&P"!

Hal began hanging his hat in our New York Office on January 1. Naturally he'll spend most of his time in and around New York—but, like all our other F&P men, his work is as much available to agencies and advertisers in Minneapolis or Mobile as to those in Manhattan.

Because that's our policy here at Free & Peters—to get the best men we can find, to equip them with every facility of service, and then to work as a team on any problem that any advertiser propounds. . . . What can we do for you, here in this pioneer group of radio-station representatives?
Press Ownership 'Tolerated' By FCC

Policy Tentatively Agreed, Then Postponed

NEWSPAPER OWNERSHIP of broadcasting stations is tolerated but not necessarily accepted as wholesome or desirable under a policy tentatively adopted by the FCC last week. The action would not affect the some 280 existing newspaper-owned or affiliated stations, but would weigh against expansion of newspaper ownership in any phase of radio on the ground that it tends toward monopoly in public opinion.

A final vote on the FCC policy was planned Thursday [when Broadcasting went to press on holiday schedule]. The meeting, however, was postponed by Chairman James Lawrence Fly, after word of the impending action had "leaked" on Capitol Hill. No date or time was set, though it was expected the final meeting would be held promptly, with some possibility of modification.

There was great excitement in radio circles last Thursday when word went around that action was imminent. Reports were that because of the pressure, members of the Commission might alter their positions and decide to leave the policy status quo. This view was expressed in one responsible quarter in Congress, after conversations with FCC members.

Croven Dissents

Forced to take a position, one way or the other, by demands from Congress, the Commission held several meetings during the last fortnight. A special meeting of three members (Wakefield, Case and Durr) drafted the major report, which, at the meeting Wednesday was modified substantially. Commissioner Craven, lone dissent, opposed any policy which would create a distinction among classes of licensees, questioning the constitutionality of such action, and urging that the ball be passed to Congress.

Here is how the majority view (Fly, Case, Wakefield, Walker and Durr) lined up Thursday, subject to change:

1. Dismissal of orders No. 79 and 79-A, adopted in 1941, which would have banned outright newspaper ownership of stations.

2. Elimination of any "categorical rule" against newspaper ownership by adoption of the principle that "diversification of control" of various media of information is desirable.

3. Newspaper ownership would be considered an element in future applications for stations, whether standard broadcasting, FM, television or facsimile.

4. The proposed action would be based on the hearings on newspaper ownership held from July 1941 until Feb. 1942, and recessed without formal closing of the record. It is presumed the record will be left open a short time—perhaps until mid-January, to allow certain exhibits to be produced. Possibly also oral arguments will be permitted so the proceedings cannot be attacked on the ground that full opportunity to be heard was not afforded.

Commissioner Craven, who was expected to dissent strongly from the majority ruling, consistently has held that the FCC is not authorized to discriminate between classes of licensees. Moreover, he has pointed out that banning of newspapers, directly or indirectly, from new fields such as FM, television and facsimile or even placing an additional burden of proof upon them, is in defiance of the fundamental concept of freedom of the press.

Continues Policy

Chairman Fly suddenly called off the full Commission meeting scheduled for 9:30 last Thursday without notice or explanation about 45 minutes prior to the time set. The report emanating from Capitol Hill, which tinged the denial from Chairman Fly, was that the Commission had voted to oppose, as a matter of general policy, future expansion of newspapers in broadcasting. Unnamed members of Congress were quoted as saying that the decision put newspapers "on the spot" in seeking new licenses for standard, FM or facsimile broadcast.

(Continued on Page 10)

NEWSPAPER OWNERSHIP CONTROL HIGHLIGHTS

List of stations owned by or affiliated with newspapers begins on Page 53.

On Jan. 25, 1937, in response to an inquiry from Chairman Wheelor (D-Mont.), former General Counsel Hampson Gary of the FCC ruled in part:

"In my opinion, therefore, the Commission does not have the authority, under the existing law and in the absence of an expression of public policy on the subject by the Congress, to deny an application to a newspaper owner for radio facilities solely upon the ground that the granting of such an application would be against public policy." Mr. Gary, in response to a further inquiry whether legislation by Congress to divorce newspapers from station ownership would be constitutional, declared this "is not free from doubt" and stated the inquiry does not permit of a categorical answer. He expressed the opinion, however, that such legislation would be Constitutional.

In Suspense File

Coincident with the promulgation of the initial newspaper order practically all applications involving newspapers for both standard broadcast and FM stations were dispatched to the suspense file, though there were a number of exceptions which provoked allegations of favoritism.

In March 1941, upwards of 100 newspaper owned stations formed the Newspaper Radio Committee to combat proposed divestment. Harold V. Hough of WBAP-KGK Ft. Worth was elected chairman.

The FCC on Dec. 31, 1941 rejected a proposal of the Newspaper-Radio Committee that the investigation be suspended for the war's duration. The U. S. Court of Appeals for the District of Columbia on Jan. 26, 1942 sustained the right of the FCC to subpoena witnesses and conduct its newspaper ownership inquiry, but served notice it knew of nothing in the statute which would allow the Commission to discriminate against newspaper ownership.

Newspaper ownership hearing recessed Feb. 12, 1942 after seven months of intermittent hearings. Following was the FCC's refusal to do nothing about closing the record. The question of delay repeatedly was raised in Congress, however, with the result that the Commission concluded, during the Senate Interstate Commerce Committee's hearings in December, to decide the vexatious issue before the end of 1943.
CORNED by Congress, the FCC tentatively has decided "policy" on newspaper ownership in radio, though it hadn't formally announced it as this issue closed.

The ruling, as we understand it, spells "ap- peasement" in capital letters. But it nevertheless discriminates against a class of Americans who, by heritage, tradition and public service, are well qualified to participate in the development of radio—a projection of journalism.

A majority of the Commission apparently wanted to go all the way—a positive ban on newspaper ownership, not only in the standard field, but in FM, television, facsimile and other services destined to develop after the war. But the sentiment in Congress, and public opinion, was too strong for that, whatever the administration wished.

Tantamount to a Ban

So by a preliminary vote last Wednesday (subject to whatever changes the pressures may bring) the Commission held that diversification of ownership is desirable. Only Commission Member Caldwell contended against such discrimination and defiance of Congress.

The ruling is designed to placate present newspaper licensees, because they won't be affected immediately. But when it frowns upon newspaper ownership in the future, ever so slightly, it is tantamount ultimately to a ban.

The radio law explicitly states that renewal applications must be considered on equal footings with applications for new facilities. What happens when 1944 permutations come up? Every newspaper licensee would be vulnerable to loss of his facilities to a Johnny-Come-Lately nonnewspaper applicant.

And what does such a policy mean as to those new services? If newspaper ownership (or diversification of control) is to be considered "an element" in the qualifications for license, then the competing applicant always has an advantage, perhaps just enough to win out when the decision is left to a majority which wanted to go beyond that point anyway.

It was about three years ago that the FCC declared against multiple ownership of stations in the same area. It didn't issue an order—just a proposed rule. Remember a few weeks ago, when the FCC revived that be-whiskered order and banned multiple ownership, without assigning a single reason? The order becomes effective June 1—unless things happen.

The same pattern fits into newspaper ownership. That is founded on the theory that is inherent in such ownership, control of public opinion. The record shows that practically everywhere keen competition prevails among newspapers and stations and among newspaper-owned stations and others.

The record shows also that stations, however owned, don't editorialize or use their facilities as personal mouthpieces.

Broadcasters, whatever their ownership, shouldn't be dulled by the conciliatory attitude of the majority. They should mark well the view of Commissioner Craven. If the newspaper business is stigmatized, even only to the extent of being "an element," then why not any other kind of business?

Legislation Pending

Congress is considering new legislation, after having heard and witnessed actions that brand the FCC as perhaps the most ardent power-grabber in Government. There is nothing in the law that permits the FCC to discriminate among classes. The Senate Interstate Commerce Committee is familiar with the newspaper issue. The majority ruling in effect would cut off a group almost ideally equipped to participate in broadening radio's horizons for the public benefit.

This majority "policy" should be resisted just as vigorously as if it stated: "Newspaper ownership is outlawed at high noon next month."

There is but one answer. Congress must write into the law a specific injunction against adoption of any policy or procedure that permits the FCC, directly or indirectly, to create a class distinction among otherwise qualified broadcasters.

Calderwood Reports Record High

In Radio Homes, Despite War

THE LARGEST NUMBER of radio homes in history, despite tube and parts shortages which have reduced the total number of sets in operation, is reported in the annual statistical review prepared by O. H. Calderwood, editor of Radio Retailing Today, whose figures have for many years been accepted as the treasured industry record.

In reporting an estimate of 32,- 600 radio homes, Mr. Calderwood rounds off the 32,529,500 figure which the WPB Office of Civilian Requirements arrived at after a survey was made by the Bureau of the Census, U. S. Dept. of Commerce [BROADCASTING, Dec. 20, 1943].

That past estimates of the number of radio homes may have been ultra-conservative is suggested by the large numbers of sets manufactured in the period from 1939 to 1942. In the three years 1940-42, nearly 30 million sets were made, according to the Calderwood figures.

Yet the estimated number of radio homes increased only 1,600,000 in the number per 1,000,000 of the October figure of 32,600,000 radio homes as of Dec. 1943, is accepted, the net gain in radio homes from 1940 could be approximately 3,000,000, which is not regarded as unreasonably viewable in the number of new sets marketed during the period. The 1940 U. S. Census reported a count of 28,048,219 homes.

(Calderwood gives three estimates which are 32,600,000, 32,600,500, and 32,529,500, these being the three estimates used in the 1940 Census.)

In reporting its findings for January 1, 1944, the WPB states that the number of new sets brought into use in the five-week period from Dec. 23, 1943, to Jan. 1, 1944, was 2,835,800, or 1,60,000 sets per week.

The Census gives new estimates ranging from 31,973,000 to 32,600,000 radio homes, both of which are based on the data furnished by the WPB. The estimate for January 1, 1944, was not available as this issue was going to press.

If the Census had not reduced the number of radio homes on the January 1 survey, the net gain would have been 3,900,000 sets instead of 3,200,000. But the Census figure is not accepted by the WPB as the final, authoritative figure. It is regarded as too low.

Two Joining CBS

TWO Texas stations, KEYS Corpus Christi, and KGBS Harlingen, both in the Southwestern group about which a number of affiliation contracts with CBS some months ago, were scheduled to start operations as special supplementary outlets to CBS Stations. KEYS signed for Jan. 1. Lines have not been available for either station. KEYS is operated by Calvert Broadcasting Co. on 1490 kc. with 250 w, while KGBS is operated with 250 w on 1280 kc by Harberto Broadcasting Co. Both operate fulltime.

Page 10 • January 3, 1944
LaRoche, Time Inc., Buy Shares in Blue

Carrying Out Plan
Noble Sells To Woods, Kobak

FOLLOWING through "according to plan," Edward J. Noble, owner of the BLUE, last week announced the sale of equal blocks of stock of the network to Time, Inc. and Chester J. LaRoche, pioneer advertising agency executive, along with undisclosed blocks to Mark Woods and Edgar Kobak, BLUE president and executive vice president, respectively. Time and Mr. LaRoche each acquired 12½% of Mr. Noble's interest, for a figure understood to be approximately $500,000 cash each.

Since only minority blocks have been disclosed, the control of the stations owned by the network is in no wise affected, FCC approval of the transfers is not required. The transmission, however, must be notified.

Carries Out Plan
While Mr. Noble simultaneously announced that Messrs. Woods and Kobak, who are credited with the BLUE's meteoric development, have acquired interests as stockholders, he did not disclose several amounts. It was presumed, however, that the operating officials purchased equal amounts, probably in the 100,000 shares of treasury stock of the American Broadcasting System Inc., Mr. Noble's holding company. Their combined acquisition, it was thought, would be in the neighborhood of 5%. The broadcaster-industrialist stated he had sold directly from his own holdings of 400,000 shares of ABS 500,000 shares, the blocks purchased by Time and Mr. LaRoche.

When Mr. Noble acquired the BLUE last October from RCA for $4,000,000 cash, to gain FCC approval, he announced his intention of inviting management and possibly other interests to participate. He retains substantial control of ABS, which he said he intended to hold for "an indefinite period." Later, he declared, he intends to invite participation of other management officials of the network, affiliated stations and ultimately, the public.

Time and its sister publications, Life, and Pictorial, long have been interested in acquiring ownership in radio. With its farflung reper- torial organization, domestic and abroad, it is expected to contribute substantially to BLUE's spot news and documentary coverage. Roy E. Larsen, president of Time Inc. and Mr. LaRoche have been elected to the BLUE board of nine.

Mr. LaRoche, an outstanding figure in advertising and now serving as chairman of the War Advertising Council, has sold his interests in Young & Rubicam, of which he has been chairman of the board.

He becomes chairman of the BLUE's executive committee, but his duties "will be adjusted for the duration," Mr. Noble said, to accommodate his Washington war work. Mr. LaRoche has been ill for several weeks, having suffered a severe influenza attack.

ABS Borrowed Funds
While no statement was forthcoming from any of the participants, it was logically deduced that Mr. Noble disposed of 25% of his own holdings to Time Inc. and Mr. LaRoche, or 100,000 shares at $1,000 per share, or a total of $1,000,000. Last August, when Mr. Noble filed with the FCC his application for purchase of the network, he brought out that he personally would acquire 400,000 shares of the holding company's stock for $4,000,000, and that the remaining $4,000,000 of the cash purchase price would be borrowed by a syndicate of New York banks for four years at 2% interest per annum.

Mr. Noble did not disclose his plans as to the ultimate disposition of the 100,000 shares in the ABS treasury. It was expected, however, that this was being held in reserve for the benefit of future employees of the company, and possibly for affiliates. ABS, rather than the BLUE, borrowed the $4,000,000 from the New York banks. Thus, the investment of the new stockholders in ABS appear to be on the same terms as Mr. Noble's own investment. The price of the stock to the BLUE's and Mr. LaRoche, and the network officials, was the same, per share.

Mr. LaRoche is a long-time friend of the Life-Saver-BLUE executive. Several weeks ago he had made inquiries about radio and its potentialities, and reports were heard in radio circles that he might participate in the BLUE ownership. Invitations promptly were raised whether Mr. LaRoche's interest with the BLUE would in any wise be affected by the FCC's policy on newspaper ownership. The Commission, in its new policy, considers this an "element". It was doubted, however, whether an issue would be raised, since the FCC's regulations do not require approval of minority transfers.

"Time's first direct acquisition of radio stock took place in August, 1942, when the publishers made arrangements with WQXR New York, to collaborate in "experimental radio programming and broadcasting." Then Time acquired 1,000 shares of preferred stock in the Interstate Broadcasting Corp., which operates WQXR, and two Time representatives were named to the IBC board of directors.

Text of Noble Statement on Sale of Blue Stock

FOLLOWING is the full text of the statement by Edward J. Noble, owner of the Blue Network Co., issued last Tuesday on sale of 25% of his stock to Time Inc., and Chester J. LaRoche, along with undisclosed amounts to Mark Woods and Edgar Kobak, BLUE president and executive vice-president, respectively:

"The publishers of TIME, LIFE and FORTUNE have purchased directly from me 12 1/2% of the outstanding stock of American Broadcasting System Inc., which company owns all the stock of BLUE Network Co. Inc. I am happy to bring into association with me this public service enterprise, TIME Inc., whose progressive publishers have won such outstanding success. Mr. Roy E. Larsen, president of TIME Inc., has been elected a member of the board of directors of the BLUE Network Co.

"The publishers of TIME and LIFE originated the radio feature, March of Time, and have developed in their own radio department several programs now on the air. I am confident they will make a major contribution to the BLUE's programs. News - action news from the battle fronts - is today of major importance. Tomorrow we will be equally concerned with what people in many countries are thinking and saying. War correspondents of TIME and LIFE have given noteworthy coverage to campaigns in all principal theatres. Looking to the postwar period, TIME's staffs will be enlarged and new offices opened so as to cover the key battles during our world campaign for winning the peace."

LaRoche Part Owner

"I also take pleasure in announcing that Mr. Chester J. LaRoche will join me in ownership of the BLUE Network through the purchase of 12 1/2% of the shares of American Broadcasting System Inc. and in the management by becoming a director and..."
Revised Version of Radio Act May Reach Senate in Fortnight
White, Wheeler in Conferences to Revamp Bill; Executive Session Slated for Next Week

By BILL BAILEY

REMEDIAL legislation defining the scope of the FCC's jurisdiction over broadcasting is expected to be ready for Senate debate within a fortnight. That word came last week as Senators Burton K. Wheeler (D-Mont.) and Wallace H. White (R-Me.) began a series of conferences to whip together a revised version of their bill (S-814) to re vamp the Communications Act.

Those conferences were being held to permit the co-authors to get together on any differences and come up with a revised bill, ready for Committee consideration when the second session of the 78th Congress convenes next Monday (Jan. 10). It became evident as hearings progressed last week that the interstate Commerce Committee, of which Sen. Wheeler is chairman and Sen. White is ranking minority member, that the co-authors held slantly divergent views on certain provisions of the measure.

To Call Committee

Sen. Wheeler indicated that he wanted to delve into all phases of the proposed legislation, some of which has been recommended by the Federal Communications Bar Assn. and the NAB, with his colleague before the second session begins. In a statement last week Chairman Wheeler indicated he hoped to have a new bill whipped into shape by mid-January. He plans to call the Committee into executive session early next week to begin consideration of the legislation. The session was formally closed last week.

When committee members sit down to sift the evidence presented by 36 witnesses during the 28 days of hearing, they will have before them in addition to the hearing record supplemental statements from the FCC, NRI, CBS and NAB. Suggestions offered by broadcasters during the hearings, as well as some of those tendered by FCC Chairman James Lawrence Fly, were certain to be given consideration.

One of the chief remedial measures likely to be written into the proposed law will embrace interpretation by Congress itself on the intent of the phrase "public interest, convenience and necessity." It was brought out during the hearings by Senator White that when the radio portion of the present Communications Act was written in 1927 the lawmakers knew "a little about radio but there was an awful lot we didn't know."

The May 22 U.S. Supreme Court decision by Mr. Justice Felix Frankfurter has been interpreted by broadcasters as a whole as giving the FCC supervision over programs. The best legal minds in radio have seen in the Frankfurter decision which gave the FCC supervision over "the composition of that traffic" a new era of Government control of broadcasting through the Commission. Chairman Fly has written in nine pages of written statement plus verbal interpolations to convince the Senate Committee that those "five little words" were lifted from the context" by the "big networks and the NAB." Mr. Fly interpreted the decision as giving the FCC supervision only over frequency allocations and not programs.

That the Committee as a whole was not greatly impressed by Mr. Fly's interpretation was indicated by direct questioning during his last-hour testimony. Senator McFarland (D-Ariz.) took issue with Chairman Wheeler when the Montana agreed with Mr. Fly that the NAB interpretation was wrong, in view of the present Communications Act which specifically forbids censorship over programs.

Sen. White said last week that he was "not much impressed by the Commission's interpretation" of the decision. His feelings were shared by several other Committee members.

"Equal" Opportunity

Another question to be ironed out between the co-authors before the White-Wheeler Bill reaches Committee for consideration is the "equal opportunity" clause. Throughout the hearings Sen. Wheeler insisted that he planned to write into the law a proviso making it mandatory on the part of a sponsor, announcer or network to give equal time to any individual "attacked" by a commentator.

FAVORITE NUMBER of Johnny Gillin, president and general manager of WOW Omaha, is carried on his auto license plate for 1944. Because WOW is 590 on the dial, Gillin is issued that number for his car every year.

Sen. White last week expressed the view that broadcasters themselves could work out a far more feasible solution than such a provision in the law would provide. He said he saw compulsory legislation "an endless cycle of political speeches."

"That is a tough subject," he asserted. "I think the solution lies in the plan of identification. If a man goes on the air as a commentator and expresses his opinions or those of his sponsor he should be so identified. I do not believe that comments, reflecting the views of the commentator or his sponsor, should be broadcast under the title of news reporting."

"I do feel, however, that the question of equal opportunity is charged with complexities and I can see where it would lead to disgruntlement if we attempted to write a flat provision into the law. That is a question which needs careful consideration."

Since the hearings concluded Dec. 16, Sen. Wheeler also has expressed opinion as to how a law might be written without creating confusion although he has steadfastly held his assertion that "we've got to do something" to afford equal opportunity to the public officials who might be "attacked" by commentators.

President Neville Miller of the NAB said last Wednesday that when the Senate Committee meets in executive session next week the NAB's suggestions, supplementing testimony before the Committee, will be ready for consideration. Mr. Miller revealed that Chairman Wheeler submitted certain suggestions for legislation in writing in addition to Mr. Miller's prepared statement.

CBS already has filed a supplemental statement with the Committee [BROADCASTING Dec. 27] and NBC is expected to have its follow-up suggestions in the Committee's hands in time for consideration in executive session. The FCC is understood to have filed several supplemental statements since Mr. Fly concluded his testimony three weeks ago.

Joseph Pierson, president, and general manager of Press Wireless Inc., also filed a supplementary statement with the Committee protesting Chairman Fly's final testimony regarding his organization.

Bethlehem on Blue

BETHLEHEM STEEL Co., Bethlehem, Pa., has been reported interested in a half-hour institutional network show for some time, last Friday sponsored a one-time program on the full BLUE network 1:30-2 p.m. as a yearend dedication ceremony to the war effort. More than 300,000 Bethlehem Steel workers heard a speech by E. G. Grace, president of the company, as he summed up 1943 and commented on the coming year. Music was by Paul Whiteman's orchestra with Richard Crooks and Lucy Monroe. Bethlehem agency is Jones & Brakely, New York.

Groom to S & M

WILLIAM S. GROOM, for 15 years general manager and operating chairman of the board of the Thompson-Koch Co., New York, until his retirement last October, joined Sherman & Marquette, Chicago, Jan. 1 as chairman of the board. Groom for 10 years was manager of the Cincinnati office of J. Walter Thompson Co. before becoming associated with Thompson-Koch.

Hunt on Coast

HUNT PACKING Co., San Francisco (canned food products), new to radio, on Jan. 2 started a weekly half-hour program on 34 D. Lee Pacific stations, Sunday, 8:30 p.m. (PWT). Contract is for 13 weeks. Agency is Garfeld & Guild AdV, San Francisco.
OVER-SUBSCRIBED!

There's a profit-moral in the way Baltimore over-subscribed its quota to the National War Fund. The more than 1,300,000 people who live here have both the heart and the pocketbook to make any worthwhile drive a big success. If you want action, consider W-I-T-H, the station that does a great sales job in Baltimore!

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
THE AVERAGE daytime audience for network programs, whether of the serial or non-serial type, reached an all-time high during 1943 according to a yearend review of daytime radio listening by C. E. Hooper Inc. This average daytime audience is over 6% larger since September, 1943, than for the same period in 1942, 22%, or the listeners attracted by that large increase in miscellaneous daytime programming.

Although the volume of daytime serial dramas has held constant at about 50 hours per week for 16 months, there has been a decline in the volume of non-serial programs from 6% hours broadcast during weekdays in January to the December figure of 22% hours weekly. As a result the current proportion of sponsored network non-serial programs to the total, a proportion "not previously approached in our records," the Hooper survey points out.

Serial Audience

The share of the audience to day-
time serial dramas was the highest in four years during the six to eight months of 1943, although it has been below the high levels of 1942 in the past five months. Other high-
points in the review are: average ratings in 1943 have been consis-
tently higher than 1941, equal to or higher than 1942 since May of that year; sets-in-use during day-
time weekday hours has been above 1942 levels in each 1943 month from July on; this additional lis-
tening being absorbed by programs other than daytime serial dramas; and the average rating for daytime serial dramas for October, Novem-
ber, and December, 1943, is practi-
cally the same as in 1942.

Following up this last fact the
review stresses the effect of gas rationing from May 1942 on, as substantially increasing the num-
er of people at home daytimes, consequently the available audience for daytime programs of all types. The effect of other factors became apparent by 1943 when the armed services and employment in war industries was draining persons from the home, resulting in new audience "loves" for a four-year period being established in 10 out of the 12 months of 1943.

New Listeners

Answering the query "How effi-
cient is current daytime program-
ming in 'recruiting' listeners?" and basing the reply on measurements from 125,000 nationally scattered homes, the Hooper review says that in November, 1941, the per-
centage of daytime listeners in his homes where someone was at home was 20.9. In November, 1942, the figure was 21.4. In November, 1943, it was 22.0, and in December, 1943, radio's daytime "recruiting" of listeners reached the highest figure on record, 22.1.

A NEW MOTION picture, "On the Air," will be premiered at the Radio Executives Club Luncheon Jan. 20, in Hotel Shelton, New York.

Produced by Paramount Pictures for Westinghouse Radio Stations Inc., the 28-minute film-history of radio programming includes a short ex-
planation of the technical side of station operation.

Walter Evans, Westinghouse vice-president, will address the gathering. In charge of all West-
inghouse radio manufacturing and broadcasting activities, Mr. Evans' background and achievements in radio make him one of the indus-
ty's outstanding figures.

He will be introduced by Lee B. Wailes, general manager of Westinghouse Radio Stations Inc. The film with narration and musical background for the 40 separate scenes has been prepared for exhibition in the nation's schools and other public relations uses.

School distribution is estimated to ulti-
mately total 75,000 showings to generate further goodwill for the American system of broadcasting.

Some educators who have pre-
viewed the trial prints remarked at the great amount of entertainment packed into an educational film but agreed that radio as a subject pro-
vides enlightenment.

One light touch in the film is pro-
vided in a sound effects sequence.

Due to the wealth of photos and historical information found in the Westinghouse files and archives the recreated scenes of the early radio era include the earliest on-air broadcasts of KDKA, and including Dr. Con-
rad's laboratory, reach high de-
grees of authenticity.

S W I F T S A L E S meeting broadcast on a closed circuit recently, reached more than 3,000 company salesmen in the BLUE studios all over the country. Participating were (1 to r): John Holmes, Swift & Co. president; J. W. Craf ton, assistant to O. E. Jones, vice-president in charge of sales; J. A. Revelle, head of the general plant sales dept.; and R. H. Gifford, head of the branch house sales department.
WELL, speakin' as an old-time KOA Advertiser, I'd jest like to advise you young fellers what yer missin'! Why, the very fust time I staked my claim I git five bags of solid gold right out of KOA's coverage area. Yessir... glittering bags of seven state Coverage, 50,000 Watt Power, top NBC Programs, '69% Listener Loyalty, and '68.8% Dealer Preference. I knew then that I'd found myself a gold mine ...that always produces big results.

Yessir, an even bigger strike than Gregory's, back in '58 when the second Colorado gold rush started.

Now, it's a fact that once the magic word "gold" gits 'round, there's a heap of people eager to get at it, so you'd better git goin'. There's still plenty of pay-dirt in this KOA gold mine.

Hop on the KOA 'covered wagon' and join these '44ers now! Their motto: "Time on KOA or Bust!"

* NBC Tale of 412 Cities
* Ross Federal Survey

Few Stations In the Nation Can Equal KOA's Dominance

50,000 WATTS 850 KC.
KO
First in Denver

REPRESENTED NATIONALLY BY
You say that 21 guns is the tops in artillery salutes?
Sure, we know that, but even the top salute is not big enough to express the way we feel about everybody on the program end of radio.
So, with our usual exuberance, we are topping the top with a 26-gun salute. Here goes—

A—To all Announcers, Actors, Actresses, Ad-
vertisers and Agencies on all four national
etworks and independent stations
B—To all Ballad singers and all the Boys and
Babes on the "Breakfast" programs
C—To all Comedians and Comediennes and
Commentators and Composers
D—To all Directors and Daytime Drama
heroines
E—To all Editors of Radio Columns and all Ex-
ecutives in Program Departments through-
out the land. Engineers too
F—To all Flute players (Gee, if only "Flat
Foot Floogee with a Floy-Floy" were still
in vogue!)
G—To all Gag writers and all Guest stars ap-
ppearing in all programs
H—To all Hep-cat musicians and singers
I—To all Independent program producers
J—To all Jazz musicians (sweet and hot) and
all Juvenile lead players
K—To all Kids in "Kid Shows" and to the
Kibitzers and the Korn Kobblers and all
others who spell it with a "K"
L—To all Leading men and Leading ladies in
the serious dramas
M—To all Masters and Mistresses of Ceremony
N—To all Narrators and all the Names of the
Name Bands
Out a 26-Gun Salute

THE PROGRAM END OF RADIO

O—To all Organ players and all "Off-stage" voices. Also the OWI

P—To all Production men and Assistant Production men

Q—To all Quiz shows and all Quiz masters and all Quiz Kids and Quartets and Quintets (and all people in a Quandary)

R—To all Radio dramatists and Radio Review writers

S—To all Sponsors, Symphony Orchestras, Sound Effects Men and Sports Commentators

T—To all Trombone players

U—To U and U and U and U—all of U (also to the Unions)

V—To all Vocalists and all "Voice 1—Voice 2" players

W—To all Writers of program presentations who help salesmen sell programs that entertain the listeners

X—To all Xylophone players

Y—To all Yodelers

Z—To all Zither players (we are not sure that there are Zither players on the air—but we don’t want to miss anybody)

To all You People on the Program Side of Radio, we of The Blue Network want to pay this sincere tribute. Yours are the hearts and the hands—the work and the voices—the devotion and the integrity—which go to make all the programs on all the networks and stations—the programs which are doing so much to entertain and instruct America—and which have contributed so much to what America is and to the fight to keep America that way.

We salute you.

The Blue Network
**Hassenstein Places**

**RADIO**

Hassenstein Co., Los Angeles, (Movie Wave, home personnel wave kit) on Jan. 3 starts for 13 weeks, a schedule of one to four days minimum, to five participating stations nationally. With others to be added, list includes WTLQ TREN KDKA KLFK KUOK KSRO and Intercontinental Network (KLO KOVO KUEB). Daily spot announcements will be utilized on KPRO KFVD with two participations per night on KNX. Firm starts a total of 3½ hours of recording on one minute of network time.

**NEW HIRE SERIES**

**TO START ON BLUE**

CHARLES E. Hires Co., Philadelphia, producer of Hires R-J Root Beer, Household extracts, Hires Prolongue and other Hires products, has appointed N. W. Ayer & Son, New York, to handle its radio advertising, and will make its network debut as sponsor of the Horace Heidt orchestra on the BLUE Jan. 24. Hires will continue to place newspaper and magazine ads in the West Coast market.

**FOURTH YEAR**

**OF THE ANNUAL**

**STOCKHOLM**

**EXHIBITION**

**OF ELECTRIC-CURRENT APPARATUS**

**Holding a meeting**

**in Spite of War**

The Annual Exhibition of Electric-Current Apparatus will be held in Stockholm for the fourth year, in spite of war. Through the courtesy of the Swedish government, there will be a representation of all the apparatus made under the American method. This is the second time the meeting has been held.

**FRED - EISEMANN DRIVE**

**To Include Broadcasting**

**FRED - EISEMANN DRIVE**

**RADIO** and other media will be used early this year by Fred-Eisemann Company, a manufacturer of a complete line of radio equipment, to support advertising in all lines of concern including the manufacture of a complete line of radio equipment. The company has been in the business for over 15 years and is now expanding its operations to include all lines of concern.

**CAMBPELL CHANGE**

**WEEKLY half-hour CBS Jack Carson Show** sponsored by Campbell Soup Company will change in comedy format, with Henry Taylor and Harvey Goode given the writing assignment. Bert Frager, producer of the show, will also be in charge of the agency servicing the account, will handle production for several weeks. Ted Wick is associate producer.

**Luft Co. Expands So. America Drive**

**Extensive Radio Schedule Is Placed in Several Nations**

LARGEST export advertising campaign in its history is being realized in South America by George W. Luft Co., New York, for Tangee Lipstick and other beauty products, according to Export Adv. New York, agency now in charge. Radio schedule is more extensive than before and includes a change in program format bearing out the statement that advertising ties in closely with the policies of the Coordinator of Inter-American Affairs.

**Native Talent**

Original program sponsored by Luft and titled Habla Hollywood, featuring news of America’s film capital and its personalities, has been revised to cover the Argentinean and Mexican film industries as well, in recognition of the growing importance of these countries. Highlighting the film world in a program of news, drama and music, the Luft programs will be live and will feature American talent, with artists such as Agustin Lara, Mexican singer of popular tunes, and Adolfo Aviles, movie reporter, of Argentina.

The program is being shown both in Buenos Aires and Montevideo, and a schedule of one to half-hour has been heard three times a week from 7:30 to 10:30 over 15 stations in Argentina (radio El Mundo) and in other South American countries.

**Initial radio campaign in southern countries for Tangee started in the spring of 1942, and expanded a year ago to stations for the third weekly quarter-hour program Habla Hollywood. The 1944 campaign will include the use of over 140 daily newspapers, weekly and magazine sections and magazines.**

**Old Golds Shift**

**BROADENING and shifting format of its weekly half-hour CBS musical-variety program, Bobro's Inn, to comedy format, P. Lorillard Co. (Old Gold cigarettes), with Jan. 16 broadcast adds Monty Woolley, radio-film comedian, as star of series. Maury Holland and Ed Ettinger, producer and writer, respectively, of Arthur Freed's COLUMBUS CO., continue, film-stars will be used in guest spots during program's Hollywood originatation throughout January.**

**Cooper Plans**

**COOPER & COOPER Inc., Brooklyn, manufacturers of Cooper Razer, Bladea, is now handled by Casanave & Casanave, New York. Firm is now using WQXR New York, but may expand, depending in part on available supplies of steel.**

CBS has reprinted in booklet form the text of a talk—"Free Speech Means Responsibility"—written by Paul W. Kesten, executive vice-president, before the Radio Executives Club, New York, Nov. 4.
From the rich mineral veins of Colorado is pouring a record flow of vital metals into the fighting heart of America.

Steel - toughening molybdenum, tungsten, and vanadium . . . zinc, lead, and copper . . . iron and a dozen other war-vital metals are some of the strategic materials being produced in what was once the nation's summer playground.

The manifold increase of employment and production in Colorado's mining industry, along with similar increases in manufacturing and agriculture, has made money plentiful and upped retail buying to all-time high levels.

Denver Delivers Sales

Denver business ended the best year in its history with a burst of activity with sales far ahead of 1942, according to the Dun & Bradstreet review of trade. Denver delivered sales in 1943 . . . Denver will deliver in '44.

LARGEST MOLYBDENUM MINE IN THE WORLD is located at Climax, Colorado. This state ranks first in the U. S. and the U. S. ranks first in the world in the production of this rare metal essential in the manufacture of armor plate.
WBS means

DUKE ELLINGTON

WOOODY HERMAN

DOROTHY KIRSTEN

JIMMY DORSEY

GLEN GRAY

ANDREWS SISTERS

Kenny Baker

HARRY HORLICK

Dick Haymes

WITH 300 OTHERS

INCLUDING

SIMON BARER
RAY BLOCH
RAY BLOCH SWING FOURTEEN
MISCHA BORR
LES BROWN
BOB CHESTER
COOLIDGE STRING QUARTET
DON CossACKS CHOIR
JESSE CRAWFORD
BOB CROSBY

DELTA RHYTHM BOYS
ART DICKSON
JOAN EDWARDS
FRAY & BRAGGIOTTI
RALPH GINSBURGH
VICENTE GOMEZ
BOB HANNON
HARRY JAMES
JOHN KIRBY
CAPTAIN EUGENE LA BARRE

JOHNNY LONG
FRANK LUTHER
MACHITO AND HIS AFRO CUBANS
FRANKIE MASTERS
HAL MCINTYRE
LANNI MCINTYRE
MORLEY & GEARHART
HELEN O'CONNELL
RAY SINATRA

ETHEL SMITH TRIO
THE SONG SPINNERS
CHARLIE SPIVAK
THE SPORTSMEN GLEE CLUB
CLAUDE THORNHILL
THE THREE SUNS
JIMMY WAKELY
JERRY WALD
LAWRENCE WELK
VICTOR YOUNG
World Program Service now has access to the greatest array of quality talent available today. Artists whose appeal is accepted and applauded by everyone everywhere... Artists in all fields of popular entertainment whose names are world-wide synonyms for the very best in music.

World Program Service proudly presents these artists, in the widest variety and types of recordings in any library... with over 3800 selections that meet every possible program requirement—from 1 minute announcements, fanfares or mood music to completely balanced musical presentations. At least 50 new numbers are added every month, together with the addition of "Tomorrow's Stars"... to give World subscribers the top hits, while the hits are news.

And to make the best of music sound just a little bit better—the Quality Recordings of the World reproduces this artistry with a life-like clarity that is only possible with the Vertical Cut Wide Range Method of Transcription... pressed in pure Vinylite... and recorded in perfectly equipped sound studios under the personal direction of master showmen.

"World's Biggest Stars" make this the "Quality Library of the World." Transcribed on Wide Range Vertical Recordings—backed by World Quality Service—this Library solves your production, time and sales problems.

Make WBS the Transcription Headquarters for your radio station and your advertisers.
25 Outlets on Trans-Canada, 24 on Basic Dominion Hookup

Two Commercial National Networks Operating; Supplementary Stations May Be Added

By James Montagnes

With operations of the two commercial national networks in Canada started on Jan. 2, the Canadian Broadcasting Corp. announced that 25 stations would be receivers on the Trans-Canada net and 24 stations the basic Dominion net. In addition any Canadian stations not on the list of basic stations for either network may be used as supplementary stations to either network, or may be added from time to time for outstanding network features.

The line-up of the two network basic stations follows:

Trans-Canada Network: CICJ Sydney; CHEX Hamilton; CKNW Vancouver; CFCW Backville; CKGW Moncton; CHJY Saint John; CFBV Fredericton; CBM Montreal; CBQ Ottawa; CKWS Kingston; CHB Toronto; CKNB Sudbury; CJKL Kirkland Lake; CKGB Timmins; CFCF Fort MacMurray; WACJ Wetaskiwin; CJCA Edmonton; CFAC Calgary; CJCU Lethbridge; CFCM Kamloops; CBK Kelowna; CFTK Trenton; CFTN Peterborough.

Dominion Network: CBLT Sherbrooke; CFCF Fredericton; CBFW Saint John; CBX Windsor; CFCF Cape Breton; CFTK Toronto; CHEX Peterborough; CHEM Hamilton; CFCF St. Catharines; CBXL London; CFCO Chatham; CJBL Kenora; CFCB Windsor; CFGP London; CKMB Regina; CHSD Moose Jaw; CFCF Saskatoon; CKBL Prince Albert; CFUM Calgary; CKEL Edmonton; CKH Chilliwack; CKWX Vancouver; CVI Victoria.

Several of the newly announced stations began Jan. 2 for 13½ hours daily 10-11.15 p.m. (EDT), with commercial and sustaining programs in the 10-11 p.m. period, and a special CBC Dominion network 15-minute news summary at 11 p.m. (EDT).

Alternative Service

This program service will be extended gradually and will provide alternative network service to listeners within the coverage area of each of its member stations. At the start, most programs will originate in Toronto. Programs from the United States will be through the Bob Hope show for Pepsiot which opens on the Dominion network on Jan. 4, will be fed to the network from Toronto or Montreal. It is planned, however, that as soon as the new network is running smoothly, programs will originate from other points across the Dominion.

The Dominion network will operate for the present from Sherbrooke, Que., to Victoria, B. C., although plans are under consideration for extending Dominion network service to the Maritimes.

The Trans-Canada net will continue to use the services, sustaining and commercial, of the CBC national networks giving service to all five time zones for 16 hours daily.

In announcing the new set up at Ottawa, C. F. Frigon, general manager of the CBC, stated that all the private stations will not remain continuously on the CBC networks, nor on the same network. Some which will carry national programs during the day will switch to the Dominion net at night, and at other times may carry their own features. The main idea of the two networks is to give the listener a wider variety of programs, eliminate program duplication, and provide stations in such areas as have no network facilities.

The Dominion network will operate on a temporary basis until next autumn when most of the program contracts expire. From then on the net will operate on a permanent basis. It is expected that the CBC will spend over $1,000,000 on artists fees alone in 1944, an increase of $100,000 over 1943, in view of the extra programs which must be provided for the new network. The CBC will encourage Dominion broadcasters to develop local talent for sustaining programs for network use, Dr. Frigon said.

Advertising's Part in Conduct of War

Is Praised by Hoyt Before Sales Group

ADVERTISING'S role in the war and the activities of the War Advertising Council were praised last week by Palmer Hoyt, OWI Domestic Director, in addressing the newly formed the Sales Executives Club at the Hotel Roosevelt, New York.

"Advertising has done a great job in this war," Mr. Hoyt said, "and the fact that business is cooperating increasingly with Government in this time of national peril is an index to our certain and ultimate victory and economic fronts. It is important to business, from business' own standpoint, and important to advertising that business use this great weapon on the civil front for the service of a country in peril."

Praises WAC Work

Mr. Hoyt paid tribute to the "outstanding and important job" performed by the WAC, headed by Chairman La Rond in channeling OWI campaigns to advertising media. The WAC convinced many of America's largest advertisers "that continued boastful presentations of superiority of products, particularly those concerned with the physical winning of the war, is not particularly constructive," he declared. "The WAC has taken the vast quantities of pages of advertising are now being devoted weekly to constructive service to the war."

Mr. Hoyt said that "as a business executive and a citizen I feel about to leave Government for civil life" it was his conviction that the Domestic Branch of OWI is the "major function" of the wartime agencies. Cit- ing the channeling activities of the Branch, handled through the Office of Program Coordination, Mr. Hoyt estimated that the OPC clears for Government policy, and distributes through the WAC, material for advertising which during 1944 may total, including radio time, $500 million.

Without the OPC, which was set up at the request of the War AEC, there would be chaos, Mr. Hoyt said. Newspapers and radio stations would have to deal direct with every one of the alphabetical war agencies and would find it difficult to determine which Government messages should have precedence.

"In these many war drives," he concluded, "it is vital that all the accustomed channels be put to and kept in use. To have the news in the papers and on the radio is vitally necessary but is not enough. There must be magazine stories, billboards, radio announcements and display advertising, because America is used to getting its information through these well-known and familiar channels."

In another address during the week before a luncheon meeting of Advertising Men's Post 209 of the American Legion at the Hotel Lexington, New York, Mr. Hoyt urged fuller information about the war, more realism in reporting battlefront actions, and release of important military and naval news as speedily as possible.

He declared that "more realism in reporting on the day-to-day grimness of life and death" on the battlefront would be far more useful in preparing the public for future developments than predic- tions and prophecies of losses."

Army Opens New Long Wave Link

Six-Station Network Aids N. Atlantic Plane Ferry

SIX LONG-WAVE stations under the command of the AAF Air Radio Stations System have expended ferrying of aircraft across the North Atlantic, the War Dept. has announced. The stations were recently installed by the Signal Corps on Newfoundland, Labrador, Greenland, Iceland and Great Brit- ain.

The new network is now in operation with 24-hour radiotele- graph and radiotelephone service uninterrupted by magnetic storms or atmospheric disturbances which have beenelanded and intermitted the short-wave communications previously used. The new service will offer peacetime benefits to commercial and other aircraft traveling in those routes.

An unusually difficult construction job was undertaken and completed in emergency speed. Much of the equipment was flown to the site selected, along with personnel from Africa, South America, Alaska and both coasts of the United States. In Greenland and Iceland, antennas had to be set up on mountains. In Newfoundland, a 180-ft. tower was erected in the face of intense winds, and at another station the tower had to be built to withstand 60-mph. wind velocities. Selection of frequencies was another difficult task, and in several instances changes had to be made after equipment had been installed. In Newfoundland, a 1000-W. station was belatedly to be converted to a 10-kw. station.

Brig. Gen. Frank E. Stoner, of the Signal Corps, and Brig. Gen. H. M. McClelland, AAF Communications, supervised the project, with Lt. Col. H. H. Wagner in charge of construction. Dr. H. H. Beveridge was expert consultant on the job.

War Role Praised

"WHEN the full story of the Second World War is written there will be amazing revelations of radio's participation through every phase of its activity," according to Lt. Gen. J. C. Harbord, chairman of the board of RCA, in a review of radio for 1943 issued last week. Pointing out that the nations making war are the "radio spectrum" in this war have the greatest advantage, Lt. Gen. Harbord said that after the war new developments in radioelectronics will come to light. New uses will be disclosed in the application of radio for the theory of wavelengths, in averaging collisions, in blind flying, and in development of many devices such as MM electronic tubes, metal vacuums, all of which will be converted to peacetime pursuits."

BELMONT RADIO Corp., Chicago, began construction last week on an addition to the plant at an estimated cost of $70,000.

Page 22 • January 3, 1944

Broadcasting • Broadcast Advertising
Years are what we make them

...A CHAIN OF DAYS

...A CHALLENGE

...A VICTORY

1944

NATIONAL REPRESENTATIVES: EDWARD PETRY & COMPANY, INC.
Radio Highlights and Headlines: 1943
(Major Events of Year as Chronicled in BROADCASTING)
(See issues of BROADCASTING nearest each date given for full details.)

Jan. 4—Spot business in 1942 shows 10% gain, according to industry-wide survey.


Jan. 12—Senate Interstate Commerce Subcommittee opened hearing on Clark resolution to end AFM recording strike. Hearings recessed pending arbitration efforts.

Jan. 19—House passes Cox resolution (Hres. 21) authorizing sweeping investigation of the FCC after Rep. Cox (D-Ga.) described Commission as “the nastiest nest of rats in this entire country.”

Jan. 21—Out in radio program transmission costs totalling approximately $2,145,000 effected by reduction in new tariff ordered by FCC.

Jan. 27—Dr. Edwin H. Armstrong, radio inventor and FM pioneer, awarded Edison Medal for “distinguished contributions to the art of electronic communication, notably the regenerative circuit, the superheterodyne and frequency modulation.”

Jan. 29—National Selective Serv. Board abandoned revised manpower list designed to provide relief for certain radio positions as critical occupations.

Feb. 8—Broadcast advertising gross time sales reach $254,500,000 in 1942, an increase of 7.2% ahead of preceding year. Net time sales show increase of $105,500,000 or 6.1% ahead of peak 1941.

Feb. 9—Irvin R. Baker, 39, radio engineering pioneer and former of OWI transmitter sales, died at Camden, N.J., of a cerebral hemorrhage.


Feb. 11—AFM proposes fixed fee royalty basis for all records and transcriptions as condition precedent to lifting of recording ban.

Feb. 11—U. S. Supreme Court sustains findings of Federal Judge John P. Barnes of Chicago, dismissing Government’s anti-trust suit against General Electric and American Federation of Musicians provoked by ban on recordings, on ground that it was labor dispute.

Feb. 12—Eugene L. Garey, New York attorney, appointed to Federal Council of House Select Committee to investigate FCC.

Feb. 19—Amos ‘n’ Andy leave air after 15 years of unbroken service. Returned in fall of 1943 in half-hour feature instead of six-a-week.

Feb. 23—Transcription and phonograph recording companies advise AFM of rejection of Petrelli “fixed fee” proposal as condition precedent to lifting of recording ban.

March 2—White-Hiller bill (S-814) to reorganize FCC into two separate agencies and rewrite Communications Act of 1934 introduced in Senate.


March 26—George Foster Peabody Awards for 1942 go to: Charles Collinsing, CBS foreign correspondent; The Man Behind the Microphone (Coronet); Our Hidden Enemy—Venerable Diseases, transcribed series on KOAC Corvallis, Ore., for “outstanding public service in program by a local station” and The Home Front, weekly program on WCHS Charleston, for “outstanding public service in program by a regional station.”

March 31—WIPID Pittsburgh, Pa., local, becomes first station to loss in two weeks. After 10 weeks refusal opening suspensions for the duration of the war.

April 6—E. K. Jett, FCC chief engineer, urges all interested in radio to plan for post-war allocations and poses questions about movement of FM, television, and other bands. Article part of symposium in special issue of BROADCASTING devoted to post-war planning.

May 6—Home radios are reported by 91.9% of the nation’s families, although 42.0% reported sets out of order including 59.0% in a survey made by Life Magazine.

May 10—Supreme Court upholds right of FCC to regulate practical- ly everything that is radio in 5-2 opinion declaring FCC network monopoly regulations as proper and within FCC’s jurisdiction, June 14 effective date set by FCC.

May 14—Palmer Hoyt, editor and publisher of Portland Oregonian (KOP, 1130), 38, named acting superintendent of OWI in charge of domestic operations, succeeding Gardner Cowles jr., president of Iowa Broadcasting System and Des Moines Register and Tribune. He remained until Jan. 8, 1944.

May 17—Supreme Court in a 4-2 ruling ruled that media in WHDH clear channel case holds FCC cannot modify coverage or service of stations without prior hearing and that rules of commission must be followed. June 25—NAVY releases first information on Radar, miracle war radio development, useful for radio ranging and detecting through fog, mist and distance. Statement revealed electronic weapon was first conceived by scientists of U. S. Naval Aircraft Laboratory.

June 21—Fred Weber resigns as general manager of Mutual to become part owner and manager of WDSU New Orleans.

June 25—UP and PA simultaneous new high-speed new wire service for radio, stepping up circuits 50% as soon as facilities available.

July 2—House Select Committee to investigate FCC at opening hearing alleges that Commission fails, by “interfered with war effort. List of 24 “accusations” made against Commission.

July 29—President Roosevelt withdraws nomination of George H. Payne as member of the FCC after having sent nomination to Senate 22 days ago. No explanation given for sudden action.

July 29—New bill (HR-3109) to rewrite Communications Act, closely resembles White-Hiller bill (S-814), pending in Senate, introduced in House by Rep. Pehr G. Holmes (R-Mass.).

July 8—Decca Records Inc. acquired World Broadcasting System and retains existing management under P. L. Deutsch, president.

July 9—President Roosevelt intervenes in House inquiry of the FCC to prevent military services from testifying on or supplying data. July 15—Sǧpgs are “outstanding” by interference with war effort. List of 24 “accusations” made against Commission.

July 23—Federal Trade Commission drops year-long inquiry into matter as “too involved and dispersed activities after finding no violation of law.

July 30—Edward J. Noble, owner of WMCA New York, purchases BLUE Network from RCA for eight million dollars cash. FCC, following hearing into program operations, approved transfer Oct. 12.

Aug. 4—Edward Klauber resigns as director and chairman of Executive Committee of CBS, after 13 years’ service, due to ill health. Joins OWI Sept. 1 as assistant director.

Aug. 24—Standard four-letter calls authorized for FM stations in lieu of numerical-letter-number combinations in ruling by FCC. Standard stations also permitted to use “Washington” call with suffix “FM” if desired.

Aug. 31—W. D. Terrell, 72, first U. S. radio head, retires as chief of FCC’s Field Division.

Sept. 6—Transition of British System of Government-owned broad- casting to variation of the “American Plan” program sponsorship in the post-war era discussed in England.

Sept. 8—Italy’s unconditional surrender gives radio its biggest news assignment of the war, when Gen. Dwight D. Eisenhower, Commander-in-Chief of Allied Forces, announced the news. Dec. 1—Sale of WMCA by Edward J. Noble, purchaser of the BLUE Network, to a company headed by Nathan Straus, former Administrator of U. S. Housing Authority, for $1,255,000 is announced.

Sept. 16—CBS announces elimination of “hit-ch- hike” and “cow-catcher” announcements effective Oct. 1, 1944, in conformity with demands of affiliated stations.

Sept. 20—Disolution of the firm of Blackett-Sample-Hummert, top agency in radio business place, proposed, with Little-Dancer-Fitzgerald-Sample established to succeed one segment of firm, with Hill Blackett announcing plans to establish own firm later.

Sept. 24—Decca Records Inc. and World Broadcasting System agree to pay satellite companies for payment of royalties to union for right to record, breaking recording strike in force since Aug. 14.

Oct. 26—Dr. R. C. Baker, vice-president of General Electric Co., elected chairman of Radio Technical Planning Board to probe post-war allocation of radio and communication services in cooperation with FCC.

Oct. 29—Rep. E. E. Cox (D-Ga.) resigns as chairman of House Select Committee to investigate FCC after bitter running fight with Chairman James Lyons Fly and communication services in cooperation with FCC.

Nov. 1—Hearings begin before Senate Interstate Commerce Committee on White-Hiller bill to seek relief from “life and death” problems under Supreme Court decision of May 10. Fly first witness. Hearings end Dec. 16. Final report by Feb. 27.

Nov. 4—R. Morris Pierce, chief engineer of WGBA Cleveland, leaves OWI, with leave with OWI, credited with part

(Continued on page 28)
If you are interested in selling cough remedies to Eskimos or sun tan lotion to South Sea Islanders or spaghetti to the Sioux then we suggest you broadcast over some other station. But, if it's Philadelphians you want to reach—and to sell—WFIL is the station for you to use.

In all this talk about buying radio advertising one thought stands out like Mars at perihelion: A broadcasting station must have something better to offer than ancient history. Fancy phrases like "Bonus Coverage", "Plus Values", "Classic Figures", "All Directions" may have been good years ago but they don't offer a theme for making sales today. If the old ways are the best there would be no betterment. It is said that the only permanent thing in the world is change. Certainly the Philadelphia radio situation has changed. Something has happened. Are you informed? In Philadelphia today the station which is the most progressive . . . the station which is winning more local favor . . . is WFIL. Don't take our word for it. Look at the Crossleys. Month after month they show consistent gains in listeners for WFIL. Yes, more Philadelphians are tuning more and more to WFIL for their listening pleasure.

If you have something to sell to PHILADELPHIANS—and please remember as a group they are the third largest buyers in America—then by all means sell it on a station which covers PHILADELPHIA—and not Buna, New Guinea.

WFIL
PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
A BLUE NET WORK STATION

REPRESENTED NATIONALLY BY THE KATZ AGENCY
Post-War Radio Previewed by RCA

**Sarnoff Urges Social Progress Keep Pace With Science**

NEW PRODUCTS and services which America's industrial scientists see on the post-war horizon have been listed by the department of Information at RCA Corporation, in a booklet, “Industrial Science Looks Ahead.”

In a foreword, David Sarnoff, RCA president, points out that better gadgets and devices do not make for better living, but that “we shall have a better world only to the extent that our social thinking and social progress keep pace with the advance of physical sciences.”

On Farm, Ship and Home

Taking various categories—homes, farming, ships, automoblies, highways—RCA lists such developments as all-wave radio sets for cars, which simultaneously broadcast tuners and a screen-like dial registering red and green traffic lights by radio; also television which is automatically cut off from the driver's view. Home improvement color television is in motion, continuing for back-seat passengers. Included in the list of developments in the railroad field are: Radio telephone service for passengers on moving trains; radio-electronic devices to prevent accidents; and individual receivers at every seat, inaudible to other passengers.

Highlights in the section devoted to radio and television are: International radio telegraph at high speeds, more than 650 words a minute on open lines; over electronically distributed music and radio broadcasts in industrial plants; development of the war-time walkie-talkie; two-way radio broadcasting, transmission and reception; television in theatres; television communication of letters and documents to be photographed at real time and for the first time; numerous industrial uses for electronic devices.

**STORM VIDEO TEST MADE FOR CLIENTS**

ANOTHER agency to start new activity in the television field with a view to exploring its commercial possibilities is Charles M. Storm Co., New York, which last week started a series of half-hour shows on WNYW, New York, experimental station operated by Allen B. DuMont Labs. Agency has taken the 9:30-10 p.m. period Wednesday to try out various programs formulas and sales presentations for its accounts, starting Wednesday, Dec. 29. A twenty-minute show for Tintex Co., New York, manufacturers of dyes and tints. Program featured a magician, tying in with the times effected by the dyeing process. Another program will be devoted to Hillman periodicals, New York, publishers of magazines of romantic interest. Park & Tilford, New York, will test the medium at a later date for its various card products and cosmetics. Agency's television activities are under the direction of Roy B. Holman, recently named Storm's radio director.

**Servicemen's Greetings Programmed on WMCA**

THE 5½-hour Christmas Day program during which WMCA New York brought greetings from servicemen in far-off points to their family and friends in the New York area. [Broadcasting, Dec. 27], a sign of the Christmas spirit, delivered greetings from grateful parents, many of whom had received the first news of their Loyal Boys and Girls. Burnett Hersey, president of the Overseas Press Club, got the surprise of his life when he heard his wife, a Red Cross nurse in Australia, during a repeat of the entire broadcast. A car toured an upper section of the city while the broadcast took place. Whenever the name of a local boy was announced, the car sped to the boy's home, to tell his family to be sure to listen in on the rebroadcast. Within a short time, the station received 300 requests from overseas service families for recordings of their voices. All but three of the overseas pickups came through.

**Gibson Vitamin Plans**

DOUBLE promotion of a song and a dance, and a tie-in between talent and advertising agencies in the post-war broadcast radio campaign planned by Gibson Vitamin Co., Harlan, Ia., to introduce Gibson Vitamin C New Formula. Starting Jan. 3, Gibson plans to run five-minute trippers in three of the major networks, four times weekly on some 60 stations, a number of them in the Midwest. The transcription was produced by S. A. B. Organizations, New York, for Rockhill Radio Recording and the campaign handled by W. L. Vommer, New York, advertising consultants.

**Carnation's 12th Anniversary**

TWELFTH anniversary broadcast of Carnation Contended Hour heard on NBC, will be celebrated Monday, Jan. 3. Program is sponsored by Carnation Co. Agency is Erwin Wasey & Co., Chicago.
Monday evenings
at eight,
*music goes to war!*

Ten weeks ago, WNEW had an idea for a program, discussed it with the Music War Committee, who discussed it with the OWI.

Out of the idea came *Music Goes to War*. Conceived by WNEW, written, produced, directed, cast, aired by WNEW. Recorded, at cost, by WNEW for other American radio stations, coast to coast.

The program tells, in words and music, what America’s songwriters are doing to build morale. Through the program, new war songs are introduced; established favorites aired again by America’s favorite artists.

Thanks—midway in our course—to those who have contributed so generously with such contagious enthusiasm... stars like Barry Wood, Ralph Edwards, Wilbur Evans, Lucy Monroe, Bea Wain, Lyn Murray, Josef Stopak, Benay Venuta, Jerry Cooper, Jerry Waine, Vaughn Monroe.

Thanks, too, to the cumulative audience of 805,000 New York families who, these Monday evenings at eight, have tuned to WNEW to hear how *Music Goes to War*.

**WNEW**

**NEW YORK**

**REPRESENTED BY JOHN BLAIR & COMPANY**
G.E TELEVISION RELAY ANTENNA. This relay type of television antenna, developed exclusively by G.E., is in use at General Electric's television "workshop" station WRGB at Schenectady. It has had a remarkable record of performance and reliability since its installation.

This antenna is completely enclosed and contains four horizontal bays. It is highly directional and is especially designed to permit the wide band operation which is so necessary to successful television transmitting. This G-E antenna is so efficient that no relay link should be built without it!

G-E FM CIRCULAR ANTENNA. Measurements to date on this horizontally polarized circular antenna show such decisive electrical and mechanical advantages that it has clearly outmoded the conventional types.

Simple, rugged, compact, and pleasing in appearance, the design of this antenna makes it easy to mount on a pole of any diameter. It is grounded to the pole for lightning protection . . . easily adapted for sleet-melting . . . and easy to tune. Its wide frequency range and its lower coupling between bays are two of its strongest features. The latter permits optimum power gain per bay, compared to existing designs as evidenced by these figures:

<table>
<thead>
<tr>
<th></th>
<th>One-bay</th>
<th>Two-bay</th>
<th>Four-bay</th>
</tr>
</thead>
<tbody>
<tr>
<td>402</td>
<td>1.48</td>
<td>3.47</td>
<td></td>
</tr>
</tbody>
</table>

G-E FM circular antennas are being operated with surpassing success in six of the nation's important stations.
TO RULE THE WAVES

G-E S-T FM RELAY ANTENNA. A multiple-dipole antenna easily mounted on a single pole. Its housings (appearing as dipole tubes in the photograph) are completely sealed and pressurized to keep out moisture. One bank of enclosed dipoles is the antenna while the other acts as a reflector, and permits extremely sharp-focus directional beaming in a powerful, narrow, horizontal pattern. This gives a power gain of 10 at the studio transmitter and, if also used at the receiver, it provides an additional and second power gain of ten.

G-E VERTICAL RADIATOR FOR AM. The WGY antenna illustrated is a 625-foot, all-steel, uniform cross-section tower. It is of the most modern and rugged type. Its installation improved the coverage... reduced fading... and provided generally more reliable performance for General Electric's Station WGY.

OF AM, FM, and TELEVISION

Among the important recent G-E contributions to broadcasting, broadcast and relay antennas are especially outstanding. Illustrated are four types of G-E antennas, for four distinct uses. All four are proving their high efficiency in present broadcast use... all four are unique in their performance... all four are rugged in construction and easy to install. G-E can supply all these types of antenna with the station equipment.

The operating characteristics of these antennas enable the broadcaster to put out more radio frequency power, and to radiate that increased power with more effective coverage. G-E antennas, properly co-ordinated with their transmitters, give greatly improved performance... profitably... by more efficient and economical distribution or radiation over broader areas.

G-E electronic engineers can provide the antenna best suited to your needs whether AM, FM or TELEVISION, or, indeed, can help you equip your station with any equipment you may need from microphone to antenna.

A PLAN THAT WILL SECURE YOUR PLACE IN RADIO BROADCASTING POST-WAR

General Electric offers you "The G-E Equipment Reservation Plan"... a plan designed to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on a broadcaster transmitter and associated equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan today and assure your place in radio Broadcasting post-war. Electronics Department, General Electric, Schenectady, New York.

* Tune in General Electric's "The World Today" every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

BACK THE ATTACK—BUY WAR BONDS!

Complete Station Equipment  •  Studio Equipment  •  Transmitters  •  Antennas  •  Electronic Tubes  •  Receivers

GENERAL ELECTRIC

FM  •  TELEVISION  •  AM

See G.E. for all three!
Newscasts in War Plants Successful

Navy Incentive Division Reports Increased Plant Output

ALREADY recognized by Government officials as a potent weapon in psychological warfare and in keeping the War Department and War plants working to the hilt, radio is playing an important part in production, the Navy disclosed last week with announcement that hundreds of Naval shore establishment, shipyard and War plants are transmitting Warcasts to their workers over public address systems. As explained by Comdr. S. J. Singer, Executive Officer of the Industrial Incentive Division, a Warcast consists of daily war bulletins coupled with an incentive message from the Navy. Experience in plants producing for the Navy shows that where war news is broadcast over p.a. systems, production is up. Working on the theory that “an informed worker is a motivated worker,” the Industrial Incentive Division, of which Rear Adm. C. H. Woodward, USN, is chief, was given the job of coordinating Navy and War plant radio arrangements. Under-secretary of the Navy, L.t. William J. Bailey, Chief of the Division’s radio section, was assigned the project.

Warcasts to Navy Yard

Himself a practical radio man, has been with WRAI and KYW Philadelphia and NBC before entering the service, Lt. Bailey visited several cities where large plants are located. He met with manufacturers, local Naval officials and broadcasters. His biggest problem was reaching the maximum number of workers at a minimum cost and at opportune times which wouldn’t interfere with work. WBB Boston cooperated to provide special Warcasts for 50,000 employees of the Boston Navy Yard during lunch periods. In addition to current war developments, each Warcast carried an “incentive message” directed to the workers themselves. The plan was a success. In rapid succession broadcasters in other areas offered their facilities to help keep war workers informed, according to Adm. Woodward. As a result, the Warcast organization work by Lt. Bailey warcasts are provided through the following stations: In addition to WBB: WCAU Philadelphia, WKBX Rochester, WSKT New Castle, WTAR Norfolk, WCPO Cincinnati [BROADCASTING, Dec. 29], KGW Portland, KFRC San Francisco.

Experience in Kaiser shipyards in Portland, Ore., recently installed Warcasts through KGW, and other Kaiser-operated projects are making Warcasts be provided them as they had planned. Warcasts will be in operation shortly in Cleveland, Detroit, New York, Chicago, Los Angeles, Atlanta, Columbus, Elmla, N. Y., and Hartford.

Public Service Feature

Although Adm. Woodward, in outlining the warcast plan to district Incentive officers, said “it is expected that radio stations will make a charge for the installation of Warcasts in the various installations... based on actual cost,” many stations have absorbed that cost as a public service feature and goodwill gesture to the Navy, Lt. Bailey said. In some areas, however, where stations were obliged to incur added expense the establishments have paid all costs. Adm. Woodward pointed out that some of the plants “may, under terms of their contract, pay for the installation of newscast lines and nominal service charge to radio stations.” Such expenses may “in certain instances, be charged to production costs,” he informed Naval Incentive officers.

“Reception of Warcasts is illustrated by their use at Federal Labs., Pittsburgh,” according to a Navy announcement. “Recently a department of that company was moved into a new building blocks away, where Warcasts were not available. Immediately the employees began clamoring that warcasts be provided them as they had been in their previous location.

“The company arranged for an extra telephone line to accommodate these employees. In another department the company decided to change the time of luncheon about five minutes so that the employees would be able to hear the Warcast before it was necessary to start up their machines.” Radio was asked to cooperate in providing Warcasts because of its ability as a news disseminating medium. Navy explained, and because most stations are set up to turn out 5-minute bulletin-news casts in line with the Navy’s suggestions and plans, news stations stations have added music to the Warcasts as contributions to war production.

While the stations supply the news bulletins for the Warcasts, the Navy’s Industrial Incentive Division prepares a variety of incentive messages which are forwarded to stations weekly and which are designed to emphasize the relationship of the news to war production. A typical incentive message reads:

“Did someone say the war is nearly over? Well, ask the boys at Tarawa and Leyte Gulf how they feel about the beach. If those who never reached the beaches could speak to us today, they’d say: “Give our buddies the biggest job they’ve had in the service.” Let’s give it to the Japs for their effort. Those thousands on the home front will be best rewarded by the boys and thousands like them fighting in battle bulletins. Let’s work for our jobs.”

Nets Cooperating

Cooperating in the extension of Warcasts, the NBC, CBS, BLUE and Mutual networks are recommending to their affiliate stations that the service be offered to plants in the areas served by the stations. The NAB is also cooperating in making Warcasts available to its stations.

The Incentive Division recommends that in large war production areas radio stations cooperated in distributing the service equitably among the local plants having public address systems.

A recent communication from Under Secretary of the Navy Forrestal to Adm. Woodward expresses the appreciation of the widespread distribution of Warcasts will help materially in impressing upon the worker the importance of his job. “By bringing a clear picture of the battle from the front, the worker will be spurred on to do a better job,” Mr. Forrestal declares.

CBC Reviews 1943

SERVICE EXPANSION

OUTSTANDING in the 1943 work of the CBC News Bureau is the development of overseas service carrying on-the-spot reports about the battle hard-won victories in the war zone. The News Service is under the direction of D. C. McCarthy, Toronto. The four major programs in the CBC London Bureau headed by A. E. Powley have brought special overseas programs to Canadian listeners from the Mediterranean and Britain.

A notable scoop was Marcel Guimet’s description of a Canadian artillery barrage against a German-held town. Another scoop was the reporting on the Canadian—built Lancastria- “Rhur Express” on a bombing raid over Berlin. Preparing for the coming development against Herbert has now obtained recognition by the military authorities as a war correspondent in the Pacific coast area.

WHEB on Mutual

WHEB Portsmouth, N. H., became an affiliate of Yankee-Mutual networks Jan. 1. Application for transfer of stock control is now before the FCC. WHEB serves coastal New England with 1,000 w on 760 kc.

FOREIGN TONGUE SERVICE STARTED

COMMON Council For American Unity, organization aiding foreign-language broadcast stations, at a later date, to further an understanding and appreciation of foreignborn among the nativebom of this country.

FEDERAL RADIO Education Committee has just issued a pamphlet on selected radio programs for school listening during January, 1944. The list includes 20 programs selected from recommendations of the four major networks.

SWORN INTO MARITIME Service

On the Jan. 20 Raymond Matlack was WJR Detroit’s Gordon Shaw (r), newscaster and m.c. on Know Your America. Warrant Officer Van R. Rogers does the honors.

BETTER MOUSETRAP DEPT.

WHQB Devises One-Sponsor

—News Schedule

UNIQUE SYSTEM of news presentation has won for WHQB Memphis a 52-week renewal by the sponsor. Manager Bob Albury decided that the long way he could co-operate with the network stations’ news coverage was to spread the news in headlines, summaries and 15-minute editions, with one sponsor for the entire schedule. He mapped 15 daily shows, an evening edition and 11 3-minute headline spots. He then presented the set-up to Pantase Drug Stores Inc., a subsidiary of Kro-Ohio-Chesapeake Agency, Memphis, and the firm grabbed it. Last week after a year’s operation Pantase was re-nued for 52 more weeks. The com- mercials are light, and usually a push’s a particular item for a week; in that way, direct results can be measured.
A bulb? The Fort Wayne market? Together, they sound incongruous...but they're really not!

The American people know that a bulb is essential...or back we might go to candlesticks.

And American businessmen know that advertising in the right markets is essential...particularly today...or back they might go to the Gaslight Era.

Fort Wayne is one of these right markets...and WOWO is the essential station...in that market. There, employment is at an all-time high, with $200,000,000 worth of war goods produced annually. A balanced market, it is evenly divided between rural and urban homes. And WOWO covers not Fort Wayne alone—but 64 counties surrounding the thriving Midwest community—an area of over two million typical Americans.

WOWO...FORT WAYNE
One of Eleven Essential Stations
in Eleven Essential Markets
Represented by NBC Spot Sales

Today, in business, as in living, essential things come first. Here's why these eleven stations are essential to you—essential to your coverage of the most prosperous markets in the U. S.:

1. They broadcast to 55% of the radio homes in the country.
2. They are in markets whose buying power is 34.2% higher than the nation's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a bulb is to the vision of America.

WOWO-WGL—FORT WAYNE
WEAF—New York
KYW—Philadelphia
WRC—Washington
KOA—Denver
WMAQ—Chicago
KPO—San Francisco
WGY—Schenectady
WBZ—Boston-Springfield
WTAM—Cleveland
KDKA—Pittsburgh

NBC SPOT SALES
GEORGE GOW, chief WSAI newscaster, observes results of free-map offer on Time-Clocked News broadcast
in the BAG!

Mail from Cincinnati listeners... proves that WSAI's exclusive "Time-Clocked News" has captured the air-audience of Cincinnati

**HERE'S THE STORY—**

On April 5th, 1943, WSAI began an exclusively different form of news presentation using a new technical device whereby the exact hour and minute of time-receipt is announced for each important news item—the technique was labelled "Time-Clocked News".

Public Recognition was immediate—"Time-Clocked News" became a subject of daily public conversation in Cincinnati.

**HERE'S THE PROOF—**

A set of War Maps was recently offered on "Time-Clocked News", announcement being made once daily the first week, three times daily the next two weeks... 45 announcements in all, spread over a period of 3 weeks.

Within four weeks of the time of the first announcement—11,610 requests for maps were received —proof positive of WSAI's news dominance in Cincinnati.

It all adds up to the fact that in NEWS—greatest common denominator of audience interest—WSAI leads in Cincinnati
Radio Today & Tomorrow

RECONVERSION, labor strikes, politics, planning—all those are the topics that ring in our ears. Of course, there's the war too.

We are in the third year of war. The end isn't in sight. Radio, no less than other important entities, thinks in terms of what's ahead—after the war is done with. But the job now is to keep punching fulltime to get it done swiftly. Think about the future and plan for it—but consider the future as secondary.

Radio did things in 1943. Forget for a moment the men you saw go to war and the hardships you endure because of lack of manpower, shortages of equipment and the high cost of things. Forget too the labor troubles, the reform crusades and the "regulation as usual" hardships.

Instead think of the job you have done and are doing for 152,000,000 Americans. You have provided them with information, enlightenment, news about their fighting sons and dear ones, relaxation, entertainment, faith, hope and confidence. You have been editor, reporter, preacher, educator, entertainer, comic, historian. You have been salesman, victim of war and salvager. You have been on the alert, in your master controls, performing in a way that public doesn't know about, and won't until later.

All these things you must continue to do as well and as diligently as you have performed them since that fateful day in December, 1941, when we went to war. It was swift, grim and terrible. You are at war on the home front.

So think ahead, if you will, of FM and television and the new services the radio's war achievements will bring. They are your rightful heritage. You are earning that right every day, every hour. Don't waste time cursing those who would hit below the belt by crusading for destruction of free enterprise—that endowment of our Founding Fathers which made it possible for this nation to go into action overnight. Let those assigned to the job hit back hard. You're right and those crusaders are wrong, so they can't win.

On your log, there's only one job ahead—win this war. You don't wear blinkers. You know what's going on. You're in this war right up to your antenna tops. Keep doing the job today, every day. Tomorrow takes care of itself.

Radio's Payroll

ALTHOUGH comparable figures haven't been available for several years, it has been generally accepted that radio pays higher average wages than any other major industrial group. Compilations of the FCC just released [BROADCASTING, Dec. 27] show that radio's 25,000 fulltime employees receive an average weekly compensation of $50.62, or 6½% better than last year. Thus radio, based on best available information, maintained its position as the pace-setter. In other years the motion picture industry headed the semi-official lists. The statistics are significant in several particulars. For example, operating technicians on stations and networks combined, earned average weekly pay of $51.93, while announcers averaged $47.13. Staff musicians (about whom Jimmie Petrillo raises so much future), earned an average of $70.03.

Radio has maintained its payroll level (and improved it) despite the heavy wartime drain on manpower and the necessity for constant replacements. There is every reason to believe that, with the return of radio men as the military services begin to muster out personnel, they can be absorbed without dislocations. And with the war's ultimate termination (realizing of course that this is no time for complacency), the new vistas of radio to be thrown open should accommodate all those who left their posts to fight in what still should be the best paying business for the employe.

Railroad Time

RAILROADS have been something of an enigma for radio over the years. There was a time when the passenger lines, by agreement, used no radio at all. Then, in the 30's, the Chesapeake & Ohio broke that agreement and other roads came in for moderate use of the medium.

Afterward, however, business tapered off and, except for scattered spot use here and there, the railroads have confined their advertising to the printed media. With the New Year, Union Pacific, headed by the energetic Bill Jeffers, former railroad administrator, leads the parade with a network program. Southern Pacific used radio spots to hold down employee turnover. This seems to augur for a rebirth of radio transportation advertising.

There was a discouraging note the other day, however. OWI, trying to do the right thing, went to the Assn. of American Railroads about complaints over the "Don't Travel" announcements placed gratis, while the railroads buy advertising for the same purpose in other media. The association reported [BROADCASTING, Dec. 27] that the purchase of time is a matter to be handled by each road.

The question obviously arises: Why should railroads buy time if they can get it for nothing? The Government, through OWI, has requested donation of time, which radio readily has given, but stations don't like discrimination. And 'tis usually au musa for its "don't travel" war messages, and pays for the time. Using the "sauce for the goose" approach, it seems only equitable for each station to decide for itself whether it will donate free time for the kind of advertising that is paid for elsewhere.

We are not unaware of the plight precipitated by the invasion of Sicily, which resulted in the government takeover. It is significant that Secretary of War Stimson went to the nation via the combined networks last Tuesday to tell the story of the switch, most direct and most intimate avenue available. He said the take-over by the army was temporary, and would last only as long as is necessary to remove any strain created.

The railroads have done a remarkably effective job—and remarkably ecumenical under the circumstances—in meeting the greatest traffic load in history. Their public relations and promotion, however, except for a few evident exceptions, have been of the turn-of-the-century vintage.

Our Respects To—

THOMAS DAVID LUCKENBILL

THE AMERICAN TRADITION—the opportunity for a young man to start at the bottom of the ladder and work his way up—is exemplified by Thomas David Luckenbill. In the advertising business 16 years, he has risen from his first job in a small New York agency, where he answered the phone, swept the floors and ran errands, to the position of Vice-President and Radio Director for William Esty & Co.

After six months in his first job he discovered that one of the best ways to get ahead in an agency was to go out after new business. His boss let him have his head and, working on commission, he brought in some 20 small accounts and with them a comfortable personal income.

Tom Luckenbill was born in Virginsville, Pa., 18 miles from Reading. He was graduated from high school at 16, entered Swarthmore College with no special career in mind.

Three years of college study satisfied his need for scholastic regimentation, and he used the last of his tuition money to satisfy a wanderlust. With an astonishingly small amount of luggage and 17 text books he headed for Europe. He finished his education with his nose in the text books whenever he had a free moment—on ships and trains, in pensions and inns, in Europe, Africa and Asia.

For more than a year he put the "travel-broadening-one" theory to the test. Even in those days he showed the independence and willingness to depart from precedent which characterizes his radio operations today.

Once he and an American friend decided to cross the Sahara Desert on foot. They traversed much of the territory in North Africa over which the victorious allied campaign was waged. Before they departed on the trek the French Colonial Government made them sign a release absolving the French of all responsibility. There were too many savage tribes loose to take any chances, but the two young men made it from oasis to oasis, living with native tribes and depending upon their own wits and initiative to get along.

That experience helped young Luckenbill decide on a business career wouldn't be too tough. He returned to the States and got his first job in a small advertising agency. Twenty small accounts gave him invaluable experience and by 1929 he felt himself ready for a job with a big agency. He applied at J. Walter Thompson Co. and was engaged in the traffic department. A year later he shifted to the new radio (Continued on page 36)
Consumers' Liberty of Choice makes merchandising and selling an exciting business. Your sound claims . . . on value, quality, and other factors relating to your product . . . reach the pinnacle of consumer influence via radio.

In the super-metropolitan area centering on Philadelphia, KYW serves listener-consumers with the programs most people listen to most! Most excellent company for your program.

The simple follow-through is to schedule your series on 50,000-watt KYW, Philadelphia. Details delivered to your office by NBC Spot Sales.

A new KYW Coverage and Market Map will be sent to you, quickly and cheerfully, upon request.
Our Respects to

(Continued from page 84)
department where he dwelt into
every possible phase of operation,
from buying time and talent to di-
rection and production. For three
years he was in the Chicago office.

He traveled for the agency, set-
ing up the first itinerant radio
shows like those which fea-
tured Guy Lombardo for White
Owl and Rudy Vallee for Fleisch-
man's Yeast, for several years
was radio account executive on
Luc Radio Theatre. In the last of his
12 years at the Thompson agency,
he supervised talent buying for
their entire radio department.

In October 1942 he moved over
to Esty. Mr. Luckenbill is a busy
man, supervising eight live network
shows in addition to several spot
campaigns and recorded programs.
Clients include Camel Cigarettes,
Prince Albert Tobacco, Feen-a-
Mint, Colgate-Palmolive Peets,
Furn and Field's Beer. Among the
Esty programs are Blondie, Blind
Date, Jimmie Durante-Garry
Moore, Abbott & Costello, Double
or Nothing, Thanks to the Yanks,
Grand Ole Opry and It Pays to

BEFORE accepting the position with
Esty he went to Washington
at the request of the OWI to draw
up a plan for the distribution of
posters and pamphlets. He handled
the advertising and publicity for
the Navy Relief Campaign which
raised around $10,000,000.

Like all good executives he knows
how to delegate duties and retains
an efficient staff which has the same
progressive slant that he has.
In his organization are such well
established and tried directors and
producers as Harry Holcombe, Phil
Cohan, Helen Phillips, Tom Wallace,
Bob Bernhard, George Faulkner,
Marty Goseh, Kendall Foster and
Kenneth McGregor.

Tom Luckenbill's showmanship
and fast thinking have been dem-
onstrated in the past six months
when Lou Costello of Abbott &
Costello became ill last summer
that he had to quit the Camel
Show on Thursday nights. This left
open one of the best time spots on
the air. There then occurred some
of the fastest and most successful
talent juggling ever witnessed.
With a Hollywood cast broadcast-
ing on one network on Thursdays
and a New York cast broadasting
on another network on Fridays,
the director switched the days and
the networks on the two shows
and sent his New York principals
to Hollywood to pick up where Abbott
& Costello had left off.

Mr. Luckenbill signed Garry
Moore and Jimmy Durante and
with the remainder of his New
York cast put the network into
one day-night spot—thereby creating
one of the most successful new
comedy teams on the air.

Again, this fall Abbott & Costello
were expected to return to the air
on Oct. 7, with Moore and Durante
moving into the Friday night time.
At the moment the doctor ordered

Costello to postpone work for an-
other month. Director Luckenbill
solved that one by breaking another
precedent. He put Moore and Dur-
ante on two networks for succeed-
ing months with two completely dif-
ferent half-hour variety shows—
and kept it running for more than a
month with constantly increased
ratings.

Mr. Luckenbill is married to the
former Junia Culbertson of Wash-
ington. They have one child, Mary
Louise. Tom recently bought a
house on East 74th Street. The
Luckenbills get from the radio
business and building deco-

TELEVISION ADDED TO INTERIOR TITLE

RECOGNIZING television as a
coming medium of expression and
broadcasting, the Radio Section
of the Dept. of the Interior is now
officially designated as the Radio
& Television Section. Shannon Al-
len, director of the Section, ex-
pressed the belief last week that
Interior is the first Government
agency to institute an official
organization for television and also
to begin studies and tests of the
medium.

The Radio Section's activities
during 1943 reflected the
increased use of radio by Govern-
mant in connection with the war,
according to the annual report of
the Dept. Twenty agencies called
upon the Section for use of its
broadcasting facilities and received
assistance in the

Better Late...

JIMMY SCRIBNER'S one-
man show, The John-
son Family, originating
from WKRC Cincinnati, had 21
sponsors on Mutual for some
time but didn't know it. Man-
ger Howard Barrett of
WKRC's management reported
the Broadway Theatre there had
sponsored the program since July 1, but an
overnight check in the station's ac-
counting department had kept the talent fees accumu-
ating. A sizable check was

'Ruth' to Tour

RALPH EDWARDS will take his
'Ruth or Consequences' program
on another bond-selling tour, start-
ing with a broadcast in Phoenix
Jan. 15. Itinerary laid out by the
Treasury as part of its Fourth War
Loan Drive, is confined to the South
west. The dates are Jan. 3, in
Dallas, Jan. 22; Montgomery, Jan. 29; Atlanta,
Feb. 5 and Richmond, Feb. 12. Pro-
gram, sponsored on NBC by Pro-
ctor & Gamble for Dus, resumes
from New York Feb. 19. Edwards' last tour which ended in California
last June netted $188,493,092 in
Bond sales.
Looking Ahead...

KMPC announces the purchase of the modern radio studio and office building at 5955 Sunset Boulevard, Hollywood.

On or about March 1, 1944, by authority of the Federal Communications Commission, KMPC’s address will be Los Angeles.

10,000 watts.  

KMPC  

710 K C’s

THE MOST POWERFUL INDEPENDENT IN THE WEST


Represented Nationally by Paul H. Raymer Company
Lack of buying power is of course the real obstacle to doing big business in little towns like Bar- rier (Ky.). But there's no such hindrance in the rich, booming Louisville Trading Area—where war production has swelled the area's normal 57.5% of Kentucky's buying power to record proportions . . . To cover this market without paying extra for a lot of little Barriers—you need only WAVE, the only NBC station within 100 miles. Try WAVE, and see! 

ROBERT A. SMITH, 28, aviation radioman second class, U.S.N., formerly of KRBM Bozeman, Mont., is another of radio's sons who has gone off to the war—and who has died in the service of his country, according to word just received by KRBM.

A Naval reserve since 1938, he joined the station several years ago as an announcer and a member of engineering staff, leaving active service in Naval aviation in 1941. Receiving training in Los Angeles, Bob was assigned for a time to coastal patrol duty on a Catalina FBY bomber. He was then transferred to San Francisco and subsequently to Tongue Point, Ore.

The last word from him was received June 8, 1942. He was at Kodiak Base in the Aleutians. The Navy Air Medal citation begins the story: "With a low ceiling prevailing and his plane forced to fly below the clouds in bad weather conditions, he carried out its attack missions against Japanese ships in Kiska Harbor, Smith skillfully assisted in the successful evasive maneuvers and strafing attacks and in the pull out into the clear at a very low altitude. Subjected to heavy anti-aircraft fire from ships and shore batteries during these low altitude attacks, his plane was pierced by shrapnel and lighter caliber projectiles. On June 14, 1942, his plane made its usual attack on enemy forces at Kiska Harbor but failed to return."

The following telegram issued by the Air Force at the time announcing Smith's death:

ROBERT A. SMITH, 26, aviation radioman second class, U.S.N., formerly of KRBM Bozeman, Mont., is another of radio's sons who has gone off to the war—and who has died in the service of his country, according to word just received by KRBM.

A Naval reserve since 1938, he joined the station several years ago as an announcer and a member of engineering staff, leaving active service in Naval aviation in 1941. Receiving training in Los Angeles, Bob was assigned for a time to coastal patrol duty on a Catalina FBY bomber. He was then transferred to San Francisco and subsequently to Tongue Point, Ore.

The last word from him was received June 8, 1942. He was at Kodiak Base in the Aleutians. The Navy Air Medal citation begins the story: "With a low ceiling prevailing and his plane forced to fly below the clouds in bad weather conditions, he carried out its attack missions against Japanese ships in Kiska Harbor, Smith skillfully assisted in the successful evasive maneuvers and strafing attacks and in the pull out into the clear at a very low altitude. Subjected to heavy anti-aircraft fire from ships and shore batteries during these low altitude attacks, his plane was pierced by shrapnel and lighter caliber projectiles. On June 14, 1942, his plane made its usual attack on enemy forces at Kiska Harbor but failed to return."

The ensuing intermission in this heroic life drama was long, more than a whole year. During that year he joined the Glendale, Mont., where he was born Aug. 16, 1916, and neighbors in Fargo, N. D., where he had attended grade and high school, remembered how back in 1932 as catcher and captain of the American Legion's Junior Baseball Club of Fargo he had led the district and regional championship, how he loved hockey—and swimming. Classmates from the U. of Montana, and Port Arthur college, Port Arthur, Tex., where he graduated in 1939, had time to wonder about Bob's fate and to wish his safe delivery.

Last July 12, 1943, this notice was sent to Bob's mother by the Navy Dept.: "Since the recapture of Kiska, the badly damaged wreckage of an airplane bearing the number of the airplane in which your son was last reported has been discovered on the west-Northwest slope of Kiska Volcano. There was evidence that several men died in the crash. Burial was made at the scene of the crash."

PLANE CRASH FATAL TO BRYDON TAYES

THIRD United Press correspondent to lose his life in the war, Brydon Taves, Southwest Pacific manager, died in New Guinea Dec. 27 from injuries sustained in the crash of a combat plane the previous day at Cape Gloucester. The 28-year-old war correspondent was taking off on a reconnaissance flight to observe Marine landings at Cape Gloucester when the plane crashed. Severely burned and his skull fractured, Mr. Taves was one of four fatally hurt in the accident.

At the time of his death, Mr. Taves was directing UP coverage of Gen. MacArthur's New Britain offensive. He had arrived in Australia early in 1942 to assume management of UP news in Australia and New Zealand. In May of last year he married Diana Parnham, an Australian actress.

Mr. Taves was associated with UP since 1933, when he joined the Rio de Janeiro staff. Transferred to New York, he returned to the Brazilian capital to serve as assistant manager of the UP bureau. After an unsuccessful attempt to join the British armed forces in London, he joined the UP staff there. In 1941 he went to the Union of South Africa to reorganize UP coverage and from there proceeded to Australia.

Ronald Sedgwick

PILOT OFFICER Ronald Sedgwick, 21, Royal Canadian Air Force, son of Harry Sedgwick, CFFR Toronto, chairman of the board of the Canadian Assn. of Broadcasters and director of the New York office of the Canadian Wartime Information Board, was killed Dec. 21 in an airplane accident when his plane struck a ferry cable across the Skeena River at Smithers. He joined the RCAF early in 1942.

FIRST RADIO station in U. S. to say "Merry Christmas" to our boys in the Southwest Pacific was WCKY Cincinnati. Announcer John Watkins figured that Christmas arrived in the Gilbert and Fiji islands at 7 a.m. Friday, Dec. 25, so he opened his 7 o'clock newscast with a Yuletide greeting to the boys in that area.

Page 38 • January 3, 1944 BROADCASTING • Broadcast Advertising
The time is coming when lighting of all school rooms, shops and even homes will be regulated by radio. Scientific tests have successfully utilized photo-cells to produce uniform high intensity illumination regardless of outside lighting conditions... and further developments are assured.

Postwar radio horizons make scientists wary of calling anything impossible. And when the war is won and the great peacetime task of rebuilding the world to a new pattern must be undertaken — WCAU will maintain a front line position in radio then as now.

This promise is based on nearly a quarter century of experience and continuous research in perfecting WCAU broadcasting standards. Philadelphia's first ultra high frequency experimental station and first FM station, the first Philadelphia station to build a studio building exclusively for broadcasting purposes, the only station in Philadelphia licensed for television, Philadelphia's first 50,000 watt station and the city's only non-directional clear channel radio station... these are forerunners of WCAU achievements of Tomorrow.

WCAU
PHILADELPHIA'S PRE-EMINENT RADIO STATION
WNEW New York

Wright Aeronautical Corp., Paterson, N. J. (help wanted), 90 as weekly, 13 weeks, thru June 30. Dr. Burke, Deming, Adams, Upper Montclair, N. J.


Marcus & Co., New York (jeweler), 9 weeks, thru July 15.

UCO Food Corporation (coffee), 6 as weekly, 62 weeks, thru Scheck Adv., Newark.

International Salt Co., Scranton, Pa. (Sterling Table Salt), 6 as weekly, 28 weeks, thru Buchanan & Co., N. Y.


Ford Pint Bedding Co., Mattresses, as weekly, 13 weeks, thru Smith, Taylor & Jenkins, Atlantic Refining Co., Philadelphia, 10 ap, thru N. W. Ayer & Son, N. Y.

United Artistic ("Johnny Come Lately", as weekly, thru Donohue & Co., N. Y.

RKO Pictures ("Behind the Rising Sun" short), 34 as, direct.

Scholl Mfg. Co., Chicago as weekly, 28 weeks, thru Donahue & Co., N. Y.

Colesia, Brooklyn (cough drops), as weekly, 13 weeks, thru A. C. Pat Natl. Co., N. Y.

New England Seafoods Co., Boston, as weekly, thru Alley & Richardson, Boston.

C. A. Briggs Co., Cambridge (cough drops), 4 as weekly, 26 weeks, thru Bost. N. Y. Agency, Robertshaw Thermostats Co., Youngwood. Pa. 3 as weekly, 18 weeks, thru Houston, O'Donnel, N. Y.


Firestone Tire & Rubber Co., Akron, 5 as weekly, 18 weeks, thru Sweeney & James, Cleveland.

KFRC San Francisco


Morris Co., Chicago (eyewear), 5 as weekly, 26 weeks, thru Mordecai, Chicago.

Esquire, Chicago, 5 as weekly, 4 weeks, thru Schwimmer & Scott, Chicago.

KFI Los Angeles


S. Cal. Telephone Co., Los Angeles (help wanted), 10 as weekly, thru The Mayes Co., Los Angeles.

Miles Labs, Chicago (Nervine), 5 as weekly, thru Wade Adv. Co., Chicago.

Neih Corp., Columbus, Ga. (Faz-T-Pak), 7 as weekly, 26 weeks, thru BBDO, Los Angeles.

WGY Schenectady


Schenectady County Republican Committee, Schenectady (political), ap, direct.

Malone Development Commission, Augusta (potatomas), 2 as weekly, 13 weeks, thru Brooks, Smith, Fischer & Donnay, N. Y.


Lever Bros., Cambridge, Mass. (Riso & other products), 16 apr, thru Ruthrauff & Boys, N. Y.

The Studebaker Corp., South Bend, Ind. (automobiles), 35 cents, thru Rockwell, Chicago.

Skinner Mfg. Co., Omaha (Raisin Bran), 3 as weekly, 26 weeks, thru Ferry-Hanley Co., Kansas City.

WFIL Philadelphia


Masons, New York (Dots & Black Crowes), 13 cents, thru Edwin, Wasy & Co., N. Y.

Ferry & Sons, Camden, N. J. (Parkway bread), 50 cents, 26 weeks, thru Philadelphia.

Lichty's Philadelphia (Jewelers), 3 ap, 26 weeks, thru Stewart-Jordan, Philadelphia.


WHO Des Moines

Monticello Drug Co., Jacksonville, Fla. (Adhesive plaster), 3 as weekly, direct.

Standard Brands, N. Y. (Fleischmann Yeast), 2 as weekly, 26 weeks, thru Kenyon & Eckhardt, N. Y.


Smith & Cates Co., St. Louis (Smith Mother Nature Brooder), 35 cents, thru Swaller-Irenman Markwell, St. Louis.

WLIB Limits Plugs

With Set of Rules Based on Listener Survey

FOLLOWING through on its pledge to listeners to suit their tastes in the handling of commercials [BROADCASTING, Dec. 13], WLIB Brooklyn has laid down a new set of rules governing the acceptance of spot announcements. The station is basing the new restrictions on the results of a questionnaire submitted to listeners, who were asked to express their opinions in the frequency length and placement of commercials.

The plan limits all new advertisers to 35 announcements a week, while allowing old advertisers a maximum of 42 per week. The time signal is an exception. Transcripts for commercial spots are not accepted for placement next to certain types of programs when it is felt there would be a violation of good taste, as in the instance of a certain type of recorded musical jingle for classical music program. Station will not accept announcements of more than 100 words. In a further attempt to avoid the large dose of commercial plugs and double-spotting the station is encouraging the issuance of spot announcements to quarter-hour programs.

Breckner Subs for Joy

GARY BRECKNER, program production chief, War Dept. Radio Branch, Bureau of Public Relations, has been shifted temporarily to Hollywood as supervisor of the West Coast office while Joy convalesces from two operations. Breckner replaced Capt. Mel Williams in the West Coast supervisory capacity when latter returned to Washington, D. C. because of health. Breckner's new assignment, according to the West Coast office, has been confined to the hospital since his appointment several months ago.

ASCAP Melon

TOTAL AMOUNT distributed to its members by ASCAP during the fourth quarter of 1943 was $1,420,000, the society has revealed although it did not make any statement as to the total gross income for 1943. It is estimated, however, that the amount derived from radio in ASCAP's gross income figure, when revealed, will be somewhat in excess of $5,000,000.
**C. E. HOOPER • Memphis Audience Measurements • Oct.-Nov. 1943**

<table>
<thead>
<tr>
<th></th>
<th>Station 'B'</th>
<th>WMPS</th>
<th>Station 'C'</th>
<th>Station 'D'</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORNING INDEX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00-12:00 A.M.</td>
<td>10.1</td>
<td>35.8</td>
<td>26.5</td>
<td>27.0</td>
</tr>
<tr>
<td><strong>AFTERNOON INDEX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00-6:00 P.M.</td>
<td>17.8</td>
<td>25.8</td>
<td>37.6</td>
<td>18.5</td>
</tr>
<tr>
<td><strong>EVENING INDEX</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00-10:30 P.M.</td>
<td>10.7</td>
<td>16.0</td>
<td>39.4</td>
<td>33.4</td>
</tr>
</tbody>
</table>

**Blue and Mutual Station for Memphis**

**WMPS is under the same management policy as WCPO, Cincinnati, Ohio and WNOX, Knoxville, Tenn.**

**THE MEMPHIS NEWS STATION**

**Affiliated with THE MEMPHIS PRESS-SCIMITAR REPRESENTED BY SPOT SALES**
Dancer-Fitzgerald-Sample Inaugurated With New York, Chicago, L. A. Offices

IN THE OFFICES formerly occupied by Blackett-Sample-Hummert, LaSalle-Wacker Bldg., 221 N. LaSalle St., Chicago; 247 Park Ave., New York; Taft Bldg., Houston, Texas, the Dancer-Fitzgerald-Sample organization got under way officially Jan. 1.

Among the personnel of Dancer-Fitzgerald-Sample are 206 persons formerly in the employ of Blackett-Sample-Hummert, Chicago, New York and Hollywood. H. M. Jackson, president; E. L. David and C. L. Fitzgerald, vice-presidents of Blackett-Sample-Hummert, are now partners operating the Dancer- Fitzgerald-Sample agency.

Some of the key personnel handling specific accounts are: Paul Keenan, formerly assistant to the president, who becomes treasurer of Dancer-Fitzgerald-Sample; David Brown, Robert F. Hussey and James S. Lind, who handle the Procter & Gamble Co. Oxydol account; Robert H. Draper, handling Procter & Gamble account; Donald M. Frasch, handling General Mills accounts; Andrew W. Nealy, F. E. Falstaff and C. E. H. Younger, radio directors of the Falstaff account; J. James Nealy, radio time buying director; C. A. Volcott, director of research and media; Paul K. Flavin, space buyer for Procter & Gamble; Continental Illinois Bank and Trust Co., New York, and American Home Products; J. L. Snodgrass, space buyer for General Mills Inc. and Falstaff.

The radio buying, long a successful enterprise of Blackett-Sample-Hummert, will be taken over for the greater part by Dancer-Fitzgerald-Sample. Daytime programs aired for many years will continue to be produced in the same offices and with the same personnel who have handled them in the past. Frank and Anne Hummert, who have been important in the radio industry for many years, plan to devote their entire time to developing and planning radio programs.

Procter & Gamble and General Mills production are Carl Stanton, Roy Winsor, Philip Bowman and George Stellman. Art directors with individual responsibilities on various accounts are A. F. H. Armstrong, Stuart Rae and Frank Livingston. Copywriters in this field are James Tenney, Josephine Graham, Don Gwynn and J. C. Bridgewater—copy chiefs or copy group heads—and Bruce Baker, Eugene Powers, Ruth Bond, Catherine Haynie, Glen Siegel, Jan Krause, Dorothy Smith and Ruth Myole.

In the Dancer-Fitzgerald-Sample account, George Tormey and Robert A. McNeil—account executives—and Bertram H. Carter, Frank A. Kerner, James Duff—account executives on American Home Products. Also in the New York office are: Joseph I. Palistrand, head of merchandising activities; Erwin L. Dunbar, copy chief; William Irwin, art director heading a staff of writers and artists including: Edward McCormack; John F. LaFarge; Alice Coulter; Emerich Talauch; Edward J. Bravo and D. Dexter Freeman.

In Hollywood, James West is manager of the office of Dancer-Fitzgerald-Sample and Anne Parks is in charge of talent.

Mr. Dancer

Mr. Keenan

Mr. Sample

New York office, the Sterling Products Co. account is handled by George G. Tormey and Robert A. McNeil—account executives—and Bertram H. Carter, Frank A. Kerner, James Duff—account executives on American Home Products. Also in the New York office are: Joseph I. Palistrand, head of merchandising activities; Erwin L. Dunbar, copy chief; William Irwin, art director heading a staff of writers and artists including: Edward McCormack; John F. LaFarge; Alice Coulter; Emerich Talauch; Edward J. Bravo and D. Dexter Freeman.

Mr. Keenan

Mr. Sample

In Hollywood, James West is manager of the office of Dancer-Fitzgerald-Sample and Anne Parks is in charge of talent.

NIELSEN COVERAGE SURVEYS EXPANDED A. C. NIelsen Co., Chicago, after a year of commercial operation with the Nielsen radio index, serves two networks, 20 manufacturers and 23 advertising agencies. The 1,000 Audimeters are located in the eastern half of the country. Networks are CBS and NBC and the manufacturers are:

Procter & Gamble, General Foods, Sterling Drug, Lever Bros., General Mills, Miles, Doty & Feit, Coca-Cola, Andrew Jergens Co., Jergens, E. N. Jergens Co., HdI, Co., General Electric, duPont, Carter Products, Standard Oil of N. J., General Electric, company also renews its contracts with the following radio stations nationally, as well as a Pacific Coast network news period. Quarterly and five-minute newscasts are utilized in KSF0 KFI KOB KOIN with time signals on KPHO KWIJ KBLK KXCR KEVR. Firm's spot announcement service includes KROY WGEW WMBG, with musical programs on WLSL WLVW. Seaboard sponsors a five-week, 90-minute variety show on WLVW and the transcribed Roy Rogers on WMGR. Finance company also recently started a five-weekly five-minute newscast featuring George Irwin on 8 BLUE Pacifics. Smith & Ball Adv., Los Angeles, has the account.

Store Expands RIPLEY CLOTHES, New York, which spent $1,000 a week on radio last year, will double its appropriation in 1944, according to Bod- ley Co., New York, agency in charge. Now operating six men's clothing stores in the New York metropolitan area, the firm is increasing radio advertising in conjunction with the projected addition of new branches, and to take advantage of the good market conditions. A local schedule, which will include a news commentary, shuffling of schedule, and a studio program on three New York stations, will get underway around the middle of January.

CAVERLY'S PRIMER DON P. CAVERLY, commercial engineer of Sylvania Electric Products, has written a primer of Elec- tronics [McGraw-Hill Book Co., 1943 $2]. Mr. Caverly gives an excellent presentation of some of the fundamental principles of electric current magnetism, and electromagnetic radiation, with a concluding section on basic electronics.

BLACKETT AGENCY OPENS IN CHICAGO

HILL BLACKETT AGENCY on Jan. 1 will start in Chicago in the same building as the former Blackett-Sample-Hummert, 221 N. LaSalle St. Approximately 50 staff members of the original B-S-H agency will comprise the Blackett agency.

Principal executives, headed by Hill Blackett, are George G. Wil- son, Kenath T. Sponsel and Marvin Harms. Also included are Lloyd C. Nelson and J. R. Lieber, treasurer and secretary of B-S-H; Vaugh M. Jones, production manager; Alan Wallace, radio produc- tion; H. A. McMillin, technical radio supervisor; George F. Drake, account executive; and Don Dig- man, art director.


Seaboard Schedules SEABOARD FINANCE Co., Los Angeles, has increased its advertising appropriation to reach $25,000 in addition to the newscast service it already maintains. The agency was recently engaged to handle a new syndicated show program.
FOR ACTION IN ANY LANGUAGE

MICHIGAN is the only state of major industrial importance in which you can cover 70 per cent of all the people over a 250-watt station.

Using WJBK, you can do just that. In fact, many national advertisers are doing it effectively*, right now. Some of them have been doing it for over a period of years.

By scheduling WJBK, in foreign language or English, they extend and clinch their coverage of the teeming Michigan market, nearly three-quarters of which is concentrated in and around Detroit. Wage-earners in this area today are dividing payrolls that account for war production valued at ten billions a year.

You get action in any language—high-power-station coverage at low-power-station cost—when you use

DETROIT'S LEADING INDEPENDENT STATION

WJBK

JAMES F. HOPKINS, INC.

1490 Kilocycles • 250 Watts • 24 Hours a Day

*AMONG THEM:

Cadillac
General Motors
Grove Laboratories
Pillsbury Mills
Palmolive
Griffin Shoe Polish
Quaker Oats
True Story Magazine
Musterole Super Suds
Tastyeast Rinso
Virginia Dare Wildroot
R.C.A. Ward Baking
Marvel Cigarettes

WJBK carries more National Advertising than any other 250-Watt station in the country—greater total volume, too.
NEAL NYLAND, formerly assistant director of advertising and sales promotion of the Plymouth division of Chrysler Corp., has been appointed director of advertising and sales promotion of Nash Motors, while H. G. Little, who held the latter post advances to become Neal's public relations and post-war institutional advertising director. Mr. Little will also serve as special assistant to G. W. Mason, president of Nash-Kelvinator.

WALLACE J. RIGBY, formerly a merchandising director with Young & Rubicam, New York, has joined Libby, McNeil & Libby, Chicago (food products), as merchandising manager.

CHARLES M. LEMPERLY, director of sales and distribution and general manager of publicity of Sherwin-Williams Co., Cleveland, has been elected a vice-president.

BURGESS BATTERY CO., Toronto, has named Stevenson & Scott, Toronto, as agency.


SHERWOOD C. CATFIELD, formerly director of public relations of Bristol-Myers Co., New York, has been named director of personnel. His former post has been taken by George S. McMillan, previous secretary of the Asso. of National Advertisers.

NATIONAL SELECTIVE SERVICE, Toronto (government bureau) has started Sunday afternoon quarter-hour program The People Ask on CBC Toronto with questions and answers on labor and allied problems. Account was placed by John Adsakin Productions, Toronto.

Radio will be used in advertising for WAGS on the Pacific Coast. McCann-Erickson, San Francisco, has been appointed agency.

FLEETWOOD COFFEE Co., Chattanooga, Tenn., has named Nelson Coleman Co., Chattanooga, as agency. Radio plans are said to be included.

SERVICE LIFE INSURANCE Co., Omaha, Ne., has named as agency C. Duff & Duff, Omaha. Radio is said to be included.

FURS BY ROBERT, Detroit, has placed its account with Simon & Michelson, Detroit. Plans for radio are said to be included.

GRUEN WATCH CO., Cincinnati, on Jan. 1 started an 18 transcribed time signal announcements daily, utilizing every hour on the hour time, on KNPC Beverly Hills. Contract for 52 weeks was placed through McCann-Erickson, New York.

G. BARR & Co., Chicago (Balmar), has named Fogarty-Phelps, Chicago, as agency. Plans are said to include radio.

CLUETT, PEABODY & Co. of Canada, Kitchener, Ont. (Arrow men's furnishings) has placed its advertising with Young & Rubicam, Toronto.

GEORGE WESTON Ltd., Toronto (biscuits) has named Stevenson & Scott, Toronto, as agency.

STANFIELDS, Truro, N. S. (underwear) has named Stevenson & Scott, Toronto, as agency. No radio plans are ready.

Frank S. Reitzel

FRANK STRAYER REITZEL 70, comptroller, a director, and assistant to the president of Sun Oil Co., died at his home in Swarthmore, Pa., Dec. 25. Mr. Reitzel became associated with the company after the First World War. He was active in the American Petroleum Institute.

FORD-JHOPKINS Co., Chicago, (Eight-in-One Cold Tablets) quarter-hour program, Music For Fun, Tuesdays, Thursdays and Saturdays on WMAQ Chicago, will assume a new format. For the best answers received in a letter-writing contest, Ford-Hopkins will award six pairs of Nylon hose. Also, Ford-Hopkins A Road For A Boy, featuring letters of servicemen, has been replaced by Name Behind the News. The five-minute participation is aired Tuesdays, Thursdays and Saturdays.

Plans are said to be included in the 52-week agency. Agency is H. W. Rector and Sons Adv. Co., Chicago.

KNIT PRODUCTS Corp. of North Carolina, Belmont, N. C., has named Charles W. Hoyt Co., New York, to handle advertising ofusion lines, effective Jan. Radio is planned for the present.

E. Pritchard Inc., Bridgewater, N. J., has named Birmingham Castelman & Pierce, New York, to handle advertising for Pride of the Farm Cattup and other food products. Radio may be used in the future, depending upon distribution.

New WHN Policy

IN LINE with a policy of presenting more and better programs in the sports, music and news categories, WHN New York, is discontinuing its mail order business, with present contracts to run only until their expiration dates, according to Herbert L. Pettet, director of WHN. Available time opened by the elimination of mail order business will be filled with live and recorded programs, and more emphasis will be placed upon special events, current affairs and persons of note in the news. Typical examples of mail order business on WHN are Charm Kurl Co. for its wave set, and Vita Power Products Co. for Vita Plus gasoline tablets, both of which are advertised nationally.

WDAY Fargo, N. D., War Bond Caravan of 10 entertainers on Jan. 19 starts a Fourth War Loan campaign tour of six Minnesota towns and one in North Dakota, returning to Fargo Jan. 27.
W&D Names McCoy

HAROLD A. McCOY has been named production manager for general advertising at the Walker & Downing agency, Pittsburgh. The appointment, by William S. Walker, states that Mr. McCoy succeeds the late David C. Evans, who held the post for many years, and who died suddenly Dec. 9. Mr. McCoy had been advertising manager of American Fruit Growers Inc., and joined Walker & Downing when AFG moved to Chicago. For the past three years he has been active in the production and radio departments of Walker & Downing.

Mr. McCoy

Mr. McCoy, formerly associated with Chicago radio, has been named advertising manager of the company's office in Chicago.

Pollack Opens Agency

J. JOSEPH POLLACK, account executive of J. R. Kupicki Adv., New York, for the last three years, on the first of the year opened his own agency at 122 East 42nd St., New York, under the name Cromwell Adv. Agency Inc. Firm will handle radio business and will set up a special department for this purpose, according to Mr. Pollack, who will be in charge of radio activities in the interim. Announcement of personnel and accounts will be made at a later date. Before joining Kupicki, Mr. Pollack was for 11 years with Equity Adv., New York, in an executive capacity.

Colgate Renews

COLGATE - PALMOLIVE - PEET Co., Jersey City, which last year sponsored a combination spot campaign for Supersuds and Palm-oil soap, using an average of some 80 announcements weekly on 75-100 stations throughout the country, is understood to have renewed the drive on a 52-week basis. Agency for Supersuds is Wm. Extry & Co., New York, while Ted Bates Inc, New York, handles Palm-oil products.

Geyer in ‘Liberty’

WHILE military leaders must base their strategy on the probability of a long war, businessmen must prepare for the sudden ending of hostilities. H. B. Geyer, president of Geyer, Cornell & Newell, says in an article in the Jan. 8 issue of Liberty magazine.

W&G Names McCoy

LOUIS G. SHIELDS, contact man at J. Walter Thompson Co., New York, and until recently a lieutenant in the Naval Reserve, has joined Pedlar & Ryan, New York, as assistant account executive assigned to the P & G Canadian account.

JOE SCHOENFELD, associate editor of Variety, will leave the first of the year to join the William Morris agency, spending January in the New York office and then moving to the West Coast.

THOMAS WEATHERLY, former press agent and producer for the stage, on Jan. 1 took the radio department of J. Walter Thompson Co., New York. Recently joining the copy staff of JWT is Gene Calhoun, former scriptwriter of BBDO, New York.

TED GREEN, associated with Chet Vincent, radio director, has been named head of the Frederick Bros. radio department, recently organized by the talent agency.

CARL POST, publicity associate, has moved to new offices at 506 Madison Ave., New York 17, N. Y. Associates of Mr. Post include Violet Post and Frances Stillman. Telephone number is Vanderbilt 6-9417.

ISABELLE RAWLS, until recently with the Intercontinental, Constantine & Gardner agency, San Francisco, has joined Erwin, Wynn & Co., San Francisco, in the media and publicity department.

FREDRICK H. BENNING has opened an advertising office in the Russ Bldg., San Francisco. He was formerly associated with the Conover Co.

GEORGE H. MACDONALD, formerly of Richardson & MacDonald, Toronto, has joined the Toronto office of Stevens & Scott, Montreal and Toronto. Since the Richardson-MacDonald agency was dissolved after the death of the senior partner, George MacDonald has been with the Toronto office of Walsh Advertising Co.

JAMES V. SPADEA, formerly publisher of You magazine, has joined the account management department of Reiners & Richardt, New York, as assistant to Dwight Mills, executive vice-president and radio director.

NEWBY, Pecon & Fitlecrt, Inc., Chicago advertising concern, effective Jan. 3 will be known as Newby & Pecon, Inc. No change other than that of the name is involved. Eugene L. Fitlecrt left the firm 2½ years ago.

JAMES WEBER, advertising manager of Armour & Co., Chicago, has joined the Leo Burnett agency, Chicago, in an executive capacity. D. B. House, a member of Armour's advertising department, succeeds Weber as advertising manager.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WPAT
5000 Watts Day
1000 Watts Night
950 kc.
Spartanburg, S. C.
COS
Represented by Hollingbery

BIG in '43...
BIGGER in '44!

1943 was a big year for WPAT... but '44 will be even bigger. That's because we're not satisfied to sit back and rest on our laurels. No sir...we're good enough business men to know that our greatly increased audiences must be pleased... continuilly.

NEW PROGRAMS AND FEATURES
WILL KEEP THEM LISTENING!

Sell your clients WPAT... the fastest growing station in the Metropolitan area.

RADIO STATION WPAT PATerson, NEW JERSEY PARAMOUNT BLDG., NEW YORK

BROADCASTING • Broadcast Advertising
January 3, 1944 • Page 45
Purley Programs

PUBLIC SERVICE program heard over WGST Atlanta, Plans Radio, was designed to inform Atlantans of the great service rendered in donations to the blood bank to the Red Cross, originates from the local Red Cross Blood Donor Center. Broadcast on an alternate schedule for almost a year, as many as five times weekly, program consists of interviews and special features encouraging donations and convincing listeners how simple and painless is this method of sending your blood to war. Half-hour Pearl Harbor anniversary program helped raise 3,000 pt. quota for that day.

A 'Howler' Pays $10

AMATEUR comedians who think they can tell good jokes are given a chance to do so on Can You Tell a Joke?, Friday evening show on WMCA New York. The show pays $10 for a "howler"; $5 for a "smile" and $2 for an "egg," while a $25 war bond is awarded the contestant called back to the program by the votes of the radio audience.

Child Actors

BELIEVING that boys and girls most enjoy stories dramatized by children of their own age, CHICXM Peterborough, Ont., has organized Story Book Train, Saturday evening show with child actors playing roles in streamlined version of old favorite fairy tales. Don Inlay scripts and manages the program.

Ware Recruiting

WAVES, prospective Waves, naval heroes, and outstanding personalities in the national spotlight are featured on a new show which started on WAAAT Newark, N.J., Dec. 29, to recruit WAVES in northern New Jersey. Titled, Your Date With the Waves, program is heard weekly 11:15-12:30 am.

Drama Series

HOW PROBLEMS of a psychological nature created by character or environment, are overcome is dramatized on a weekly half-hour program heard on NBC under the title, The Story of Escape. First broadcast Dec. 27 dramatized the struggle of a young man to overcome a heritage of dishonesty.

On Pacific Blue

BUILT around plots suggested by listeners and with dialogue adapted on the spot, weekly half-hour series, Deadline Dramas, started on BLUE Pacific stations on Dec. 26, Sunday, 9:30 p.m. (PWT). Plot contributor is awarded $25 War Bond weekly.

THE Town Hall Music Committee, through the Layman's Music Course on WNJR New York will conduct a contest for suggestions on radio musical projects, and for best musical questions. Prizes total $500.

WRC Sustainer

SUSTAINING group of programs just concluded on WRCB Canton, Ohio, titled Plans for Peace will subsequently be replaced by a new Sunday evening sustaining series, Peace Table Plans, which is now being planned by an advisory committee on informal education. Committee is composed of Cincinnati's top education and religious figures.

Open Letters

WMCA New York, has started a weekly 11:15-11:30 a.m. program featuring "open letters" to public figures. Titled Very Truly Yours, the program is conducted by Jay Norman, formerly of Philadelphia and Washington stations, who addresses prominent leaders on subjects of public interest.

Studio Notes

WINX Washington, D. C., early morning program conducted by Jerry Strong originated on Christmas Day from Walter Reed Hospital, Washington, as a special 31/2 hour holiday show for the wounded war veterans. Entertainment included WINX talent and soldier interviews.

KMIR Denver inaugurated its basketball season sports coverage with a direct wire remote of the College All-Star game at the Chicago stadium last month. Station also announces it will exclusively cover Denver's big charity games in February and it will also cover the national AAU tournament.

Talent staff of WKY Oklahoma City entertained wounded Oklahoma boys of the 46th Division at Temple, Tex., on Christmas Day.

KMTR Hollywood recently added AP service to its network.

WAOU Vincennes, Ind., is assisting in the promotion of funds for a loud speaker system for the new USIS Vocational.

ENTERTAINERS and staff members of WALI Middletown, N. Y., staged a special Christmas entertainment for the patients of the New York Municipal Sanitarium at Otisville, N. Y.

WHIO Dayton recently broadcast a special "War Manpower Forum" on which issues of the current manpower problem were presented by representatives of management, labor, and the WMC.

TEEN-SECOND announcement on WPAT Paterson, N. J., calling for a volunteer for Type I blood for a urgent transfusion in nearby Clifton, brought 150 offers to the local police station during the following ten minutes. A half-hour later, transfusion completed and the patient recovering WPAT listeners had to be asked to desist from making further calls.

WHEN wartime building restrictions permit, WHBF Rock Island, Moline and Davenport, Ill., will have new quarters in the former Rock Island Bank Bldg. Presently located in the Safety Bldg., Rock Island, WHBF has acquired the bank building and an adjacent lot.

A PENSION plan for the employees of the Canadian Broadcasting Corp. has been approved by the Canadian government and goes into effect at once retroactive to April 1, 1943.

Sixteen Special Christmas eve and Christmas morning programs, totaling approximately 6 1/2 hours, were sponsored on KLX Oakland, Cal., by one of Oakland's leading department stores, Capwell. Sullivan & Furth. Discussing plans for the party are (1 to r) Cy Westrom, advertising director of Capwell. Sullivan & Furth; Santa Claus; Adriel Fried, KLX general manager, and Barney Schnitzer, retail merchandising director of Garfield & Guild, agency handling the account.

Grelva Planning

GRELVA Inc., New York, through its newly-appointed agency, Blackstone Co., New York, is planning a spot campaign for Crase, an all-purpose skin lotion. Marking the first use of radio for the product, now on the market two years, GRELVA will concentrate in the South for the initial campaign, starting spot program on WAAT Newark, N.J., in Texas and Louisiana Jan. 10. Drive will extend to the East in the next four to six months. Newspapers are being used. National "slick paper" magazines may be added at a later date.

Firestone Tour

DURING January and February, the Voice of Firestone program, sponsored on NBC by Firestone Tire & Rubber Co., Akron, will go on tour, originating from Chicago, Houston, Los Angeles, San Francisco and New York. Itinerary for a continued tour in March has not been announced. Agency is Sweeney & James, Co., Cleveland.

TREASURY Star Returns

LITTLE JACK LITTLE, just returned with Ray Bolger from a 5-month armed service entertainment tour of Pacific war theatres, resumes his war bond promotion Treasury Program Jan. 3 on the BLUE, Monday through Friday, 3:30-4 p.m. Show was previously heard 11:45-12 noon.

Page 46 • January 3, 1944
TIDINGS...

This Christmas WMCA came forth with a present, a precedent and a promise... The present gave New York an astounding five-hour round-the-world broadcast of special greetings from local servicemen in action overseas...

The precedent created a distinguished new standard for independent broadcasting, proved what an aggressive station can accomplish alone...

The promise assured New Yorkers that this is merely the beginning of a great era in WMCA showmanship...

Watch the pacemaker. WMCA is on its way!

WMCA to Bring Yule Greetings From City’s Soldiers to Family in Adoption

Christmas greetings from New York service men stationed in all combat areas will be broadcast by WMCA in co-operation with the American Red Cross, the United Service Organizations and the War Department.

For the benefit of friends who fail to hear the broadcast, a transcription at midnight is being arranged for a national reprise.

WMCA 5-Hour Show To Air New Yorkers Now Overseas

WMCA’s Five-Hour Show
Radio Homes

(Continued from page 10)

Radio homes, out of a total of 34,854,382 occupied dwelling units.

The OCR survey [Broadcasting, Dec. 20] indicated that approximately one per cent of the new more than 36,000,000 U. S. families purchased a new radio set during 1943, while another one per cent bought a used set. This would add approximately 700,000 sets to the total in use, which the OCR study places at 46,150,000 home type receivers, not including auto or portable sets. Mr. Caldwell’s estimate of sets in use including auto radios and portables, is 57,000,000, of which 46,000,000 are listed as home sets, a figure corresponding closely to the one reported by OCR. It represents a reduction from 59,340,000 reported last year.

Retail Trade Hit

The increase in radio homes, together with a decrease in total of sets in use, are both accountable on the basis of wartime conditions and developments. It would appear that the large number of sets made in recent years, taken into consideration with the normal growth in number of families since the 1940 census, and the breaking up and moving of households due to the war, would have the effect of distributing the supply of receivers among more families. It would also appear that the age of the average set in use is younger than might have been concluded on the basis of last year’s figures. Retail radio business is shown by the figures to have been hard hit by war restrictions dating from the April, 1942 WPB order to manufacturers to convert their operations to 100% war production. Total retail sales of reception equipment are given as $800,000,000 in 1942, Civilian tubes accounted for $19,000,000 in sales, for a total of 17,000,000 manufactured. Blanks appear in the columns for civilian sets made in 1943.

Lewis to WJR

HOWARD LEWIS has joined WJR Detroit, from the central news division staff of CBS to handle newscasts for Sweetheart Soap and the Penn Tobacco Co. Lewis, whose real name is Howard L. Emich, was formerly with the UP radio dept. in Chicago and Indianapolis. He was assistant to Bert Wilson this fall on the Chicago Bear pro football broadcasts. News period for Penn Tobacco is 7 a.m. daily; 8 a.m. daily for Sweetheart Soap.

Miles News on WGN

MILES LABORATORIES, Elkhart, Ind. (Nervine), on Jan. 3 began sponsorship of a quarter-hour news program Mondays through Saturday, on WGN Chicago. Contract is for 26 weeks. Agency is Wade Adv., Chicago.

Cribb Manages WHBL

WAYNE W. CRIBB, formerly manager of WHBL Sheboygan, Wis. for several years, has joined WHMO Hannibal, Mo. as general manager.

CIVILIAN RADIO SALES, 1943

<table>
<thead>
<tr>
<th>Total Sets Manufactured</th>
<th>Number</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Sets Exported</td>
<td>Not reported</td>
<td>Not reported</td>
</tr>
<tr>
<td>Auto Sets Manufactured</td>
<td>17,000,000</td>
<td>$19,000,000</td>
</tr>
<tr>
<td>Total Reception Equipment</td>
<td>17,000,000</td>
<td>$19,000,000</td>
</tr>
<tr>
<td>Phonograph Records</td>
<td>120,000,000</td>
<td>$52,000,000</td>
</tr>
</tbody>
</table>

Annual U. S. Radio Bill

Sales of Time by Broadcasters, 1943

<table>
<thead>
<tr>
<th>Portfolios</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent Costs</td>
<td>$215,000,000</td>
</tr>
<tr>
<td>Electricity, batteries, etc. to operate receivers</td>
<td>45,000,000</td>
</tr>
<tr>
<td>17,000,000 Civilian receiver tubes</td>
<td>200,000,000</td>
</tr>
<tr>
<td>Radio Parts, supplies, etc.</td>
<td>19,000,000</td>
</tr>
<tr>
<td>Phonograph Records</td>
<td>60,000,000</td>
</tr>
<tr>
<td>Servicing radio sets</td>
<td>22,000,000</td>
</tr>
<tr>
<td>Total</td>
<td>$541,000,000</td>
</tr>
</tbody>
</table>

Radio Sets in Use

| U. S. Homes with Radios | 30,000,000 |
| Secondary Sets in Homes | 16,000,000 |
| Battery Portables       | 30,000,000 |
| Auto Radios             | 3,000,000  |
| Total Sets in U. S.     | 57,000,000 |
Fourth Loan and Rubber Conservation Feature OWI Plans, Week of Jan. 24

MESSAGES on the Fourth War Loan continue to lead the campaign on the OWI Domestic Radio Bureau schedule for the week beginning Jan. 24, with announcements to be carried under the National Spot plan in addition to those allocations listed the previous week. As announced earlier, all transcriptions on the Station Allocation Plan are now 50 seconds in length and available for sponsorship.

Every allocation plan of the OWI is to be called into action as the Fourth Loan enters its second week. Network programs, Special Assignments allocations, Special Events and Special Transcriptions will back up the announcements to be broadcast for the campaign.

One new subject is scheduled for the week of Jan. 24 — Rubber Conservation. Messages carried on the Network Allocation plan will stress the fact that military needs for tires and other rubber products are far heavier than could be anticipated while the manpower shortage holds back full production. Listeners will be urged to conserve their tires by careful driving, regular inspection and re-capping when necessary.

Station Announcements for the week, besides those for War Bonds, are devoted to the Womanpower, Wartime Nutrition, and Conserve Gasoline campaigns. Spots for Womanpower are designed to urge women not employed to take jobs in war plants or in essential war-supporting industries to meet ever-increasing demands for workers.

Wartime Nutrition spots accent the Food Fights for Freedom theme by urging sound nutrition practices in the interest of meeting the problem of wintertime shortages of certain foods in many sections of the country.

Playing square with gasoline rationing is the theme of spot announcements prepared for the Conserve Gasoline campaign.

Johnson Succeeds Beatty As WFA Ad Director

J. SYDNEY JOHNSON, on leave as merchandising director of National Biscuit Co., has been appointed advertising director for the War Food Administration's educational programs, succeeding Vernon D. Beatty, who returns to his post as advertising manager of Swift & Co.

The announcement, from Marvin Jones, WFA Administrator, credited Mr. Beatty with setting up and carrying through the advertising campaign for the initial Food Fights for Freedom drive in November.

Mr. Johnson directed the promotion of the 1943 FFFF program through wholesale and retail trade channels, with trade meetings throughout the country. Working with Charles G. Mortimer of General Foods, who is War Advertising Council coordinator of food programs, Mr. Johnson is now readying a March drive on behalf of low-point and no-point foods to relieve pressure on foods in short supply.

KOME Tulsa, has appointed Joseph Hensley McMillen, Jr., as exclusive national representative, effective Jan. 1.

15,174 telephone calls were recently made in the Red River Valley, covering all periods of the day and night. 59.5% of all radio sets were tuned to WDAY - 6.8% to the next "competitor"! When you consider that this Valley furnishes most of the business in North Dakota, you begin to get the picture! May we send you all of it?
LaRoche, ‘Time’ Buy in Blue
(Continued from page 11)

general manager of KGKO Fort Worth, BLUE affiliate, or recently as representative of the network’s affiliated stations. Messrs. Anderson, Priaulx and Wood were associated with Mr. Noble prior to his BLUE purchase.

Larsen’s Statement

“This acquisition is a culmination of almost 20 years of Time Inc.’s interest in radio in one form or another—an interest that goes back to within a year and a half of the original founding of Time, the weekly magazine,” Mr. Larsen said.

“The precise nature and extent of the association between Time and the BLUE will, of course, evolve gradually,” he added. “Looking to the period after the war, it is the hope of both organizations that Time’s news bureau will be able to make the services of its worldwide staff of foreign correspondents available on the BLUE network to supplement the network’s own new services.

“Thus it can be said that we do not view our BLUE network stock merely as an investment. Yet, at the same time, it should be made clear that Time Inc. will have no authority over or responsibility for any BLUE Network programs or policies—except for those programs, such as the present TIME Views the News, which Time Inc. itself presents over the BLUE.”

Carlton Brickert

CARLTON BRICKERT, 55, radio and stage actor, died in New York, Dec. 23, shortly after returning from a rehearsal for Abe S. Rose, the Froster & Gamble NBC program in which he played the part of “Father Whalen.” Mr. Brickert had also been heard in Story of Mary Martin, CBS, and Portia Faces Lyle, NBC, and served as announcer and actor on Treasure Star Parade programs. He had even announced on Lum ’n’ Abner on BLUE.

‘Esquire’ on Blue

ESQUIRE Inc., Chicago (Coronet) begins approximately Jan. 24 with five minute programs Monday through Friday on 72 BLUE stations. Program format has not been decided. Contract is for 52 weeks. Agency is Schimmer & Scott, Chicago.

EDWIN C. HILL, news commentator, has joined the BLUE’s Fighter Coast Guard show. He will speak from New York each Thursday, 7-30-8 p.m. on some activity of the Coast Guard.

Top teams receive “Bowl” invitations. When it comes to “Bowl” selections of markets, WTAG draws the assignment in Central New England. Advertisers know this station as the one sure way to score in the Worcester market of over 500 different industries.

Strong in every position? Yes, WTAG both demands and commands the audience—with news, the only Central N. E. station with complete local news coverage—with stronger field intensity and therefore greater coverage—with the CBS array of entertainment, and with the audience dependency for all special events in the area.

BASIC COLUMBIA
PAUL H. RAYMER CO.
National Sales Representative
Associated with the Worcester Telegram-Gazette

Noble Statement
(Continued from page 11)

chairman of the executive committee of the BLUE. Mr. LaRoche is a well-known leader in the field of advertising, particularly for the radio advertising. He was associated with Young & Rubicam, one of the largest advertising agencies, as chairman of the board many years and played a leading role in the development of their radio department. He was the organizer and is at present the head of the War Advertising Council, the coordinating agency for contributions of the advertising industry to the war effort. Last year, in the annual advertising awards, Mr. LaRoche received the Gold Medal for distinguished services to Advertising.

“Mark Woods and Edgar Kobak helped launch the BLUE on its independent career and have been largely responsible for the radio advertising growth shown over the past two years. I am glad that to their management duties are now to be added financial responsibilities as stockholder.”

“THESE transactions leave me with substantial control of the shares of American Broadcasting System Inc., which I intend to hold for an indefinite period. However, I have in mind, at some later date when I have obtained fuller knowledge of the enterprise and can measure the risk involved in equity ownership, to invite participation by other management officials, fellow members in affiliated stations and possibly the public. In all probability, such shares would be offered by the company, and not by any of the present stockholders.”

SESAC Clearances
DURING November SESAC cleared over 600 compositions for advertising agencies on their programmed services and for the library services, according to the SESAC monthly service bulletin.

WBNX 5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA’S LARGEST MARKET.

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Page 50 • January 3, 1944
Plotkin Is Named David's Successor

Shuebruk is Promoted to Be Assistant to Gen. Counsel

APPOINTMENT of Harry M. Plotkin, FCC attorney for three years, as assistant general counsel, to fill the vacancy created last month, with enrollment of Nathan H. David in the Navy, was announced last Tuesday by Ray Rugg. Plotkin will continue in charge of the litigation and administration division, a post he has held since last fall.

The Commission promoted Peter Shuebruk to be assistant to the general counsel, Charles R. Denn, Jr., filling the David vacancy. Mr. Rugg was assistant general counsel without portfolio.

Mr. Plotkin, a resident of Chicago, graduated magna cum laude from Harvard Law School in 1937. From 1937 to 1940 he was with the Chicago law firm of Topliff & Horwitz. He became chief of the litigation and administration division in October 1942. A native of Athol, Mass., he is married and has two children.

Mr. Shuebruk was graduated magna cum laude from Harvard where he was an editor of the Law Review. After graduation he served with the Boston law firm of Ropes, Gray, Best, Coolidge & Harcourt.

Tracy-Locke-Dawson NY

Geyer, Cornell & Newell

Merge Accounts Jan. 1

GEYER, CORNELL & NEWELL, New York, and the New York office of Tracy-Locke-Dawson on Jan. 1 will become affiliated, with the principal accounts of the latter agency to be handled by Geyer, Cornell, which continues its headquarters offices at 745 Fifth Ave. Joseph M. Dawson, president, and Manfred Darmsdatter, vice-president of Tracy-Locke, will join the staff of Geyer, Cornell as executive committee chairman and associate copy director, respectively. According to the announcement, officers and other personnel from Tracy-Locke will be shifted under the merger, but no details about Tracy-Locke's radio department, whose director is William Rose, could be obtained.

The Tracy-Locke accounts to be handled by Geyer, Cornell & Newell after Jan. 1 include Continental Oil Co., for Conoco Products, and the Super Pyro Anti-Freeze Division of U. S. Industrial Chemicals. The Dallas office is unchanged.

Godwin Protests

A PROTEST that the Office of War Information was discriminating against radio reporters was made last Thursday night by Earl Godwin, BLUE Network commentator. Mr. Godwin specifically complained against a 9 p.m. release date set by OWI on a story issued by the War Food Administration announcing that the Government was taking over all chickens in cold storage. Mr. Godwin said that he had protested in vain to OWI that the large rural audience was being denied news.

Burke Leaves State Dept. Communication Position

THOMAS BURKE, chief of international communications for the State Department, resigned Jan. 1, and is understood to be returning to a private business career. He had been head of the division since 1938, assuming the post when the division was created.

Mr. Burke handled international radio circuits and the uncovering of clandestine Nazi radio operations in Latin America. He is credited with establishing close relations with the Army and Navy, and concentrated on building up the aviation activities of his division, related to the present world-wide network of U. S. air transport.

Possibility of a separation of the International Communications Division into three divisions—for shipping, aviation and communications, is involved in the naming of a successor to Mr. Burke. The present head of the communications branch is Assistant Chief Francis C. deWolf.

Miller Views 1943

"1943 SHOWED radio what it is fighting for," Neville Miller, president of NAB, said in a year-end statement last week. "A powerful instrument of free speech, operated in the interests of the people and waging a valiant battle to win the war, found itself threatened with the loss of the very freedom it was championing." Pointing to the May 10 decision of the Supreme Court, he said the industry had lost no time in seeking new legislation from Congress.

KFEL Suit Pends

A SUPREME COURT decision may determine whether a newspaper is obligated to publish radio program listings, it became evident last week when attorneys for both sides in the KFEL vs. Denver Post case announced they were prepared to carry the case to the highest tribunal, if necessary. District Judge George A. Luford last Tuesday took under advisement motions by the Post to dismiss suit brought by KFEL.

THE BRANHAM COMPANY

representing

<table>
<thead>
<tr>
<th>City</th>
<th>City</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>New York</td>
<td>Detroit</td>
</tr>
<tr>
<td>Atlanta</td>
<td>Dallas</td>
<td>Charlotte</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Memphis</td>
<td>Kansas City</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Los Angeles</td>
<td></td>
</tr>
</tbody>
</table>

KTHS       KKWK      KTBS      WCPO      WTJS      WNOX      WMC      KTBC      KRIC      KRIS      KRLD      KXYZ      WCHS      WBLK      WSAZ      WPAR


BROADCASTING • Broadcast Advertising

January 3, 1944 • Page 51
WJZ Now at Lodi

AT 6 p.m. Jan. 2, WJZ New York outlet of the BLUE, began official operation with its reconstructed transmitter at Lodi, N. J., new location chosen to replace the Bound Brook, N. J., site, acquired by the OWI last fall for a Government shortwave station. Since the start of construction at Lodi last August, WJZ has been transmitting from Kearney, N. J. The 640-foot transmitter is expected to give better reception, particularly in the Manhattan area. In a half-hour pre-dedication broadcast from, 4-4:30 p.m. on Sunday, WJZ reviewed its history on the first days of broadcasting back in October 1921.

In Kansas City

the Swing is to WHB

SKI YOUR EYE to the Hooper Index below. Observe WHB in strong second place all day... only 4.3 below Station "C" in the morning; only 4.4 below Station "D" in the afternoon. At WHB's low rates, and with some highly desirable availability openings, "Your Mutual Friend" is certainly the best buy in Kansas City! Available February 7, 1944: "The World's Front Page", five-quarter-hourly at 6:15 p.m., following Fulton Lewis, Jr., Ask Don Davis for details.

KEY STATION for the KANSAS STATE NETWORK
Kansas City - Wichita - Salina - Great Bend - Emporia
Missouri - Kansas - Kansas - Kansas - Kansas

MONTHS: OCTOBER-NOVEMBER, 1943

HOOPER STATION LISTENING INDEX
TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,443

MORNING
Station A Station B Station C Station D WHB Station E
INDEX MONDAY THRU THURS. 8-12 A.M. 10.2 9.3 30.1 15.6 26.7 6.0
AFTERNOON
Station A Station B Station C Station D WHB Station E
INDEX MONDAY THRU THURS. 12-4 P.M. 13.0 7.0 22.8 30.2 24.8 1.6

NOTE: No interviewing conducted during the World Series broadcasts is included in this report.

NEW RIPLEY SHOW TO START ON MBS

GRACIE FIELDS, English comedienne, who went off the air after the Jan. 14 broadcast of her Mutual program for American Cigarette & Cigar Co., and the Monday-through-Friday 9-15-9:30 p.m. period on that network will be filled by A&G with Bob Ripley's Believe It Or Not program. Miss Fields, who shifted to Mutual from the BLUE for a new show upon returning from an overseas tour last fall, is said to be giving up the network program so she can devote herself more fully to war work.

Bob Ripley's show, continuing in the 9:15 spot on more than 200 MBS stations starting Jan. 17, will originate at WOR, Mutual's New York affiliate. Each day the cartoon creator and collector of oddities of information, will match the news headlines with a story relating to the point where the news occurred. Twice a week the program will present actual participants in some real-life incident described by Mr. Ripley, who will also answer questions sent by U. S. fighting men through V-mail.

Thomas' New Post

C. L. (Chet) THOMAS, who became manager of KXOK St. Louis Dec. 1, took over a newly-created post. He did not succeed Clarence G. Coyle, who was assistant manager of the station and who left to become general manager of WINS New York [Broadcasting Dec. 21]. General manager of KXOK is John C. Roberts, now on active duty as a lieutenant commander in the Navy who has held that post since KXOK went on the air in 1935. Broadcasting regrets the error.

Sun Oil to NBC

SUN OIL Co., Philadelphia, on Jan. 24 shifts Lowell Thomas from 24 BLUE stations to 29 NBC stations, Monday through Friday, 6:45-7 p.m. Agency is Roche, Williams & Conyngham, Phila.

New Post for Biggar

GEORGE C. BIGGAR, former program director of WLW Cincinnati, has been named assistant to the vice-president and general manager in charge of employe relations. Mr. Biggar went to England late last year and is with the British Information Service.

Lent Resigns RCA Post, Will Engage in Practice

WORTHINGTON C. LENT, assistant engineer-in-charge of RCA Frequency Bureau, headquartered in Washington, has resigned his post effective Feb. 1, 1944, to engage in a consulting practice in Washington. For several months he will be occupied in fulfilling prior commitments, it was announced. After which he will announce his future plans.

Mr. Lent joined RCA in 1935 after having been engaged in his own radio manufacturing business in Richfield, N. J. He was promoted to the Frequency Bureau position upon leaving as allocations engineer for NBC for several years.

Hackathorn Named VP

K. K. HACKETHORN, sales manager of WHK-WCLE Cleveland, has been appointed to be a vice-president of the United Broadcasting Co. He assumes charge of Cleveland sales, it was announced last week. Mr. Hackathorn, who formerly was classified advertising manager of the Cleveland Plain Dealer, has been associated with WHK-WCLE since 1935, it was stated.

Joe Miller in Navy

JOSEPH L MILLER, Labor Relations Director of the NAB was to leave the association Dec. 31 to be inducted as an apprentice seaman, third class, in the U. S. Navy. Mr. Miller, 36, is the father of two children, age 4 and 3. Before joining the NAB, he was labor correspondent of the Associated Press in Washington.

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

McClatchy Broadcasting Company
Sacramento, California

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

BROADCASTING • Broadcast Advertising
ALABAMA

WHMA, Anniston—Licensed to Harry M. Ayers, publisher of Anniston Star.

WUGN, Birmingham—Licensed to The Birmingham News Co., 96% of stock owned by Victor Hanson, publisher of The Birmingham News and The Birmingham Age-Herald, same ownership as The Huntsville (Ala.) Times.

WAGF, Dothan—Licensed to Dothan Broadcasting Co.; Horace Hall, partner, is publisher of Dothan Eagle.

WSFA, Montgomery—Licensed to Montgomery Broadcasting Co., Inc.; one-third ownership by R. H. Walker; publisher of Montgomery Advertiser; one-third by Howard E. Fils, general manager; one-third by E. S. Durden.

ARIZONA

KTUC, Tucson—Licensed to Tucson Broadcasting Co.; 69 out of 200 shares of stock owned by Burridge D. Butler, publisher of The Farmer Farmer, Chicago, and owner of WLS, Chicago, and KTO, Phoenix; 69 shares each owned by Glenn Snyder and George Cook, WLS.

KORI, Jerome—Licensed to Central Arizona Broadcasting Co.; 59% of stock owned by Mrs. W. P. Burt, wife of publisher of the Prescott (Ariz.) Courier.

KOA, Phoenix—Licensed to Salt River Valley Broadcasting Corp., 70% owned by Burridge D. Butler, publisher of The Farmer Farmer, Chicago, and Arizona Farmer, Phoenix; also owner of WLS, Chicago.

KTRI, Phoenix—Licensed to KTAR Broadcasting Co.; 77.3% of stock owned by Arizona Publishing Co., publishers of Phoenix Arizona Republic and Phoenix Gazette.

KYCA, Prescott—Licensed to Southwest Broadcasting Co.; 48.4% owned by KTAR Broadcasting Co.

KVOA, Tucson—Licensed to Arizona Broadcasting Co.; same ownership as KTAR, Phoenix.

KYUM, Yuma—Licensed to Yuma Broadcasting Co.; 45.4% owned by KTAR Broadcasting Co. (see KTAR and KVOA.)

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; majority stock owned by T. H. Barton, chief owner of Arkansas Farmer, Little Rock.

KGLI, Little Rock—Licensed to Arkansas Broadcasting Co.; 15% of stock owned by Gazette Publishing Co., Little Rock; 16% by H. E. Steen, Little Rock; 16% by A. L. Chilton; 5% by S. G. Vinson, Little Rock; 20% by J. H. Goodwin, Little Rock.

KLLA, Little Rock—(See KGLI.)

KCMC, Texarkana—Licensed to KCNC, Inc.; 80% owned by Texarkana Newspapers, Inc., publisher of Texarkana Gazettes and Texarkana News and 16% owned equally by board of five directors.

The following tabulation, showing newspaper ownership or affiliation of standard broadcast stations in the United States, Hawaii and Alaska, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available.

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers).


KKF, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as Fresno Bee, Sacramento Bee, Modesto Bee (McClatchy Newspapers).

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 80% of stock owned by Allen Griffin, publisher of Monterey Peninsula Herald; 49.3% by Salinas Newspapers, Inc., publishers of Salinas Californian. (Spedel Newspapers; see also WGBY, Newburyport, Mass., and KFC, Cheyenne, Wyo.)

KLX, Oakland—Licensed to Tribune Building Co.; interlocking ownership with Oakland Tribune.

KFAX, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers).


KERO, Santa Rosa—Ownership affiliated with Santa Rosa Republican and Santa Rosa Press Democrat.

KWWC, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as Sacramento Bee, Fresno Bee, Modesto Bee (McClatchy Newspapers).

KTEC, Visalia—Licensed to Tulare-Kings County Associates; ownership affiliated with Visalia Times-Delta; Porterville Record; Future Advance-Record; Times; Hanford Sentinel and Journal.

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

Bumper Crop

Down in "de land ob cotton" a bumper crop means additional wealth. Last season's ginnings in many localities were up more than 300 per cent. This is only one reason why the rich market served by KWKH should be a "must" on your schedule.
I can't go home as early as I used to for dinner. But when we get through eating, it's swell to sit down and listen to George Higgins' Sport's Review; and the news the way Earl Godwin reports it.

On Friday nights I sure go for Gangbusters. It's great!

And Wednesday nights we catch the Bottle of the Sexes... Just before bed-time, we relax with "Symphonette" at 10:15. It's fine music.

Now that we're staying home more, we appreciate our radio more than ever. Especially when we can hear these kinds of programs on WTCN!!!

Tommy's father is a connoisseur, but doesn't know it! He chooses radio programs for variety—to suit his mood. And WTCN has them—Programs for everyone at times they can listen best!

This advertisement is another example of WTCN program promotion.

It (and a score of others like it) are appearing regularly in newspapers in our coverage area.

WE'LL GET BEHIND YOUR SHOW, TOO! WHEN IT'S ON WTCN

---

**CONNECTICUT**

WTIT, Hartford—Licensed to the Hartford Times Inc., publisher of the Hartford Times; 73/4% of stock owned by the Gannett Newspaper; see WENY, Elmira, N. Y.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of Waterbury Republican and Waterbury American.

**DELAWARE**

WDEL, Wilmington (Mason-Dixon Radio Group)—Licensed to WDEL, Inc. Operated independently. Ownership affiliated with Lancaster Newspapers Inc.

WILM, Wilmington—Licensed to WILM, Inc. (See WDEL.)

**DISTRICT OF COLUMBIA**


**FLORIDA**

WJHP, Jacksonville—Licensed to The Metropolitan Co., same ownership as Jacksonville Journal. (See WCOA, Pensacola.)


WTMC, Ocala—Licensed to Ocala Broadcasting Co. Inc.; (see WCOA).

WDFL, Panama City—Licensed to Panama Brizx Co. and owned by publishers of Panama City News-Herald. (See WCOA).

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of Pensacola Journal, Pensacola News-Journal, Pensacola News, Jacksonville Journal, Panama City (Fla.) News-Herald. Mr. Perry is also president of Western Newspaper Union, a newspaper syndicate.

WTBF, St. Petersburg—Licensed to Pinellas Broadcasting Co; 90% of stock owned by Nelson Pynter, publisher of St. Petersburg Times.

WFLA, Tampa—Licensed to Tampa Tribune Co., publisher of Tampa Tribune (controlled by S. E. Thomas publisher also of Chicago Times, and John Stewart Bryan, publisher of Richmond News-Leader).

WDAR, Tampa—Licensed to Tampa Times Co., publisher of Tampa Times.

**GEORGIA**


ONE OF AMERICA'S SIX FASTEST-GROWING CITIES

**ILLINOIS**

WDBS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of Champaign News-Gazette.


WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of Chicago Tribune.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 100% of stock owned by farm-service publishing Co., publisher of The Farmer's Bulletin, bi-weekly.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of Daily Commercial-News (Gannett Newspaper); see WENY, Elmira, N. Y.

WSDY, Decatur—Licensed to Commodore Broadcasting Inc., 95.6% of stock owned by Decatur Newspapers, Inc., publisher of Decatur Herald and Review; same ownership as Champaign-Urbana (Ill.) Evening Courier.

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co., 100 out of 100 shares of stock owned by executives of Galesburg Register-Mail.

WROR, Rockford—Licensed to Rockford Broadcasters, Inc. 100% of stock owned by Rockford Consolidated Newspapers Inc., publishers of Rockford Morning Star and Rockford Register Republic.


WCRB, Springfield—Licensed to WCBS, Inc. 45% of stock owned by Ira C. Coplay, publisher of the Springfield Illinois State Journal, 1% by A. W. Shipton, general manager of Illinois State Journal.

**INDIANA**


WFMF, Indianapolis—Licensed to WFMF Inc.; chief owners are Harry B. Bitter and family; Mr. Bitter is publisher of Indianapolis Sun-Telegraph, Keenest newspaper, but station is personal investment.

**IOWA**

WMUR, Manchester, N. H.

may I compliment you again on the high quality of the selling presentations on Tele- script features you are forwarding to us.

Hervey Carter, Manager.

available through PRESS ASSOCIATION, INC.

50 Rockefeller Plaza
New York, N. Y.
"Now I'll tell you what I'm gonna do..." said KSTP Pete several months ago when he first outlined our aggressive promotion plans for increasing audiences in rural Minnesota. And what a pitch he's been making ever since! Not the old-time, hit-and-run street corner pitch with trape and keister, but a continuous state-wide pitch with country newspapers and magazines circulating in more than 200,000 rural Minnesota homes to carry his spiel. That's why we proudly say, "Pipe the pitch!"

Principal features of this continuous campaign are:

1. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
2. Audience-building ads in 344 rural newspapers.
3. Big ads in "The Farmer" (Minnesota farm circulation 147,000).
5. "On the Minnesota Farm Front" (column by KSTP's Farm Service Director, Harry Asple) published weekly by 81 country newspapers.

KSTP Pete is really turning the tip when it comes to increasing our large listenership among the 1,400,000 prosperous farmers and small-town folks in rural Minnesota. So it's a paying pitch for you—a no-cost plus to the resultful selling job KSTP does in the vital Twin City area, Minnesota's primary market.

50,000 WATTS—Clear Channel
Exclusive NBC Affiliate for the Twin Cities.

KSTP
MINNEAPOLIS...ST. PAUL

Represented nationally by
Edward Petry and Company

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER
FOR OCTOBER & NOVEMBER, 1943

MORNING INDEX
MON. THRU FRI.
8:00 - 12:00 A.M. 12.6 20.9 32.2 24.1
A. WGRC B C
AFTERNOON INDEX
MON. THRU FRI.
12:00 - 6:00 P.M. 28.0 34.9 22.9 13.0
A. WGRC B C
SUN., THRU SAT.
EVENING INDEX
6:00 - 10:00 P.M. 43.0 12.8 33.5 9.4
A. WGRC B C


MINNESOTA


WEBB, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegraph Co., Superior, Wis., publisher of Superior Telegram; 32% shares by Northland Paper Co., 28% by Morgan Murphy, president of Morning Telegraph Co. 10% by W.A. Bridges, manager of WEBB. Mr. Murphy is also interested in the Menomonie (Wis.) Herald-Times. Chiippewa Falls (Wis.) Herald-Telegram, Tom Rauers (Wis.) Reporter, Lafayette (La.) Advertiser.

WMFG, Hibbing—Licensed to Head of the Lakes Broadcasting Co.; see WEBB, Duluth.

WTMN, Minneapolis—Licensed to Minneapolis Broadcasting Co.; 60% of stock owned by Dispatch-Pioneer Press Co., publisher of the St. Paul Dispatch and St. Paul Pioneer Press; 60% of stock owned by Minnesota Tribune Co. Minority stockholder Minneapolis Star-Journal and Minneapolis Daily Times. The St. Paul newspapers are published by the Ridder Brothers, also publishers of the New York Herald Tribune and The Baltimore Times.


WIX, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBB, Duluth.

KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising Mr. Howard McLean, business manager of Winona Republican-Herald.

MISSISSIPPI

WCBR, Columbus—Licensed to Birney Ivens, publisher of Columbus Commercial Dispatch.

WDOC, Meridian—Licensed to Mississippi Broadcasting Co., Inc.; 100% of stock owned by R. E. Gavin and D. W. Gavin, owners of Clarke County Tribune, Miss., Miss. (weekly).

WQBO, Vicksburg—Licensed to Delta Broadcasting Co., Inc., affiliated with Vicksburg Morning Herald and Vicksburg Evening Post.

MISSOURI

KFRK, Columbia—Licensed to KFRU Inc.; 98.7/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of St. Louis Star-Times (see also KSO, St. Louis).

KMCJ, St. Louis—Licensed to Courier-Post Publishing Co., publisher of Hannibal Courier-Post, same ownership as Kansas City Union Star-Courier (Lee Syndicate).


KCNO, Kansas City—Licensed to KCNO Broadcasting Co.; majority interest held by Kansas City Journal.

WDAF, Kansas City—Licensed to The Kansas City Star Co., publisher of The Kansas City Star.

KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; ownership affiliated with Poplar Bluff American Republic.

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; ownership, same ownership as RGIBX, Springfield.


KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.

KXOR, St. Louis—Licensed to St. Louis Star-Times Publishing Co. (see also KFRU, Columbia, Mo.).

MONTANA

KRFJ, Miles City—Licensed to Star Printing Co., publishers of the Miles City Star.

NEBRASKA

KJAR, Hastings—Licensed to Nebraska Broadcasting Co., majority owner by Hastings Daily Tribune.

KFA, Lincoln—Licensed to KFA Broadcasting Co.; 59% of stock owned by Sidney News-Telegraph; 17% of stock owned by Lincoln Nebraska State Journal; 24% of stock owned by Lincoln Star.

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFA.

WAG, Norfolk—Licensed to the Norfolk Daily News.

KOIL, Omaha—Licensed to Central States Broadcasting Co.; 50% owned by The Sidles Co.; 59% by the Lincoln Nebraska State Journal; 24% by the Lincoln Star.


NEVADA

KOH, Reno—Licensed to McClatchy Broadcasting Co. (same ownership as Sacramento Bee, Reno Bee, Modesto Bee, all in California (McClatchy Newspapers).

NEW HAMPSHIRE

WMUR, Manchester—Licensed to The Radio Voice of New Hampshire, Inc., 9% of stock owned by T. M. Peppers, president. Algonquin Publishing Co., publisher of The Nashua Telegraph, who is 50% owner of common stock and manages the company.

NEW JERSEY

WAB, Atlantic City—Licensed to Press Union Publishing Co., publisher of Atlantic City Press and Union.

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Peppers, president. Albuquerque Publishing Co., publisher of Albuquerque Journal; Mr. Peppers is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KAYE, Carlsbad—Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Woodward, and Todd Miller. Mr. Hubbs and Mr. Hawkins are owners of Pecos (Tex.) Enterprise, a weekly (see also KIUN, Pecos, Tex.).

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co., Inc.; 20% of stock owned by the Press Co., Inc., publisher of the Knickerbocker News (Gannett Newspaper; see WENY, Albany, N. Y.).

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co.
PETITE ASSISTANT timebuyer of Russell M. Seeds Co., Chicago, is Merle Myers (left) as Arthur J. (Dutch) Bergman, coach of the Washington Redskins pro football team, signs a contract as sports commentator on WRC Washington, under Grove Labs. sponsorship. At right is Rudi Neubauer, NBC national spot salesman in Chicago. Redskins play-play last season was sponsored on WMAL Washington.

WASHINGTON Redskins Coach Dutch Bergman is the newest sports commentator at WRC Washington. Beginning Jan. 24, the coach of the eastern champion pro grid team will be heard at 6:40 p.m. six days a week for Grove Labs.

Bergman played football under Kute Rockne at Notre Dame where he also won letters in baseball and track. After graduation from Notre Dame, he became director of athletics and sports coach at New Mexico A & M. From there he went to the U. of Dayton, and later to the U. of Minnesota. He became well-known to Washingtonians for his work as head football coach and director of athletics at Catholic U.

Inc., publisher of Albany Knickerbocker News (Gannett Newspaper; see WENY, Elmira, N. Y.).

WMBO, Auburn—Licensed to WMBO, Inc. 100% of stock owned by Auburn Publishing Co., publisher of Auburn Citizen-Advertiser.

WBTA, Batavia—Licensed to Batavia Broadcasting Corp.; Ownership identified with Farm Family Journal, a monthly.

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as Buffalo Evening News.

WEBS, Buffalo—Licensed to WEBS, Inc. 10% of stock owned by Buffalo Courier-Express.


WNGX, Newburgh—Licensed to WNGX Broadcasting Co. Inc., Stockholders are publishers of Poughkeepsie (N. Y.) New Yorker; Ionia (Ia.) Press-Citizen; Chillicothe (Ohio) Gazette; Onions (Okla.) Oklahoman; Express-Courier; Cheyenne Wyoming; The Daily State Tribune and Wyoming Express, Salina (Kans.) Californian; Reno Gazette-Journal; Nevada State Journal; Los Angeles Stockman-Partner. (See also EKON Montgomery, Calif. and EBFCE Cheyenne, Wyo.)

WEVD, New York City—Licensed to Delta Metropolitan Radio, Inc. (see WINS). No other operative backers are directors of the Journal Publishing Co. because the company itself has no interest or control.


WOW, New York City — Licensed to WOADAM Corp., one of stockholders (Robert E. O'Don) is director and stockholder of the Palmer Morning Call.

WPHC, Pearl River Falls—Licensed to Niagara Falls Gazette Publishing Co., publishers of Niagara Falls Gazette.


WKPX, Poughkeepsie—Licensed to Pough-keepsie Broadcasting Co., Richard E. Coon, business manager of Poughkeepsie New Yorker 60% of stock owned by Poughkeepsie Newspapers, Inc. 39% stockholder.

WHEC, Rochester — Licensed to WHRC Inc. 60% of stock owned by the Gannett Co., Inc., publisher of Rochester Democrat & Chronicle and Rochester Times-Union. Gannett Newspapers; (See WENY, Elmira, N. Y.)

WWNY, Watertown — Licensed to the Rochester Times-Union and operated by the Watertown Times.


Terrapin News, Port Chester, Idaho; Gazette, Sisters-Citizen-Register, Argus, New Rochelle—Standard-Star, Manuretown Times. All in New York.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times, Inc., publisher of Asheville Citizen and Times.


WGBR, Goldsboro—90 of 190 shares of stock owned by Talbot Patrick, publisher of the Goldsboro News-Argus and director of the Concord Tribune. 7 shares owned by Paul B. Rumsey, Jr., director of the Goldsboro News-Argus.


WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; Ownership affiliated with Salisbury Post.


NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 64.45% of stock owned by stockholders of Forum Publishing Co., publisher of Fargo Forum; 33.14% of stock owned by E. E. Redeker; 2.52% of stock owned by C. H. Reineke.

OHIO


WBHC, Canton—Licensed to Ohio Broad- ccasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of Canton Repository and Stark County Herald-Star, East Liverpool Review, Pomeroy Times and Salem Times, all in Ohio; Salisbury (Md.) Times.


WRCG, Cincinnati—Licensed to Cincinnati Times-Star Co.

WCLE, Cleveland—Licensed to United Broadcasting Co. 266 6/74 out of 1,000 shares owned by Forest City Publishing Co., publisher of Canton Repository and Chief, and chief owner of Cleveland News; 245 1/2 shares owned by Daily Record and Troy, Ruth Rubin.

WJCL, Cleveland—Licensed to United Broadcasting Co. (See WCLE, Cleveland).

WBNJ, Columbus—Licensed to WBNJ, Inc. Ownership identified with Ohio State Journal, Columbus Dispatch.

WHBC, Columbus—Licensed to United Broadcasting Co. (See WCLE, Cleveland).


WING, Dayton—Licensed to WSMK Inc.; controlled by Charles Sawyer, Cincinnati- matic attorney, owner of Lancaster (O.) Eagle-Gazette (see also WIZE, Springfield).

WPAY, Portmouth—Licensed to The Scioto Broadcasting Co.; 99% Controlled by Brush-Moore Newspapers, publishers of Portmouth Post; 50% by C. E. Thompson, Cleveland (under option to be sold to Brookside).


These important questions were suggested to KMA by two prominent advertising men for the “Complete Mail Study” just issued—a study of the 493,479 pieces of commercial mail received by the station from April, 1942, through March, 1943. When these returns were tabulated by a firm of certified public accountants, it was found that 82.6% of the writers wrote once within any three-month period; 12.8% wrote twice; 4.0% wrote three or more times. When they wrote in about one offer, 12.91% ordered, or inquired about 2.3 other items too.

“If you haven’t got your copy yet of this valuable MAIL STUDY,” says KMA president Earl May, “you had better request it now—from the KMA Research Director. Only a few copies are left.

“If you aren’t using KMA research No. 1 Farm Market, Mr. May continued, ‘you’d better inquire about your schedule now too. Only a few choice availabilities are left.”
Kenway Joins Blue
As Aide to Kobak

To Work on Special Studies
On Expansion of Network

IVOR KENWAY, former advertising
and sales promotion manager of Devoe & Raynolds Co., New
York, paint manufacturer, on Jan. 1
joined the BLUE Network to as-
sist Edgar Kobak, executive vice-

president of the BLUE, in "special
studies in connection with the ex-

pansion of the network.

These studies will deal especially
with the marketing, the merchandising
of products of BLUE advertisers, and
BLUE sales, Mr. Kobak said.

Yandell Resigns

The BLUE also announced last
week the resignation of Lunsford
Y. Yandell, vice-president, who
will take over management of the Tan-

ning Products Export Corp., whose
headquarters are in Buenos Aires.

No replacement has been named for Mr. Yandell, according to John
W. Woods, president of the BLUE.

Mr. Yandell was formerly an ex-
ecutive of RCA, joining the BLUE
as vice-president, treasurer and a

director when the network became

a separate entity in January, 1942.

Six months later, Mr. Yandell left
on a 10-month leave of absence with the British Red Cross, returning to

the BLUE in June, 1943, as a vice-
president.

Influencing Sales

FAR Beyond Pontiac

In the heart of the nation, where the problems of national defense are
most acute, where the needs of the armed forces are most critical, where

the lifeblood of a great country is

pumping through the veins and

arteries of the nation, there is

Pontiac, Michigan.

Pontiac is the home of the nation's

largest automobile plants. It is the

home of the nation's largest truck

plants. It is the home of the nation's

largest farm equipment plant. It is

the home of the nation's largest

paint manufacturer. It is the home

of the nation's largest tobacco

company. It is the home of the

nation's largest appliance

company. It is the home of the

nation's largest steel mill. It is the

home of the nation's largest rubber

company. It is the home of the

nation's largest furniture

company. It is the home of the

nation's largest photographic

company. It is the home of the

nation's largest rubber company.

It is the home of the nation's

largest shoe company. It is the

home of the nation's largest

printing plant.

In Pontiac, Michigan, there is a

unique and special atmosphere.

There is a sense of pride and

purpose. There is a sense of

determination and courage. There

is a sense of unity and

solidarity.

This is the place where the

nation's leaders come to talk about

the nation's problems. This is the

place where the nation's planners

come to plan for the nation's future.

This is the place where the

nation's educators come to

educate the nation's youth.

This is the place where the

nation's scientists come to

conduct the nation's research.

This is the place where the

nation's artists come to

create the nation's art.

This is the place where the

nation's athletes come to

compete in the nation's games.

This is the place where the

nation's farmers come to

plant the nation's crops.

This is the place where the

nation's workers come to

build the nation's homes.

This is the place where the

nation's doctors come to

heal the nation's sick.

This is the place where the

nation's lawyers come to

defend the nation's rights.

This is the place where the

nation's lawyers come to

defend the nation's rights.

This is the place where the

nation's lawyers come to

defend the nation's rights.

This is the place where the

nation's lawyers come to

defend the nation's rights.

This is the place where the

nation's lawyers come to

defend the nation's rights.

This is the place where the

nation's lawyers come to

defend the nation's rights.

This is the place where the

nation's lawyers come to

defend the nation's rights.
Decisions...

December 24

KWAP Fort Atkinson, Wis.—Granted license to cover CP authorizing increase to 1 kw, changes in DA, Conditions.


WXMT New York.—Granted mod. CP for new experimental television station, extended completion date to June 30, 1944.

December 28

WGES Chicago.—Granted vol. assgn. license from Oak Leaves Broadcasting Station during Dec. 20, 21, 22, 23.


KWTQ Springfield, Mo.—Granted mod. CP, as modified, for changes in DA. Granted authority for program tests under Sec. 2.48, condition York, for temporary modification of license.

December 29


December 30

Columbia Broadcasting System, Hollywood, Fla.—Placed in pending file application for CP new FM station, 14810 kc, 34,000 w.

Applications...

December 27

WRUF Gainesville, Fla.—Extension special service authority to operate unlimited time, with 10 kw after Denver, Col., authority for period Feb. 1, 1944 to Nov. 1, 1946.

Valleymart Broadcasting Co., West Point, Ga.—Grant new standard station, 1490 kc, 250 w., unlimited, Amended to change transmitter site to Lanett, Ala.

December 29

WINS New York.—Licenses to cover CP, as mod., for change frequency, increase power, change hours of operation, install new transmitter and 3-BHM, and move transmitter.

WDAM Columbus, Ga.—CP move transmitter 0.75 mi. to Phlesia City, Ala.

Tentative Calendar...

WGPC Albany, Ga.—CP move transmitter and studio to West Point, Ga. Valley Broadcasting Co., West Point, Ga. 

WFIL Philadelphia—Grant standard station, 1480 kc, 250 w., unlimited.

WPAT Paterson, N. J.—Transfer control from Frank Falknor and Rex Scheppe to Donald Flam.

WNNC Quincy, Mass.—CP to move auxiliary transmitter.

KCMO Kansas City, Mo.—Mod. license operate 1480 kc, 5 kw., unlimited, DA.

PFC, BILL HUNTER, engineer, formerly with WPAT Paterson, N. J., who was home on furlough recently, is now attached to the Army's Moral Service Division in Hollywood where he acts as chief engineer for an Army shortwave radio station.

ROBERT CORY, formerly engineer at WUKY Cincinnati, has joined the transmitter staff of WENR Chicago, replacing John Felthouse, who has resigned because of illness.

FRANK C. AHRLING JR., formerly a member of the WENR-WLS Chicago transmitter staff, and now serving with the U. S. Army Signal Corps in England, was promoted recently from captain to major.

EUGENE M. RINGWALD and Art Miller have been appointed assistant engineers of CKWX Vancouver, with Jack Hughes as chief engineer.

WILLIAM LUTES is the newest addition to the engineering staff of WITN Philadelphia.

ACE OHCHS, formerly of the sound effects division of WOR New York, and prior to that in the motion picture scene, sound effects has joined the music division of CBS.

LT. RALPH S. STEVENSON, formerly KKL Salt Lake City engineer has received a citation from the Navy for outstanding service.

JOHN ESTROIDGE has joined the engineering staff of WOJO-WOGL Ft. Wayne, Ind.

HARRY ESSMAN, sound engineer, has rejoined Continental Management staff after a short interval during which he worked on several RKO pictures.

EDWARD F. LOWEN has returned to the WSIX Nashville engineering staff following discharge from the Signal Corps.

TED POCKRANDY, formerly precision assembly instructor of North American Aviation Corp., has joined Universal Microphone Co., Inglewood, Calif., as supervisor of the Signal Corps lip microphone production department.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

December 24 to December 30 Inclusive.

Network Accounts

All Time Eastern Wartime unless indicated.

New Business

ELECTRIC AUTO-LITE Co., Toledo (Incorporated) has been granted a license for the Boys on over 100 NBC stations, Mon., Thurs.-10:15 a.m. Agency: Kuhn & Ryan, N. Y.

BENEFIT CASUALTY INSURANCE Co., Los Angeles, on Jan. 2 started Captain Alice Eve. station, Tues., Thurs., 8:30-9:30 p.m. Agency: HSB-man/Shane-Brewer, Los Angeles.

HUNT PACKING Co., San Francisco (canned food products), on Jan. 2 started 12 weeks half hour program on 34 Don Lee Pacific stations, Sun., Fri. 8-9:30 p.m. Agency: Romet, Seattle.


Renewal Accounts

SINCLAIR REFINING Co., New York, on Jan. 2 has renewed its Arthur Hale's Confidentially Yours, at the same time shifting from Tues., Thurs., and Sat., 4:00-5:15 p.m. to 125 MBS stations, while Richfield Oil Co., New York, on Jan. 4, for five weeks Arthur Hale on 25 MBS stations, Tues., Thurs., Sat., 7-8 p.m. Agency: Hixon-Donnell Adv., N. Y.


KELLOGG Co., Battle Creek, Mich. (Pep), on Jan. 5, renewed Breakfast at Sordeia on 15 BLUE stations, Mon. thru Fri., 9:00-9:15 a.m. (CPT), and for Gou-Pep (canned milk) on 165 BLUE stations, Mon. thru Fri., 11:50-12:45 a.m. Agency: Lennox & Eckhardt, N. Y.

B. T. BABBITT Inc., New York (Aunt Polly's Soup Mix, Bab-o), on Jan. 17, renewed for 52 weeks Lora Lawton on 97 NBC stations, Mon. thru Thurs., 10:15-11:45 a.m. and David Harms on 53 NBC stations, Mon. thru Fri., 11:45-12:45 noon. Agency: Duane Jones Co., N. Y.

STANDARD BRANDS, New York, on Jan. 2, renewed Arthur E. Edgar Berndt, for Charlie McCarthy (Chase & Sanborn Coffee) and for President Ford, Ben., 8-10 p.m. (J. Walter Thompson Co., New York agency), and for The Family (Fleischmann's Yeast), on 181 NBC stations Mon., Tues., Thurs., 7-8 p.m. (Kenyon & Eckhardt, New York agency).

STUDEBAKER SALES Corp., South Bend, Ind. (Institutional), on Jan. 1, renewed for 26 weeks Norman Neubert-News on 34 Don Lee Pacific stations, Mon. thru Sat., 6:45-6:45 p.m. (FPTW), Agency: Roche, Williams & Cunyngham, Chicago.

GENERAL TELEVISION CORP.

70 Brookline Ave.
Boston, Massachusetts
First in Television Development
in
NEW ENGLAND
WANTED PRODUCTION MANAGER—With experience in writing, producing and directing commercial and sustaining programs, also with some experience in announcing, supervising announcers. Good pay, excellent working conditions. If interested, write, for long distance, telephone operator for experimenter, Radio Station WMC, Memphis, Tennessee.

WANTED—Announcer-Salesman. WANTED PRODUCTION MANAGER. BROADCASTING. Send complete details your qualifications. Reply immediately, salary $1.00.

WANTED—Announcer-Operator. WANTED—Announcer-Salesman. BROADCASTING. Send complete details your qualifications. Reply immediately, salary $1.00.

WANTED—First or second Class Operator. BROADCASTING.

WANTED—Operator—First class license. Must be capable of news and general information connection about March 1st. Box 665, BROADCASTING.


WANTED—First or second class operator immediately. Start without salary. Wire, write, or phone Station WFG, Somerville, N. J.

WANTED—Announcer—Operator, with first class license. Must be capable of news and general information connection about March 1st. Send details to KSEI, Pocatello, Idaho.

WANTED—Second Class Operator. MUST BE CAPABLE OF NEWS AND GENERAL INFORMATION CONNECTION. Send complete details and prices to Humberto B. White, WGES, a partnership. Interest in the individual holdings in the corporation, which are: Gene T. Dyer, president, 25%; Vivian L. Christy, 25%; Gene T. Dyer Jr., 24%; F. A. Ringwald, 10%; Louis E. Moulds, vice-president, 6%; Grace W. McNall, 6%; William F. Moss, secretary-treasurer, 4%. No monetary consideration was involved in this transaction. Interests in WSB and WBC Chicago are also held by several of these parties.

EMIL COOPER, Russian-born conductor, is serving as guest conductor for a series of six performances of the Rimsky-Korsakov orchestra on WOR New York.

TIDEWATER Associated Oil Co. now sponsors the 1944 Conference Basketball in northern California, broadcast exclusively by KLX Oakland, Calif. Announcer Bill Tothill does the play-by-play descriptions every Saturday, 8:30 p.m. Buchannan & Co., San Francisco, is the agency, with Hal Deal, Tidewater advertising director, handling the business.

FRANK W. WARNER, in charge of all engineering development of General Electric Co., has been named successor to Henry M. Richardson as chief engineer of the plastics divisions, William H. Milton, manager of the divisions announced.

“FIRMAGE’S RENEWING AS USUAL” writes ARCH MASDEN—KOY

“The Shadow” available locally on transcription—see C. MICHELSO 67 W. 44 St., N.Y.C.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
of the N.A.R.B.

McNARY & WRAITHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D.C.

TIDEWATER Associated Oil Co.

“THE SHADOW”—Available locally on transcription—see C. MICHELSO 67 W. 44 St., N.Y.C.

“FIRMAGE’S RENEWING AS USUAL” writes ARCH MASDEN—KOY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
of the N.A.R.B.

McNARY & WRAITHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D.C.

TIDEWATER Associated Oil Co.

“THE SHADOW”—Available locally on transcription—see C. MICHELSO 67 W. 44 St., N.Y.C.

“FIRMAGE’S RENEWING AS USUAL” writes ARCH MASDEN—KOY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
of the N.A.R.B.

McNARY & WRAITHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D.C.

TIDEWATER Associated Oil Co.

“THE SHADOW”—Available locally on transcription—see C. MICHELSO 67 W. 44 St., N.Y.C.

“FIRMAGE’S RENEWING AS USUAL” writes ARCH MASDEN—KOY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
of the N.A.R.B.

McNARY & WRAITHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D.C.

TIDEWATER Associated Oil Co.

“THE SHADOW”—Available locally on transcription—see C. MICHELSO 67 W. 44 St., N.Y.C.

“FIRMAGE’S RENEWING AS USUAL” writes ARCH MASDEN—KOY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
of the N.A.R.B.

McNARY & WRAITHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Washington, D.C.

TIDEWATER Associated Oil Co.
New York Raid Alert Muddle Raises Questions Over Authority for Alarms

REFUSING to recognize Mayor F. H. LaGuardia as the proper authority on the matter, some New York radio stations either ignored his request to broadcast a message of "preparedness" regarding the public Christmas Day, or delayed action until the request was substantiated by information from sources acceptable to them.

The implied danger of an enemy attack never materialized, and there has been no full explanation of the Eastern Defense Command's action in alerting the Atlantic seaboard on Christmas Eve. Whether or not real danger existed, there was evidence of misunderstanding, and in some cases sharp disagreement on the part of some New York broadcasters as to how a message of this kind should be handled.

Through WNYC

Radio came into the picture Saturday morning when Morris Novik, military coordinator for the city, acting on the Mayor's orders based on a notice from one of the military services, telephoned New York City stations and instructing them to broadcast an announcement telling listeners to act calmly in the event of an emergency and pointing out that "the enemy observed the holiday," authority for the statement was given but that of the Mayor, but stations were told in confidence there was good reason for cautioning the public. WNYC, New York's municipal station, started broadcasting the warning at 10:30 a.m.

Military and civilian defense agencies had been alerted since Christmas Eve, but no official military confirmation of this fact was made until 6:35 p.m. Saturday when the EDC disclosed that "proactive measures" had been taken on the basis of a report that a "sneak air attack" might be attempted by the enemy that day. At 7:50 p.m. the Mayor was asked by his military source to tell stations to stop making the announcement, and at 9:06 the EDC announced that the alert had been cancelled.

Conflicting Authority

Stations ignoring the Mayor's request acted in the belief that such a statement should come directly from military authorities. According to Mr. Novik, however, Radio Central, military communication system, is used only for Army communiques and in three eventualities—an air raid drill, an actual raid, or an order to stop broadcasting, none of which applied to the situation at hand.

Recognising Mr. LaGuardia as head of civilian defense, WMCA broadcast the announcement at 11:30 a.m., at 3:30 p.m. and in the 4:30 p.m. news bulletin period. Both WHN and WLIB ignored the request for reasons given above, and WOR did not carry it until 5:45 p.m., and then after checking with Army authorities.

Dave Driscoll, WOR news and special events director, said that he felt the Army should make use of Radio Central to tip stations off to an alert so that when a civilian agency comes through with such a request, the station can accept it as important. WQXR, which had no record of having received the notice, carried nothing until the "all-clear" EDC announcement in the evening.

Handled as News

WEAF said that the announcement was handled as a straight news item, in the first regular news period, which did not occur until 6 p.m. WJZ inserted a bulletin at 2 p.m. just before the Metropolitan Opera went on the air, between programs at 6:45 p.m., and at 9:30 reported cancellation of the alert.

WABC gave no reason for withholding the announcement until Quincy Howe's early evening program, when it was handled as a regular news piece which went out on the network around 6:11 p.m. with the qualification that there was no word from the Army on the matter. The EDC's announcement was reported on WABC and CBS at 6:45 p.m. and at 9:30, and the cancellation of the alert announced later in the evening.

RCA Reception Offices

RCA VICTOR Division of RCA has opened a reception room and offices on the 14th floor of the RCA Bldg. as a meeting place for recording artists, their agents and company officials. RCA Victor's New York recording studios and "workshop" continue at 15 East 24th St.

EVERETT C. PARKER, who has been studying religion and radio at NBC, and was formerly assistant chief of radio for the WPA in Washington, has been appointed temporarily to the post of assistant to William Hurke Miller, manager of NBC's public service department. Mr. Parker was at one time manager of WIJB New Orleans, later moving to WHIF Chicago as production and program manager.

COWLES, TULSA FM NET PACTS SIGNED

STOCK agreements with the American Network (FM) have been signed by Gardner Cowles Jr., of St. Louis, president of the Cowles Broadcasting Co., John Cowles, president of Minneapolis Star Journal & Tribune Co., and R. L. Jones Jr., vice-president of the Tulsa Tribune Co., according to John Shepard, 3d, president of the network.

The pacts are being filed with the FCC for FM construction permits, according to Mr. Shepard.

McGraw-Hill Executives active

DURING her annual fall tour around the country, Mrs. Dorothy Chase, chairman of listener activities for the NAB, reports visits to 31 cities in 14 western states, during which she addressed various clubs of radio executives, arranged personal radio and television broadcasts and speeches by radio executives, and attended formal meetings of more than ten Radio Councils.

U. of Cal. Scholarship SCHOLARSHIPS enabling a boy and girl to have finished their freshman year with high scholastic records to prepare for a further phase of professional radio, have been presented by NBC to U. of California. Accepted by university officials at their monthly meeting, scholarships follow the joint NBC-UCLA Radio Institute stage last summer.

MARGUERITE MOORMAN of KMOX St. Louis has been named first prize winner of $100 in a slogan contest for Radio Thursday, and cowcatchers bumping into each other, "SALUTE to radio since its primitive beginning in 1920, and the relation of this growth to the contributions made by NBC are presented in a 24 page booklet, "What Goes on Behind Your Dial?", released by the network.

SERVICE SALUTE

KLX Plays Patriotic Airs

After Newscasts

SALUTE to servicemen now swings out over KXL Oakland each hour after the closing commercial of the newscast. Instead of hitch-hikers and cowcatchers bumping into each other, "Servicemen’s Hitchhikers," "Achors Away," "Marine Hymn," "Achors Go Rolling Along" and others for easy listening.

The tunes are alternated, and a full chorus is played before another commercial goes on the air. KXL manager Adriel Fried, who inaugurated the policy, says that he has found that listeners enjoy them, and servicemen especially stop to listen when they hear the song of their service.
It is a wise station, too, that knows its own market. In the "Heart of America" 51% of the population is urban—49% rural. There's no half-hearted selling on KMBC, for this is the one station that takes both sides of the story into consideration. This plus long established personalities reap rich dividends for KMBC with increased listening tune-in—thereby, with greater returns for KMBC advertisers.

KMB of
KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
Radio today has the gigantic task of keeping America and her 32 Allies closely bound in political unity, in military strength, in human understanding.

The achievement of this goal is an outstanding tribute to the radio manufacturers of America—who have served the cause of freedom faithfully and skillfully—giving our fighting forces the best radio equipment human ingenuity can make.

Today all out for Allied Victory, RCA looks forward to the privilege of once again serving America's radio industry in the development of finer radio-electronic products for civilian use when Peace comes.

RADIO CORPORATION OF AMERICA
Pioneer in radio, television, and electronics—RCA Building, New York, N.Y.

THE SERVICES OF RCA: RCA Laboratories . . . RCA Victor . . . RCA Communications, Inc. . . .